

# **The Impact of Terrorism on Risk Perceptions in Tourism:**

*An Analysis of the German Market Behaviours and Attitudes towards Egypt*

*BSc Thesis- Tourism  
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## ***Abstract***

How does terrorism influence risk perceptions of tourists? How are the resulting travel behaviours and attitudes altered due to this relation? The purpose of this thesis was to examine how the impacts of safety and security issues in the MENA region, and Egypt in particular, influence tourists' decision-making processes in consideration of destination risk perception and uncertainty in travel decision-making.

The present paper is the first to focus on Egypt, a country that is one of the main destinations for German holiday-makers within the MENA region. Besides the literature review on the key concepts of this study, the research adopted a quantitative approach based on an online survey that was designed to identify risk perceptions of German tourists towards the MENA region and Egypt, their attitudes and behaviours and factors influencing those such as socio-demographics, political unrest within the region in general (spill-over effect) and past travel experience (PTE). Possible preventive measures and their effectiveness as risk reduction strategies were also part of the survey.

It was found that Egypt is generally perceived as an unsafe destination to travel to, however, those respondents with PTE rate the country's attractiveness higher and are thus more likely to revisit as well. Spill-over effect was found to be significant, as well as the influence of several socio-demographic factors. Risk reduction strategies were generally rated to be effective and could therefore have implications for DMOs to create a more appealing image of Egypt as a holiday destination.

*Keywords:* terrorism, risk perception, safety, security, travel behaviour, travel attitudes, MENA region, Egypt, preventive measures, risk reduction strategies, past travel experience, travel decision-making, spill-over effect, German market

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## **Chapter 1: Introduction**

### **1.1 Context**

Terrorism is growing to be a major threat in today's society. It can be defined as "pre-mediated, politically motivated violence perpetrated against civilians and unharmed military personnel by subnational groups" (US Department of State, 1996). People fear the brutal and sometimes even unexpected attacks which are often executed with a religious background. Currently, especially the Muslim world faces a crisis due to terror organisations like ISIS, al Qaeda and many others that are less well-known amongst Western people, participating in the so-called 'holy war' (jihad) against the faithless West (Silberman et al., 2005). Considering this fact, the Middle East is perceived as a relatively unsafe area with the potential risk of terrorist attacks happening everywhere at any time in the region. These attacks do not only take place in the Middle East however, but also Europe has been targeted by the terror militias. Countries like France and Germany have experienced several happenings due to terrorism in recent years and also seem to be on the agenda of the organisations.

Still, in the Middle East, the situation is way more precarious when acknowledging that millions of people are fleeing the current circumstances in countries like Syria, in which war is ruling the happenings in many areas. A lot of these countries are politically unstable, which also causes terrorism to arise because the governments are apostate in the eyes of the terror organisations, which justifies activism even beyond the religious domain for them (Silberman et al., 2005).

Currently, the tourism industry is confronted with the increasing amount of threats on a global scale (Seabra et al., 2013), out of which one is terrorism. Sönmez et al. (1999, p.13) explain that "terrorism that targets tourism can be viewed as a disaster for a destination and ensuing events can create a serious tourism crisis".

We can clearly see that the sector is indeed sensitive to safety and security concerns (Pizam & Mansfeld, 1996). The threat of terroristic attacks appears to be even more intense to holiday makers than other kinds of human or natural disasters (Sönmez, 1998). This problematic issue currently also affects the tourism industry in the Middle East, including Egypt.

Tourists visiting a country abroad feel the strong desire to be safe and secure at their destination and fear due to potential attacks does have an impact on their decision-making processes (Woodside & King, 2001), also due to the fact that at the whole a negative image of the destination is created (George, 2003). A negative representation in the media often further strengthens tourists' anxiety and leads to false perceptions of the destination (Liu et al., 2016).

At the moment, due to governments being very unstable in many countries such as Syria and generally weak within the whole region and the potential happening of terrorist attacks, many tourists seem to avoid countries that are situated within the Middle East and choose alternative, safer destinations, somewhere that is perceived as more secure and where the terror organisations are less present (Sönmez, 1998). As Egypt is a country that highly relies on tourism as an industry, it is necessary for them to have tourists who keep coming into the country for their holidays in order for them to have returns from this sector. High risk perceptions keep tourists from visiting a country. Therefore this study is also examining different preventive measures which Destination Management Organisations and the visitors themselves could take in order to feel better prepared for and safer during their stay in Egypt. Tourists, once in holidays, use preventive measures, such as avoiding crowded places or behaving conservatively to minimise uncertainty and discontent in relation to their travel experience (Lo et al., 2011). This might help to boost the tourism sector in the future, if these measures are applied correctly and if they are able to ease the fear of tourists coming to Egypt.

This research study does therefore provide the reader with an understanding of how terrorism influences risk perceptions of German tourists towards Egypt, a country that has been crisis-ridden, also due to several terrorist attacks in the past (UK Government, 2018). The thesis is going to furthermore provide an aid to comprehending the resulting travel behaviours in consideration of the German market towards Egypt. To the best knowledge of the author, no research has previously been written on examining the risk perceptions of the German markets towards Egypt, as one of the main destinations for German holiday-makers.

## ***1.2 Main Research Question and sub-research questions***

To address the overall aim of this paper, the research includes one main research question, which is as follows:

**How does terrorism influence the risk perceptions of the German markets and their travel behaviour towards Egypt?**

Additionally, six sub-research questions were developed to go further in depth. These research questions are as follows:

- 1) How does risk perception vary considering different demographic factors such as gender, age, income or traveling with children?
- 2) What are major criteria for German tourists to consider before booking a holiday? Is safety an important factor?
- 3) What are important sources of information for destination choices?
- 4) What influence does Past Travel Experience have on risk perceptions?
- 5) Which preventive measures (taken prior or during the trip) are the most effective to reduce perceived risk towards a troubled destination?
- 6) Do political unrest and/or terror attacks in the MENA region discourage German tourists from traveling to the entire geographical region?

## ***1.3 Relevance of the Research***

Overall the research can provide interesting implications for managing and marketing a country that is struggling to attract visitors due to the high perceived risk which is caused by terrorism, also with regards to which preventive measures the travellers themselves, destinations as a whole or single (tour) operator(s), as well as hotels and other stakeholders could take in order to increase the perception of safety and security at the destination.



Recommendations for preventive measures might also be important for Destination Management Organisations. The research can be used to gain valuable insights on how to deal with and market a destination in crisis, as safety and security are important criteria that shape a holiday destination (Fletcher & Morakabati, 2008). Tourist destinations, and especially those that have to deal with violent attacks, “should incorporate crisis management planning into their overall sustainable development and marketing/management strategies to protect and rebuild their image of safety/attractiveness, to reassure potential visitors of the safety of the area, to reestablish the area’s functionality/attractiveness, and to aid local travel and tourism industry members in their economic recovery” (Sönmez et al., 1999, p. 13).

This might help making the destination more attractive again and thus stimulate visitor numbers to increase long term.

Therefore, this study is going to focus on the analysis of the German market and risk perceptions towards the crisis-ridden MENA region and Egypt, a country that has been struck by terroristic attacks in the recent past.

There has been research on other countries, for example on Turkey by Reisinger & Mavondo (2006); Baloglu & McCleary (1999); Isaac & Velden (2018) and on Jordan by Schneider & Sönmez (1999); Liu et al. (2016) already, therefore these countries were not chosen for the present study. The aim of this research is to close the existing gap in literature and to provide valuable knowledge on the influence of terrorism on risk perception, travel behaviour and attitudes of the German market towards Egypt.

#### ***1.4 Structure of the Thesis***

The paper will continue with a literature analysis in chapter 2. This review will help to give an overview on the issues covered in this thesis as well as to provide more detailed information for this particular research. Afterwards, in chapter 3, a description of the tourism destination ‘Egypt’ follows, including visitor arrivals and German tourist numbers, as well as information about the recent conflicts and terror attacks within the MENA region and Egypt, in particular.

In chapter 4, the methodology will describe the methods used to answer the main research question, including sub-research questions, based on a quantitative analysis. First, the research setting will be explained briefly, followed by a more extensive section on the survey instrument, in which the relevance of the questions used in the survey will be outlined. Subsequently, the data collection process will be explained. This section contains information on the sample and time frame of the survey. The results part of the paper will comprise the findings and their analysis with SPSS. Valuable conclusions will be drawn from the sample which will provide a clear overview on participants' risk perceptions and travel behaviours. These findings will then be discussed and elaborated on in the discussion section, including a comparison with the findings of similar studies previously done on risk perceptions in other destinations by several scholars. The section will continue to elaborate on and debate limitations of the present study. Finally, in chapter 5, the ultimate conclusions will be drawn on the overall insights of this research and the knowledge it generated. Furthermore, recommendations for DMOs in Egypt, as well as for tour operators and travel agencies in Germany, will be proposed based on the findings of this research. The thesis concludes with possibilities for future research in the field of risk perceptions that are caused by terrorism in relation to tourism.

## **Chapter 2: Literature Review**

### **2.1 Introduction**

The following section provides an overview on the key concepts, including terrorism, the interrelation between terrorism and tourism, destination risk perception, risk perceptions and uncertainty in travel decision-making, mentioned in the introduction of this paper, their definitions and how they have been explored and described in the already existing literature to give an understanding of how these concepts have been applied and worked with until now. Another focus lies on risk reduction strategies and preventive measures tourists can take in order to feel safer before and whilst their travels, as well as on Past Travel Experience (PTE) and how this concept influences risk perceptions and travel behaviours.

### **2.2 Key Concepts in the Literature**

#### ***Terrorism***

Terrorism has been defined by Agnew (2010, p.132) as “the commission of criminal acts, usually violent, that target civilians or violate conventions of war when targeting military personnel; and that are committed at least partially for social, political, or religious ends”. Terrorism is an immediate result of internal instability (Campos & Gassebner, 2009), resulting in ‘collective strains’ such as the absence of fundamental human rights or economic and political discrimination, as well as exclusion based on race, ethnicity or religion (Liu & Pratt, 2016). Therefore the attacks can be seen as political announcements to the public (Karber, 1971), as an attempt to change the current situation. Terroristic attacks in the past years include, for example, a bombing in 2016 at the Ataturk Airport in Istanbul and the attacks in Paris in 2015 (Liu & Pratt, 2016).

Due to increasing globalisation and due to the fact that people are more mobile, terrorism no longer remains a domestic challenge (Liu et al., 2016), but has impacts on neighbouring countries and states (Drakos & Kutan, 2003) or even globally, as it's impacts can be felt all over the world (Liu et al., 2016). The literature makes it clear that terrorism is no longer the concern of certain

countries or regions but arises to have global implications, aiming to change the current regime or situation and happening more frequently than before.

### ***The interrelation between Tourism and Terrorism***

The tourism literature has acknowledged the existing relationship between tourism, terrorism and political instability (Sönmez, 1998).

As Pizam and Mansfeld (1996) explain, tourism patterns are strongly influenced by safety and security issues, especially tourism that crosses international borders. This is mainly due to the fact that these uncertainties and risk perceptions and resulting fears impact the decision-making process of tourists (Beirman, 2003). Thus these factors have a great influence on consumption patterns in the tourism industry, as stated by Isaac and Velden (2018). Due to the fact that terrorism arises to be of global concern, being a problem that crosses borders and influences a great amount of people all over the world, it can hinder tourism development in destinations that are crisis-ridden and in a state of political instability (Avraham, 2013). This is because most tourists want to travel to destinations that are safe and secure (Liu & Pratt, 2017), as perceived risk is a considerable barrier to international travel (Buckley & Klemm, 1993). The higher this perceived risk, for example due to more frequent or severe attacks, the less attractive a destination becomes due to an ever more negative image that is created (Pizam, 1999). A study conducted by Buckley & Klemm (1993) also revealed that a destination is usually resilient if there is only a single incident, however, if the destination proves to be a constant trouble spot it will slowly but surely be perceived as unsafe and therefore unattractive. This also includes, as analysed by Saha and Yap (2014), that constant political instability has stronger implications for tourism than one single terroristic attack. The same authors point out that in low political-risk countries an attack might even have increasing visitor number as a result, due to tourists' desire to go and see terrorism-impacted destinations. This phenomenon is called dark tourism and appears to be increasingly popular (Isaac & Ashworth, 2012).

The literature makes it clear that terrorism implies consequences for both the tourists themselves, as well as for the destination in question (Ryan, 1993). Liu & Pratt (2016) also argue that the

tourism industry is increasingly facing the threat of terrorism and becomes more and more jeopardised by this risk.

Considering the works of the scholars mentioned in this section, it has to be acknowledged that the interrelation between terrorism and tourism exists, as well as the fact that terrorism does have negative implications for the tourism industry and can be hindering to the development of a destination.

### ***Destination Risk Perception***

Tourists' risk perceptions have been defined to be a construct of divers factors, such as physical, health, financial, crime and terrorism (Roehl & Fesenmaier, 1992) and describe how likely tourists evaluate the incidence of a threat (Law, 2006).

Generally speaking, for tourism to grow and develop further, the environment needs to be free of risk and politically stable without tourists fearing for their safety (Law, 2006). Perceived safety is regarded as a pull factor (Sirakaya et al., 1997), thus perceived risk acts as a push factor, making the destination less desirable to travel to. In most cases, if the perception of the destination is not acceptable for the tourist, the travel plans will be altered (Mansfeld, 2006) and shifted to a more desirable destination that is perceived as a safer alternative to substitute for the original choice (Decrop, 2010). It can also be crucial for tourists' perception of risk whether or not the destination in question is situated within an area that is conflict-ridden and perceived as a constant trouble spot. If this is the case tourists might feel hesitant to visit the entire region due to what is called spillover effect. Individuals seem to cluster destinations geographically and therefore an event in one country can have major implication for another one nearby (Drakos & Kutan, 2003).

However, even if a destination is perceived as risky to travel to, this does not necessarily imply that tourists are going to avoid this region completely. There might be a discrepancy between how the individual assesses the riskiness of a destination versus the actual travel behaviour of tourists (Karl, 2018). Tourists will also apply various risk reduction strategies and preventive measures to feel safer whilst travelling to a destination that is perceived as risky (Lo et al., 2011). These can include booking a package tour instead of travelling individually to compensate for a lack of

knowledge of the destination with a professional tour guide (Karl, 2018) or travelling in groups as opposed to taking the trip by oneself (Adam, 2015). Tourists will also try to be informed about the latest happenings at the destination, as well as bringing extra money and buying travel insurance as a back-up (Lo et al., 2011). This study will test for several preventive measures, self-taken or implemented by the destination, their effectiveness and how they influence perceived safety for tourists. Another important aspect to consider is PTE. Tourists who have visited a destination before usually feel more familiar with and confident at the spot than the ones that have never been there before (Kozak et al., 2007; Sönmez & Graefe, 1998, Liu et al., 2016).

This implies that the more frequent the visit, the less the perceived risk due to knowledge about the destination.

It is not clear from the literature whether a crisis-ridden destination will be avoided by all tourists or just certain groups of tourists, for instance those who do not have a high extent of PTE. Tourists also seem to believe in the effectiveness of preventive measures and the increase of (perceived) safety they bring with them, therefore allowing them to travel to destinations that were perceived as unsafe beforehand. Also, risk perceptions vary from one individual to another. A destination which is perceived as risky by one might be completely fine to travel to for another. As risk perception is highly individual it is difficult to draw conclusions in this field. This study might provide further insights into differences of risk perception concerning various socio-demographic factors and PTE.

### ***Risk Perception and Uncertainty in Travel Decision-Making***

Risk and uncertainty are often used in the same context (Quintal et al., 2010) even though they do have different meanings and are not necessarily interchangeable. As Weber and Bottom (1989) explain, risk is about the assessment of possibilities that particular events, which are usually negative, occur. Uncertainty on the other hand refers to a state of confusion, generated by an overload of information which the tourist is no longer able to process (Crompton, 1992).

The two concepts are important factors in many stages of the travel decision-making process (Quintal et al., 2010), being one of the crucial sub-decisions in the process (Crouch et al., 2016).

This field has recently been researched more extensively than before, especially after the happenings of September 11th, 2001 and the ongoing events and conflict of the Arab Spring, which are also impacting Egypt to a high extent (Karl, 2018). According to the same author, there are two dominant strategies to study risk and uncertainty in travel decision-making. First, it is possible to look at secondary data, consisting of tourist arrivals. This provides an insight into real destination choices, whereas the second strategy focuses on the individual perspective, namely how perceptions of risk are influencing decision-making. The present study is focusing to a larger extent on the second strategy, analysing risk perceptions in relation to destination choices, and to Egypt in particular. The risk perception and thus resulting decision-making process appears to be highly influenced by sociodemographic variables, as well as factors such as travel experience or whether or not the tourists are traveling with children (Roehl & Fesenmaier, 1992). Thus this study is going to examine and check for these factors and their influence on risk perception and uncertainty in relation to Egypt as a tourist destination. Respondents will be asked about their socio-demographics, for instance their age, gender, profession, as well as whether they are traveling with children. This might provide a link between risk perception and being accompanied by children in the results of this study. The questionnaire will also include a section asking respondents about the effectiveness of risk reduction strategies and preventive measures, and whether those have the ability to make them feel safer during their holiday. Many authors argue that DMOs should implement certain anti-terrorism strategies (Drakos & Kutan, 2003; Paraskevas & Arundell, 2007), therefore this paper is going to examine which and how these strategies might be successfully implemented.

Considering the variety of possibilities to reduce perceived risk it is interesting to examine which strategies work best. PTE seems to be a strong factor but preventive measures appear to also make a difference. In regard to risk reduction strategies it will be interesting to see whether strategies taken prior or during the trip at the destinations are more effective at making tourists feel safer before and during their travel to the destination in question.

### **2.3 Conclusions**

Summarising, this literature review pointed out that the tourism sector is highly impacted by safety problems, which also include terrorism (Pizam & Mansfeld, 1996). Especially because the risk of attacks arises to be a global problem (Avraham, 2013), tourists more than ever seek to travel to destinations that are safe and secure, free of risk and politically stable (Law, 2006). If those criteria apply, destinations are able to act as a pull factor (Sirakaya et al., 1997). However, if the destination is perceived as risky, tourists might still travel there and implement preventive measures (Lo et al., 2011), reducing the perceived risk and uncertainty associated with this particular destination. PTE can be regarded as an important factor in destination choice making.

The next chapter focusses on Egypt as a country that highly relies on tourism as an industry but has experienced several terroristic attacks over the past years, as well as being situated within the crisis-ridden MENA region, which has caused a major decline in visitor numbers.



## Chapter 3: Egypt: The current Situation

### 3.1 Introduction

This section provides information on Egypt as a tourism destination as well as a brief description of the crisis situation including the terror attacks that have been carried out over the past couple of years and their implications for today.

### 3.2 Egypt as a Tourism Destination

According to the official website 'Egypt.travel' (2017), Egypt is a very large country (1 million square kilometres) with many major tourist attractions. Tourists can indulge in a luxurious cruise on the river Nile, relax on the beaches at the Red Sea Coast whilst doing water sport activities such as kitesurfing or shark diving, play golf or enjoy the nightlife possibilities, as well as learn more about the rich culture Egypt has to offer. At sites such as Luxor tourists can find various temples, tombs and palaces that have been constructed over a span of 4000 years (Egypt Travel, 2017). The huge capital Cairo is another main attraction of Egypt.

According to Focus (2011), a German online newspaper, tourism is the most important economic sector in Egypt. Every sixth Egyptian works in this industry, as stated by Mounir Fakhry Abdel

Nour, the Minister of Tourism of the North-African country.

The World Travel and Tourism Council (2018) has issued a report about the economic impact of travel and tourism in Egypt in 2017. It clearly states that tourism's contribution to the GDP has constantly decreased since the year 2011, which can be seen in *Figure 1* and 2.

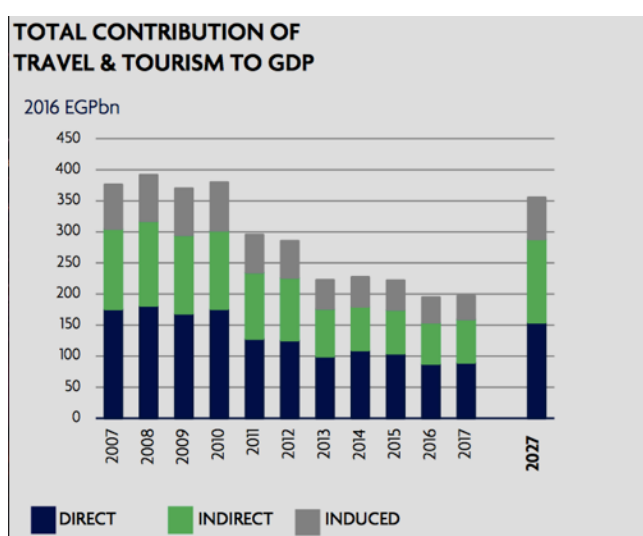


Figure 1. Contribution of Tourism to GDP in Egypt (World Travel & Tourism Council, 2018).

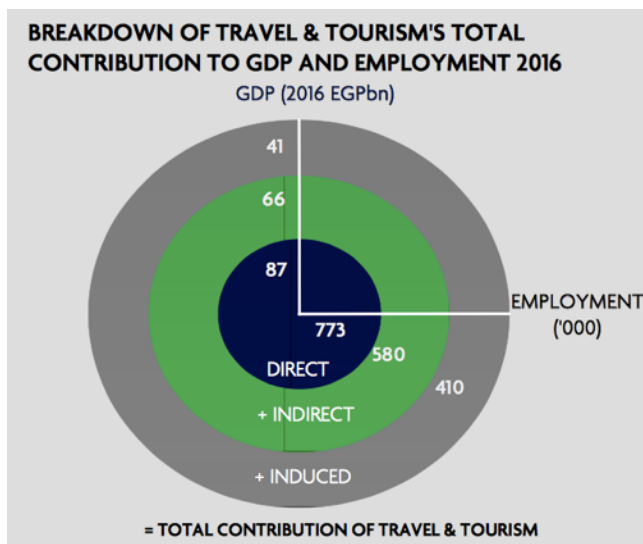


Figure 2. Tourism's Contribution to GDP 2016 (World Travel & Tourism Council, 2018).

There is also a major decline in foreign tourist arrivals, shown in *Figure 3*. The numbers dropped significantly since 2011. The report points out that the same applies for the German outbound market to Egypt. On average, the visitor numbers reached the lowest point in 2016 in both graphs. However, they seem to be slightly rising again to the end of 2016 as well as in 2017. *Figure 3* also shows that experts expect or hope for rising numbers in the future until the year 2027.

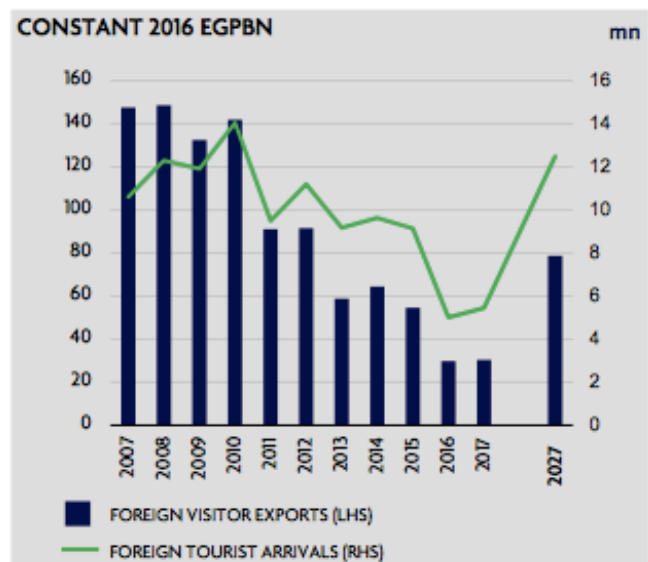


Figure 3. Foreign Visitor Arrivals to Egypt (World Travel & Tourism Council, 2018)

The number of jobs provided by the tourism industry also dropped significantly since 2011 and reached its lowest point in 2017. Again it is expected for the numbers to rise again as shown in *Figure 4*. As described before, tourism is the most important economic sector in Egypt that provides a large amount of jobs within the country.

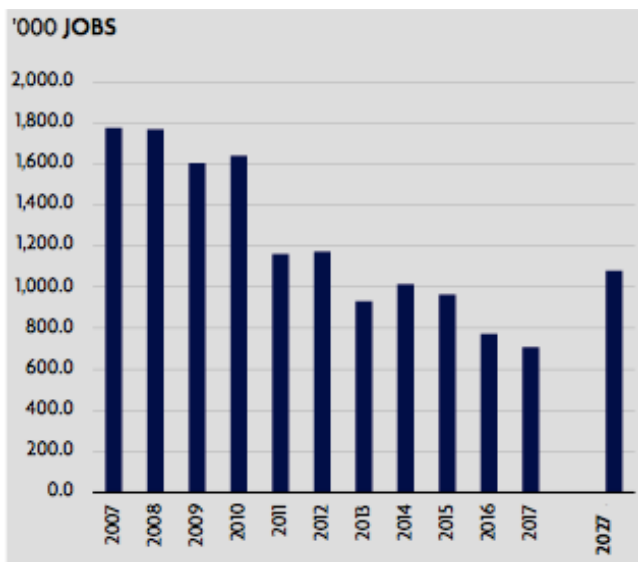
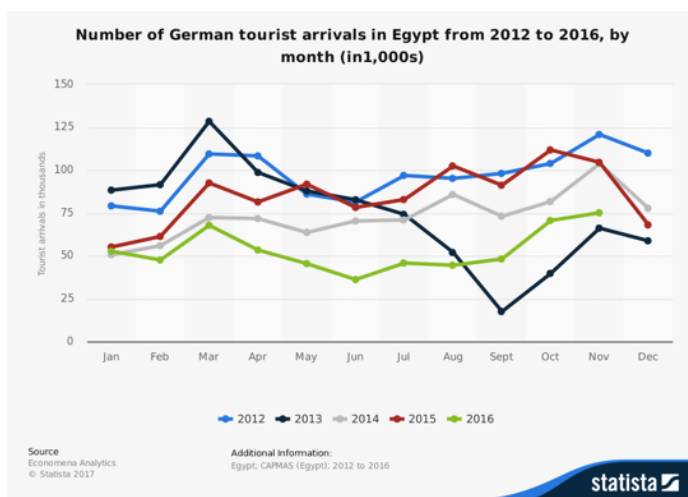


Figure 4. Number of jobs due tourism (World Travel & Tourism Council, 2018).

In 2016, 4.847.380 international tourists arrived to Egypt (Figure 5), out of which 586,980 German arrivals (Figure 5) were counted. In Tunisia however, even though the number of foreign arrivals



was higher (n= 7.363.000), the number of German arrivals was lower than in Egypt (n= 485.000), as can be seen in Figure 6.

The arrival numbers clearly show that tourism from Germany plays an important role in Egypt's economy as the arrivals are higher than those to other Middle Eastern countries.

Figure 5. German Tourist Arrivals to Egypt (Statista, 2017).

#### Tunisia Arrivals by Country 2010-2015

000s trips	2010	2011	2012	2013	2014	2015
Arrivals	6,659	4,714	6,008	6,805	7,180	7,463
Arrivals from Libya	1,711	1,342	1,607	1,802	1,885	1,945
Arrivals from France	1,363	938	1,200	1,418	1,502	1,560
Arrivals from Algeria	955	871	981	1,056	1,124	1,185
Arrivals from Italy	482	274	399	464	483	497
Arrivals from Germany	459	200	346	427	460	485
Arrivals from United Kingdom	257	122	189	231	259	273
Other Countries of Origin	1,432	967	1,286	1,409	1,468	1,518

Source: Euromonitor International

*Figure 6. Tunisia Tourist Arrivals (Grant, 2011).*

### **3.3 Terror Attacks in Egypt**

Liu et al. (2016) describe that Egypt, situated in the MENA region, has been conflict-ridden for an extended period of time, including events such as the Arab Spring and the Syrian Civil War that impacted the whole area. Neighbouring countries are usually impacted, even if not directly involved in the conflict themselves (Steiner, 2007). This is called spillover effect in the literature, describing that bordering countries also experience a decline in tourist numbers due to cluster perceptions that people build around a certain region (Avraham, 2013).

As there is a constant negative media portrayal, international tourist arrivals to the MENA region appear to have dropped because the image of the destinations is affected due to the issues presented by Western mass media as risky, which leads many visitors to feel hesitant to visit the region (Avraham, 2015). Authors (Liu et al., 2016) speak of a tourism crisis, caused by political instability and terrorism.

With consideration to the country chosen for this research, the British Government states on its official website that “terrorists are very likely to try to carry out attacks in Egypt” (Government UK, Foreign Travel Advice). They stress that there is a risk of attacks happening all over the country. It is mentioned, however, that the number of these has been reduced since 2015 due to the Egyptian government’s counter-terrorism campaign. In the past years Egypt had to deal with three terrorist attacks on tourist locations (Government UK, 2018). The most recent one in July 2017 cost the lives of three foreign tourists. In Germany a travel warning has been issued which is still partly in place in April 2018 (German Ministry of Foreign Affairs, 2018). The warning is mainly based on the fact that Egypt is in a situation of radical change since the ‘January-Revolution’ in 2011, which has caused demonstrations and violent disputes since then. Furthermore, even though the warning applies for the whole country, the ministry highlights certain areas within the country, such as the Sinai Peninsula and border regions to neighbouring countries even further. They also explain that there is a an ongoing heightened risk of terrorist attacks, which might also be directed against foreign citizens. Therefore they advice caution when travelling to Egypt,

including touristic places like the Red Sea, however these places appear to be described as relatively safe on their website.

### ***3.4 Conclusions***

This section on Egypt outlined, that even though the country has much to offer in terms of tourism attractions and activities, visitor arrivals dropped due to the overall crisis in the MENA-region. Egypt highly relies on the tourism industry for revenues and jobs but has experienced a major decline in both during the past couple of years. Due to Egypt's proximity to other crisis-ridden areas, the country had to cope with a constant negative media portrayal which led potential tourists perceive the destination as too risky. The German visitor arrivals to Egypt dropped significantly, reaching their lowest in 2016.

The next section will outline the research setting. The data collection process and a description on how the survey instrument was developed are included as well. Afterwards the results of the quantitative analysis are outlined. In the discussion section these findings are debated and compared to the work of other scholars. Lastly, limitations of the present study will be explained.

## **Chapter 4: Methodology and Findings**

### **4.1 Introduction**

The methodology section explains the research setting, survey instrument and overall data collection with Qualtrics, from which the paper moves to the results found when analysing the questionnaires with SPSS. Then the findings that are outlined in the results section will be discussed. Furthermore they will be debated in regard to similar studies in the field of risk perceptions in tourism.

Limitations of the presents study will be provided and elaborated on in consideration of the results.

### **4.2 Methodology**

#### **4.2.1 The Research Setting**

This paper aims to analyse risk perceptions and travel behaviours of German tourists in consideration of Egypt as a destination that has experienced several terror attacks in the past years. In order to get a realistic idea of how these components are experienced by the German population, it is important to gather a large sample with standardised information. Therefore an online questionnaire was developed with the programme Qualtrics to gain quantitative responses that could be further analysed with SPSS to draw conclusions for the German sample.

#### **4.2.3 Survey Instrument**

The questions used to investigate tourists' risk perceptions and travel behaviours and attitudes were derived from the literature to ensure their significance for this study.

The study asked for participants' socio-demographic factors (Sönmez & Sirakaya, 2002) including gender, age, educational level, profession, income, marital status and whether the respondents have children, as well as testing for other variables such as PTE (Kozak et al., 2007). These questions were developed to provide background information about the sample. Those demographic variables influence travellers' risk perceptions (Seabra et al., 2013; Kozak et al.,

2007; Sharifpour et al., 2013), determining whether one interprets a destination to be safe or risky. The survey was designed to test whether people who are accompanied by children on their holiday rated the importance of safety higher than the ones travelling without children (Isaac & Velden, 2018; Roehl & Fesenmaier. 1992).

The attractiveness of Egypt was measured on a five-point Likert scale ranging from 1 = very unappealing to 5 = very appealing with regard to the question "How appealing is Egypt to you as a tourism destination?".

Several questions considering the safety and security (perceptions) of participants were included in the survey. As one of the main aspects "the overall importance of safety when booking a holiday at the moment?" was evaluated on a scale from 1 = not important to 5 = very important among the respondents. Additionally, sub aspects such as price, weather, hospitality and adventure were examined and put into the safety context (Isaac& Velden, 2018).

The survey included the question "Has your travel behaviour been influenced by the recent terror attacks?" to investigate, amongst others, whether tourists get used to the ever growing risk and safety issues and yet continue with their travels (Liu & Pratt, 2017), even despite warnings for certain destinations issued by the Ministry of Foreign Affairs, as explained by Fuchs et al. (2012). Therefore this study also included the question whether participants consider the advice of the Ministry of Foreign Affairs before going on holiday, as well as a question on the most trustworthy information sources to get an idea about the destination. As Liu et al. (2016) point out, people are likely to cluster destinations based on the region they are located in. Therefore the study investigated spillover effects with the statement "political unrest and terror attacks in the MENA region discourage me from travelling to the whole area". It was also investigated on future travel intentions considering the likeliness of a visit to the region within the next 12 month and whether participants have been to the region before. Those two factors were set into relation, which will be elaborated on later in this section.

Furthermore respondents were asked to determine their level of safety perception for several countries, including six popular tourist destinations for German holiday makers, some of which have experienced political unrest or the happening of terroristic attacks in the past. The countries

included in the survey consisted of Egypt, Turkey, Greece, Spain, Italy and France. Those countries were adapted by the research of Isaac & Velden (2018).

Respondents were asked to rate the effectiveness of preventive measures to increase their sense of safety. Those measurements are inspired by research of Liu et al. (2016), Ritchie et al., (2017), Isaac & Velden (2018) and Sönmez & Sirakaya (2002). These risk reduction strategies, including self-taken measures such as the search for information prior to travel online or in travel guides, registering with the embassy or travelling with an organised tour, and measures taken by the destination such as heightened police presence, were measured on a five-point Likert scale from 1= very ineffective to 5 = very effective.

The effects of likely predictors, for example information sources used, socio-demographic factors and other variables such as PTE and familiarity were included into the research (Kozak et al., 2007). Several scholars (Crompton, 1992; Evans & Berman, 1993) point out that personal experience is integrated into the decision-making process. Not only having PTE but also the extent to which people travel is an important factor (Mazursky, 1989). Having travelled to a certain destination frequently in the past can generate awareness and knowledge of the potential safety issues and risks and thus have an influence on travel intentions, as explained by Sharifpour et al. (2013).

#### **4.2.4 Data Collection**

The sample of this study consists of the German population. Participants were at least 18 years or older. The aim was to collect a large sample of respondents to get an idea about the wider picture of risk perceptions and travel behaviours within the target market. Therefore an online questionnaire was created with a programme called Qualtrics, which is a web-based survey tool, especially useful to hit a greater target.

The data was gathered from the 22nd of May 2018 to the 12th of June, therefore it took 3 weeks to collect the responses. After this time 202 responses were registered within the system. Out of this initial amount, 31 invalid responses were filtered out. Due to respondents not filling in the whole



questionnaire and missing some parts or single questions, those responses were invalid, resulting in a total number of 171 valid questionnaires.

In order to obtain as many responses as possible, the questionnaire was sent privately to family and friends, posted on a social media platform (Facebook), as well as passed on and forwarded by the people it was initially sent to. This method, called snowball sampling, is useful to reach the wider target. The link was also posted in nine german travel forums (HolidayCheck, Isis & Osiris, Travelamigos, GuteFrage, Studiosus, Reisefuchs, TripAdvisor, Reise-Forum and Vivien & Erhard), in order to receive more responses.

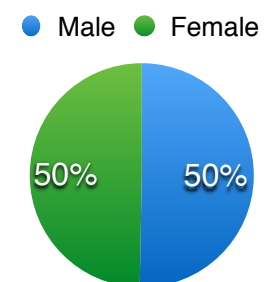
### **4.3 Results**

In the following part of this thesis the findings of the survey will be presented.

Overall, the dataset consisted of  $n = 171$  valid responses. The remaining 31 questionnaires were considered to be invalid and therefore not used for the present analysis.

#### **Socio-Demographics**

Considering the demographics of respondents, gender was equally divided amongst the participants. 50.3% ( $n=86$ ) are male and 49.7% ( $n=85$ ) are female.



*Figure 7. Male / female distribution*

Most participants are in the youngest age category of 18-29 ( $n=95$ ) with 55.6% of the participants falling into this category, 9.4% ( $n=16$ ) in the age category 30-39, 11.7% ( $n=20$ ) being 40-49 years old, 19.3% being 50-59 ( $n=33$ ) years old, 1.8% ( $n=3$ ) being 60-69 years old and 2.3% ( $n=4$ ) of the respondents being 70 years or older. The majority of participants in this study falls into the youngest age category, whilst roughly 20% of the respondents are aged between 30 and 49 and again roughly 20% aged between 50 and 59. Only seven people in this study are aged 60 or older, therefore being a minority.

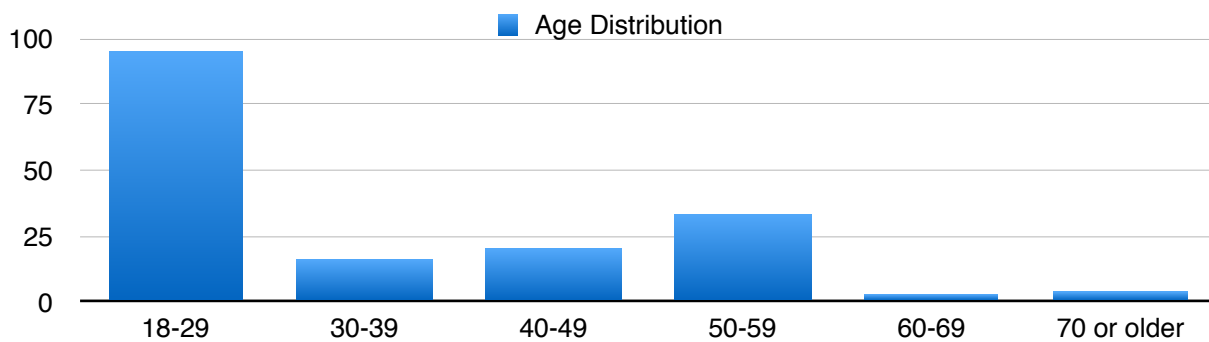


Figure 8. Age Distribution in the Sample

Most participants ( $n=58$ ; 33.9%) in the study received a high school degree. Only a minority ( $n=7$ ; 4.1%) left high school without a degree. Furthermore 48 participants (28.1%) visit or visited university without completing their degrees (yet). Out of the respondents holding a university degree, 17% ( $n=29$ ) completed their Bachelor studies and 14.6% ( $n=25$ ) finished their Masters. Only 2.3% ( $n=4$ ) of the respondents obtained a PhD.

40.4% ( $n=69$ ) of the respondents stated that they are currently employed, as well as 3.5% ( $n=6$ ) of the sample being self-employed. 3.5% ( $n=6$ ) of the sample also stated that they are not employed at the moment and/or looking for a job. Furthermore 4.1% ( $n=7$ ) of the respondents currently work as trainees. The sample also included 3.5% ( $n=6$ ) housewives and 5.3% ( $n=9$ ) retirees. The remaining 39.8% ( $n=68$ ) of the respondents stated that they are currently pupils or students.

Most people described their job as an academic profession, office or administration employee or logistics employee. Other professions mentioned included working as a service employee, doctor, lawyer, teacher, in the healthcare sector or as a craftsperson.

Considering the annual household income, 30.4% ( $n=52$ ) of the participants preferred not to specify. Most participants that did state their income ranged between 5000€ per year or less ( $n=30$ ), followed by those earning 60.001€ or higher ( $n=24$ ). Eight respondents earn 5001-10.000€ per year (4.7%), seventeen of the respondents earn 10.001-20.000€ per year (9.9%), fourteen (8.2%) earn 20.001-30.000€ and seventeen respondents fall in the income category 30.001-50.000€. Another 5.3% ( $n=9$ ) earns between 50.001-60.000€ per year.

Most respondents in the study (n=104) are unmarried. Many respondents (n=59) are married and only a minority of the participants is divorced (n=6) or widowed (n=2).

The majority of the sample does not have children (n=114). Roughly a third (33.3%) of the respondents stated that they have children (n=57).

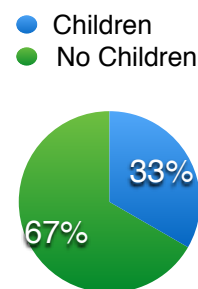


Figure 9. Does the respondent have a child?

Most participants have children that are 19 years or older (n=33). Only a minority is accompanied to their travels by very young children or infants of 0 to 5 years old (n=10). Most participants are not accompanied by their children when going on holiday (n=18). Furthermore participants are accompanied by one child (n=12), two children (n=14), three children (n=4) or four children (n=1).

### ***The Importance of Safety***

The overall importance of safety when booking a holiday was measured on a five-point Likert scale. Only a minority of the respondents (n=6; 3.5%) considered safety to be very unimportant when deciding for a holiday destination. Furthermore only few respondents (n=18; 10.5%) found it to be rather unimportant. There is a clear tendency towards safety being important with nearly a forth of the respondents (n=40) stating that it is relatively important to them, 39.2% (n=67) of the respondents considering safety to be important and again almost a forth of the respondents (n=40; 23.4%) judging safety to be very important when booking a holiday.

In general it is important to mention that female respondents appear to value safety higher than male respondents, which can be seen in *Figure 10*. 15.1% (n=13) of male respondents consider safety to be either very unimportant or unimportant, in comparison only 12.9% (n=11) of female respondents considering safety to be of no importance. Females also have the tendency to value safety as very important (n=24; 28,2%) instead of moderately important or just important, in comparison to males who are less likely to value safety as very important (n=16; 18.6%).

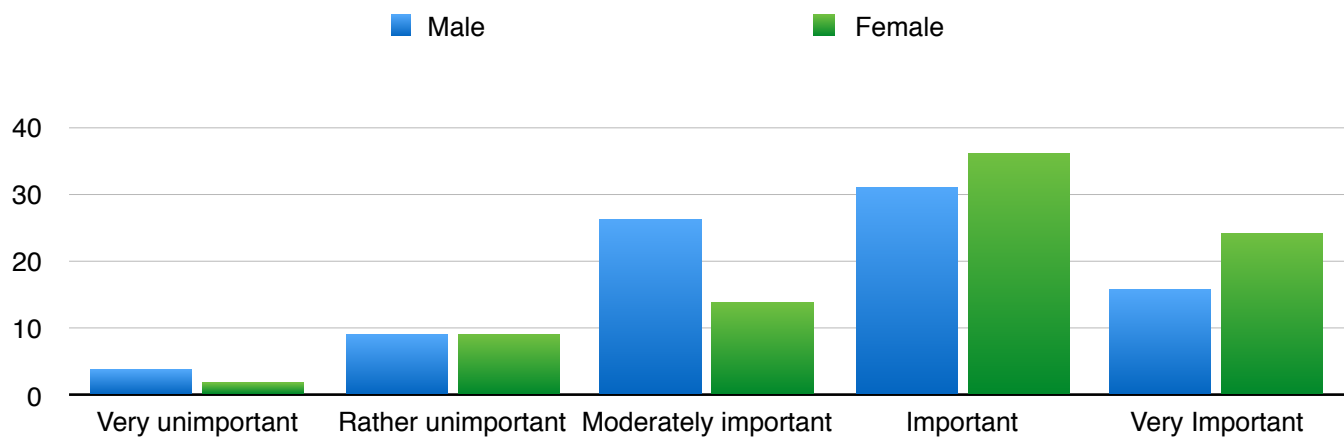
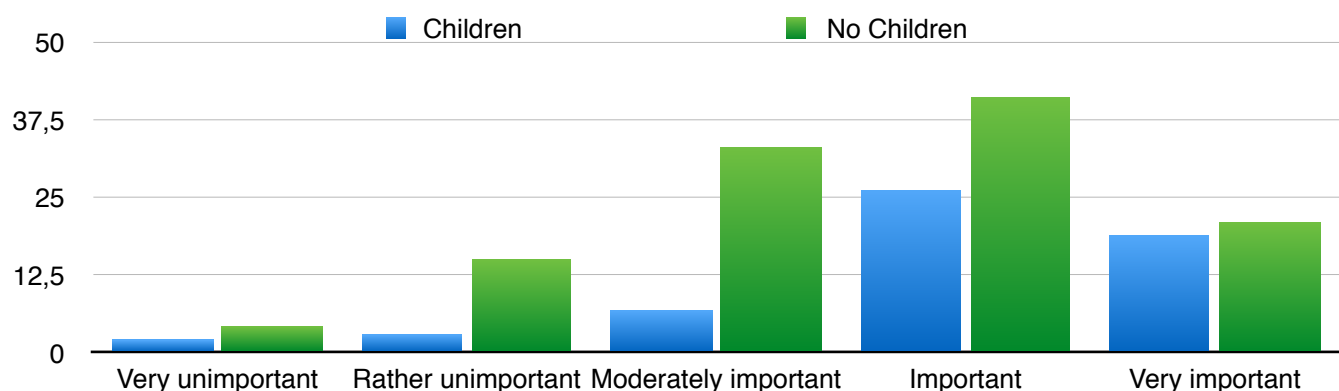


Figure 10. Importance of Safety x Gender

For the variable age a correlation (see Appendix, *Table 1*) was performed which proved to be moderately significant ( $r = .234$ ; sig.: .002). As the correlation itself is a medium correlation, it can be concluded that the higher the respondents' age, the higher they value safety. Younger respondents on the other hand seem to consider safety to be less important. This is in synergy with the fact that students value the importance of safety lower than employed people.

The correlation performed between the importance of safety and yearly income proved to be not significant ( $r = .112$ ; sig.: .144). Therefore we can see no relationship between the importance of safety with income class, meaning higher income does not mean that respondents value safety higher than the ones in a lower income class (see Appendix, *Table 1*).

Furthermore a clear distinction can be made between respondents who have children and the ones who do not (*Figure 11*). Only 18.4% ( $n=21$ ) of people who do not have children consider safety to be very important, however, those respondents with children value safety to be of high importance ( $n=19$ ; 33.3%) or important ( $n=26$ ; 45.6%).



*Figure 11. Importance of Safety x Does the respondent have children?*

When asking respondents what they consider to be important aspects or criteria when choosing a holiday destination (here respondents could choose several criteria), the most important one appeared to be weather (n=102; 59.6%), followed by price (n=100; 58.5%) and culture (n=94; 55%). Still important but slightly less than the previous mentioned criteria are sun and beach (n=69; 39.8%), relaxation (n=67; 39.2%), safety (n=65; 38%), hospitality (n=63; 36.8%) and attractions (n=57; 33.3%). Less important appeared the answer options adventure (n=49; 28.7%) and nightlife and entertainment (n=25; 14.6%).

Other aspects mentioned included natural attractions such as mountains, desert, sea and animal wildlife, visiting family and international friends, experiencing the local cuisine, that the country is generally interesting and appealing to the respondent, sustainability aspects and what the respondents feels like just when deciding for a holiday.

### ***The Impact of Terrorism on Travel Behaviour***

The survey also tested the influence of terror attacks or general safety issues on the travel behaviour of participants. Respondents were asked whether the current security problems let them reconsider their travel destinations and, if so, how this altered behaviour was expressed. The answer to this questions was relatively balanced. Nearly half of the respondents (n=81; 47.4%) stated that the issues concerning safety whilst travelling did have an impact on them and that they actually reconsidered their travel destinations, whilst the other half of the respondents (n=90; 52.6%) stated that they did not reconsider where to travel to. Respondents who experience altered travel behaviour mainly try to avoid travels to or to close to problem countries and areas (n=70; 40.9%) and eschew countries that recently experienced problems considering their safety such as terror attacks (n=49; 28.7%). They also consider only travelling to countries that are safe according to the Ministry of Foreign Affairs (n=30; 17.5%) and they tend to be more worried about the safety of those who are accompanying them to their travels (n=25; 14.6%). Only a minority (n=10; 5.8%) stated that they are less likely to fly or travel abroad in general.

Other things mentioned were that participants travelled anyway even if they felt concerns due to the safety issues or are only travelling within Europe.

Considering gender, there is a clear distinction between those who claim not be affected by terror attacks and those who state that terrorism does have an impact on their behaviour (*Figure 12*).

Only 33.7% (n=29) of male respondents agree that their behaviour changed, whereas 66.3%

(n=57) claimed unchanged travel intentions

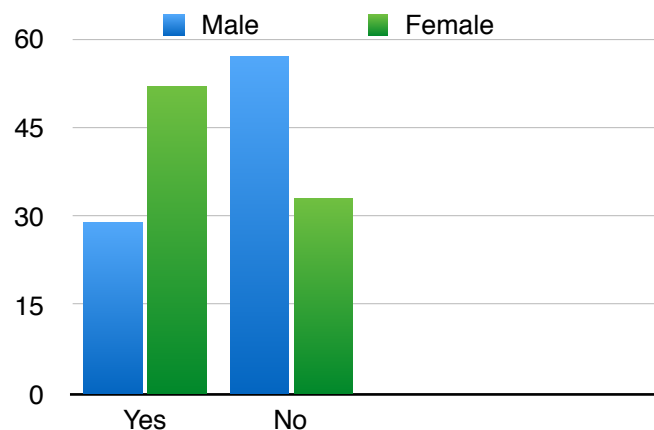
and attitudes. Female respondents on the

other hand only claim this by 38.8% (n=33),

whilst the remaining 61.2% (n=52) did

reconsider their holiday destinations due to

terror attacks and safety issues in the past.



*Figure 12.* Did the current safety issues alter your travel behaviour x Gender

In consideration of age, a large majority of young people aged 18-29 claims that they have not

been influenced by the recent terror attacks (n=60; 63.2%), whilst only 36.8% (n=35)

acknowledged a change in their travel behaviours. The age categories of 30-39 and 40-49

roughly have the same percentages considering those claiming no influence (n=7; 43.7% & n=9;

45%) and those who do (n=9; 56.3% & n=11; 55%). The older people get, the more they are

influenced by current safety issues: Most respondents aged 50-59 reported changed travel

behaviour (n=22; 66.7%) whilst only 33.3% claimed those concerns had no influence on them. As

there are only n=3 respondents for the age category 60-69 and n=4 for the age category 70 and

older, those were not considered to be representative. However, respondents aged 70 years or

older agreed by 75% (n=3) that the terror attacks impacted their destination choice.

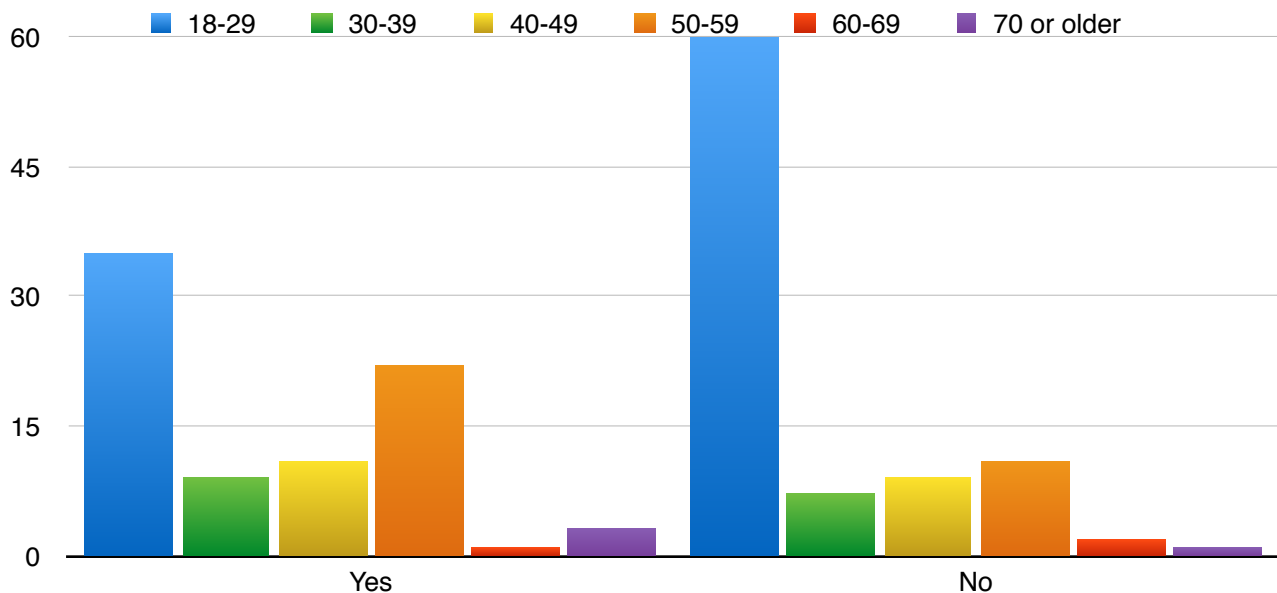


Figure 13. Did the current safety issues alter your travel behaviour x Age

### Usefulness of Information Sources

Respondents were also asked whether they check the travel and security advice which can be found on the website of the Ministry of Foreign Affairs. Nearly half of the respondents stated that it is dependent on the holiday destination whether they check the advice or not (n=75; 43.9%).

Another 18.7% (n=32) confirmed that they read the advice prior to travelling. However, more than a third of the participants (n=64; 34.4%) claim to not check the advice at all.

It is interesting that again younger people appear to more reluctant to check this advice. In the age category 18-29 only 13.7% (n=13) confirmed that they do read the advice prior to travel, whereas 41.1% (n=39) state to not check the website. In the age category 30-39 18.8% (n=3) do read the advice, in the age category 40-49 30% (n=6) and in the age category 50-59 24.4% (n=8). In the same age range only 30.3% (n=10) of the respondents claim to not visit the website prior to a travel.

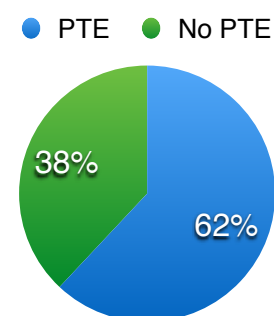
	18-29	30-39	40-49	50-59	60-69	70 or older	Total
Yes	13	3	6	8	0	2	32
No	39	8	5	10	0	2	64
Dependent on the destination	43	5	9	15	3	0	75
Total	95	16	20	33	3	4	171

*Table 2. Age x Do you check the travel / security advice of the Ministry of Foreign Affairs*

Furthermore seven sources of information were examined considering their trustworthiness as information sources before booking a holiday. The large majority of respondents (n=112; 65.5%) considers the advise of friends and family to be the most useful, followed by online research and the reading of reviews on the internet (n=98; 57.3%). Another 47.4% think that travel advice of the government, embassy or consulate is useful for their information search, as well as the knowledge of travel experts (n=63; 36.8%) and tour operators or travel agencies (n=59; 34.5%). Only a forth of the respondents found social media advise to be useful (n=44; 25.7%). The least considered tool for information search are travel magazines (n=21; 12.3%).

### ***PTE and the Likelihood of (Re)visiting***

To test the sample's PTE, respondents were asked whether they have visited one or several countries in the MENA region before. The countries mentioned in the questionnaire included Egypt, Turkey, Israel, Jordan, Palestine, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, UAE and Tunisia. More than half of the respondents (n=106, 62%) have visited one or several countries within the MENA region at least one time before. The remaining 38% (n=65) have never visited the area. However, quite a large number of respondents does have PTE to the MENA region.



*Figure 14. PTE*

Considering the likelihood of a visit to the MENA region in the next twelve month, a large majority of the respondents stated that a visit is unlikely for them. Most participants even consider a visit as very unlikely (n=48; 28.1%), unlikely (n=31; 18.1%) or rather unlikely (n=46; 26.9%). Only a forth of the sample considers a visit to be likely (n=38; 22.2%) or very likely (n=8; 4.7%).

When analysing the cross-tabulation (*Table 3*) there is a clear tendency towards those people with PTE in the MENA region being more likely to visit the area within the next 12 month. Those with no PTE appear to be less likely to travel there. As an example: 58.3% (n=28) of respondents with no



PTE in the MENA region claim that a visit for them is very unlikely. However, only 28.3% (n=13) of respondents with PTE claim that a visit is rather unlikely to them. Even more striking, only 15.8% (n=6) of those respondents with no PTE claim that a holiday for them is likely in the upcoming 12 month. This consequently means that for 84.2% (n=32) of the respondents with PTE in the region a visit is likely to happen. Respondents that stated that a visit for them is very likely in the next 12 month all had PTE within the MENA region (n=8; 100%).

	Very unlikely	Unlikely	Moderately likely	Likely	Very likely	Total
PTE	20	13	33	32	8	106
No PTE	28	18	13	6	0	65
Total	48	31	46	38	8	171

*Table 3.* Likelihood of a visit in the next 12 month x PTE

Afterwards, respondents were asked to indicate after what time they would or have travel(ed) to a country that has been struck by a terror attack. Most respondents stated that they would wait for one year to pass before they would visit that country again (n=45; 26.3%), followed by respondents who would wait for two to four weeks (n=34; 19.9%) or three month (n=25, 14.6%). Another 14.6% (n=25) would travel to the country right away. However, the remaining respondents would wait for three years (n=24; 14%) or even never travel to that country again (n=18; 10.5%). The aim then was to test whether the importance of safety correlates with how much time respondents let pass before visiting a region that has been struck by a terroristic attack. The correlation run in SPSS proved to be significant (see Appendix, *Table 4*). A medium correlation ( $r = .490$ ; sig.: .000), therefore the importance of safety can be seen as a stable predictor for the amount of time passing before respondents visit a country that experienced a problem with it's security. People who value safety higher will let more time pass before visiting the country again and people who consider safety to be less important are willing to visit the country again much sooner.

### ***Respondents' Risk Perception***

The survey asked for indication of safety perceptions for six different countries, some of which have been a victim of terror attacks in the past. The countries included Egypt, Turkey, Greece, Spain, Italy and France. The least safe considered countries in the study were Egypt and Turkey, the safest Spain and Italy, followed by France and Greece.

Only 5.3% (n=9) of the respondents considered Egypt to be a safe country to travel to, with an additional 31.6% (n=54) considering the country to be relatively safe. However, almost two third found the country to be unsafe, ranging from very unsafe (n=15; 8.8%) over rather unsafe (n=37; 21.6%) to moderately unsafe (n=56; 32.7%). In comparison, Italy, the country considered to be safest, only 1.8% (n=3) considered the country to be very unsafe with an additional .6% (n=1) considering the country as rather unsafe and 4.7% (n=8) as moderately unsafe. In the case of Italy 29.8% of the respondents perceive the country as rather safe and a large majority of 63.2% (n=108) considers Italy to be completely safe.

Furthermore, if people have a high need to feel safe at a destination and value safety very high, they tend to consider Egypt as unsafe to travel to (see Appendix, *Table 5*). The medium correlation proved to be highly significant ( $r = -.332$ , sig.: .000). Therefore it can also be concluded that to those who value safety to be less important, Egypt is a more attractive and safe destination to travel to.

As can be seen in the cross-tabulation (*Table 6*), there is also a high tendency for those who consider Egypt to be very unsafe to travel to to reconsider their destination choices due to terrorism (n=12, 80%). Also 70.3% (n=26) of the respondents who think Egypt is rather unsafe have actually reconsidered their travel behaviours, as well as 50% (n=28) of those who perceive Egypt as moderately unsafe. Contrary, only 24.1% (n=13) of those respondents who believe Egypt is rather safe to travel to have reported a change in destination choices, for those who consider Egypt to be very safe to travel to this only accounts for 22.2% (n=2). Therefore a tendency definitely can be seen towards unchanged travel behaviour amongst those respondents who think Egypt is safe to travel to.

	Very unsafe	Unsafe	Moderately safe	Safe	Very safe	Total
Behaviour changed	12	26	28	13	2	81
Behaviour did not change	3	11	28	41	7	90
Total	15	37	56	54	9	171

*Table 6.* Safety of Egypt for German tourists x Have the recent safety issues altered your travel behaviour?

PTE also plays a role in the perception of safety, as those respondents with PTE tend to perceive Egypt as rather safe (n=36; 66.7%) or safe (n=7; 77.8%). However, they only accounted for 60% (n=9) of respondents who perceive as very unsafe, for 56.8% (n=21) of those who perceived it as rather unsafe and 58.9% (n=33) of those respondents who perceive Egypt as moderately unsafe. Here we can still see the clear tendency of respondents generally perceiving the area as not safe, however, those respondents with PTE do perceive Egypt to be safer than the ones without PTE.

	Very unsafe	Unsafe	Moderately safe	Safe	Very safe	Total
PTE	9	21	33	36	7	106
No PTE	6	16	23	18	2	65
Total	15	37	56	54	9	171

*Table 7.* Safety of Egypt for German tourists x PTE

### ***Egypt as a Holiday Destination***

The next section of the survey was designed to evaluate and gain insights on tourists' perception of Egypt as a holiday destination. Participants had to either agree or disagree with seven statements on a five-point Likert scale about the attractiveness of Egypt as a tourism destination, potential internal and external factors influencing the image of Egypt, the influence of PTE on the risk perception of tourists', the impact of a terror attack on the travel experience and risk perceptions that are clustered geographically (spill-over effect).

The first statement described Egypt as an attractive holiday destination. A large majority of the sample (83.1%) agreed somewhat to this statement. 26.9% of the respondents (n=46) moderately agreed, whilst 36.3% (n=62) rather agreed and 19.9% (n=34) completely agreed. Only 17% of the sample did not agree that Egypt is an attractive destination, ranging from 5.3% (n=9) not agreeing at all to 11.7% (n=20) participants who rather not agreed.

To go a bit more into detail it was stated that the hospitality of Egyptians, the good value for money and high quality resorts make Egypt an attractive holiday destination. Again, most respondents agreed (n=151). Only a minority (n=20) did not agree to this statement.

It was then tested whether respondent with PTE find Egypt to be more attractive than the ones without PTE. There is a strong tendency for those with PTE to rate Egypt's attractiveness higher than the ones without PTE. 66.7% (n=6) of the respondents with no PTE perceive Egypt as an unattractive holiday destination, whereas 73.5% (n=25) of the respondents with PTE think that Egypt is an appealing destination. Only 26.5% (n=9) of the respondents with no PTE agree to this statement. Again, only 33.3% (n=3) of the respondents with PTE believe that Egypt is unattractive for German holiday makers.

	Do not agree at all	Do not agree	Moderately agree	Agree	Agree completely	Total
PTE	3	11	28	39	25	106
No PTE	6	9	18	23	9	65
Total	9	20	46	62	34	171

*Table 8.* Egypt is an attractive holiday destination x PTE

Furthermore it was stated that due to the current situation within the country and due to the travel and security advice of the Ministry of Foreign Affairs the respondent would not consider a trip to Egypt at the moment. Again, a large majority (n=104; 59.9%) agreed to this statement. Only 39.2% (n=67) did not agree and would therefore still consider a trip to Egypt at the moment. A clear tendency can again be distinguished between those respondents with PTE and those without. Whilst 74.2% (n=23) of the respondents with PTE would still consider a trip, only 25.8%

(n=8) of the respondents without PTE would still consider a trip to Egypt given the current circumstances. 77.8% (n=28) of respondents with PTE would still rather consider a trip, whereas only 22.2% (n=8) of the respondents with no PTE would still rather consider to spend time in Egypt. Additionally, only 44.1% (n=15) of those respondents who have travelled to the area before agree that they would not spend their holiday in Egypt. On the other hand, 65.9% (n=19) of those respondents with no PTE agree to this statement.

	Do not agree at all	Do not agree	Moderately agree	Agree	Agree completely	Total
PTE	23	28	19	21	15	106
No PTE	8	8	17	13	19	65
Total	31	36	36	34	34	171

*Table 9.* Due to the current situation I would not travel to Egypt at the moment x PTE

A medium correlation with high significance ( $r = .450$ ,  $\text{sign.} : .000$ ) was also found between the overall importance of safety and whether respondents would consider spending their holidays in Egypt (see Appendix, *Table 10*). Respondents who evaluate safety to be important tend to not want to spend their holidays in Egypt at the moment whereas those who evaluate safety to be less important would rather consider Egypt as a holiday destination and do not appear to consider the current situation as an obstacle for a visit.

Next it was stated that (negative) media coverage has the potential to keep tourists from visiting Egypt. A large majority of the sample either totally agreed (n=54; 31.6%) or rather agreed (m=80; 46.8%). An additional 14% (n=24) moderately agreed. Only 6.4% (n=11) did rather not agree as well as 1.2% (n=2) who did not agree at all. Here we can see a clear tendency towards the impression that media portrayal has a huge impact on the perception of a tourism destination. It was then stated that frequent visits to a country have the potential to increase the traveler's sense of security. Only a minority of the sample (n=20; 11.7%) did not agree to this statement. The

remaining 88.3% either moderately agreed (n=38; 22.2%), rather agreed (n=72; 42.1%) or completely agreed (n=41, 24%).

Respondents were then provoked with the statement that it would have considerable negative consequences on their travel experience if a terror attack were to occur whilst they are staying in Egypt. Only a minority did not agree (n=9; 5.3%) or did rather not agree (n=16; 9.4%). The large majority moderately agreed (n=20; 11.7%), rather agreed (n=45; 26.3%), or even completely agreed (n=81; 47.4%).

The last statement was designed to find out more about participant's opinion on spill-over effect and whether they think that tourists in general cluster their risk perceptions per region (geographically) or focus only on the country in question. To test this it was stated that political troubles or terror attacks in the Middle East and North Africa make tourists avoid the whole MENA region. Almost one third did not agree with this statement (n=51). However, most respondents did agree (n=120). Again this shows a strong tendency towards the impression that tourists do cluster regions geographically and therefore seem to avoid whole regions instead of single countries.

### ***Effectiveness of Preventive Measures***

Finally, the sample was asked to rate the effectiveness of seven risk reduction strategies to increase their sense of security. Four of these measures were to be taken before a holiday, the remaining three at the destination or by the destination itself.

All seven preventive measures were considered to be effective by the respondents. The three measures taken at the destination appeared to be considered as slightly more effective than the ones taken prior to the trip. Police presence at the destination was rated to be highly effective with 90.1% (n=164) of the sample agreeing that this measure is at least moderately effective. Only 9.9% (n=17) of respondents do not think that this measure is effective. Here it is important to notice that 16.4% (n=28) find this measure to be very effective. Another 88.9% (n=152) of survey participants believe that it is helpful to behave conservatively at the destination, with a total of 23.4% (n=40) believing that this measure is very effective. Only 11.1% (n= 19) of the respondents think that this measure is ineffective. Travelling with an organised tour was rated to be effective by

a large majority of the sample (n=145; 84,2%), and ineffective by only 15.8% (n=27) of the sample. Registering with the embassy prior to the trip was considered to be moderately effective by the majority of the sample (n=68; 39.8%), as well as searching for information in travel guides (n=63; 36.8%). Information search online was believed to be effective by 36.3% (n=62) respondents of the sample and the travel and security advice by the Ministry of Foreign Affairs by 37.4% (n=64). The least effective measurements were considered to be registering with the embassy and information search prior to the travel, even though those were still considered to be effective by the sample.

#### **4.4 Discussion**

This section will elaborate on the key findings in relation to the existing literature. A comparison to other studies on destination risk perception will be drawn and discussed. Potential synergies or even differences will be worked out.

The analysis shows that almost half of the respondents in the sample do report altered travel behaviour or attitudes towards certain destinations that have been victim of a terror attack. This was also reported by Woodside & King (2001), Beirman (2003) and Quintal et al. (2010), who described that safety issues, potential terror attacks as well as resulting risk perceptions and fears impact the tourist's decision-making process and by Pizam and Mansfeld (1996), who describe the tourism sector to be very sensitive to safety and security problems. Furthermore, Liu et al. (2016) deem perceived risk to be an important trigger for changes in the behaviour of tourists. In the study by Isaac and Velden (2018) however, nearly the entire sample agreed that their travel behaviour changed. This could be explained as the sample had a higher average age and a lower amount of PTE than the one in the present study, as older people and those with less PTE appear to consider safety to be more important in the current study.

In case respondents experience changing travel behaviours this mainly expresses through the avoidance of travels to/close to problem countries and of countries that recently experienced safety problems, namely they choose an alternative destination, which was also found by Sönmez

(1998) and Decrop (2010), as well as by Isaac and Velden (2018) and thus, as explained by Mansfeld (2006), travel plans do potentially change if the destination is perceived as too risky to travel to.

Some of the respondents also consider to only travel to countries that are safe according to the Ministry of Foreign Affairs and they tend to worry more about the ones accompanying them to their travels. Travelling or flying abroad was mentioned by only a small fraction of the sample, which is in accordance to the findings of Isaac and Velden (2018) and the ITB Travel Trend Report 2016/2017 (Buck et al., 2016). In there it is outlined that the total amount of holiday makers is not affected by safety issues, however, destination choice-making surely is.

This goes hand in hand with participants stating that they are only travelling within Europe at the moment. However, several survey participants mentioned that even though they were reconsidering their destination choices due to safety issues, in the end they still decided to travel to the particular destination anyway. This shows that even if a country is perceived as risky to travel to, many tourists might still chose to travel there for various personal reasons. This again is in accordance with the existing literature. A discrepancy between the assessment of the riskiness of a destination and the actual travel behaviour does in fact exist (Karl, 2018). Also, Liu and Pratt (2017) claim that tourists get used to a heightened risk and proceed traveling to destinations that are perceived as risky anyway, even despite travel alerts.

In general, the sample expressed a low safety perception towards Egypt with only a small percentage of the respondents considering the country a safe place to travel to, which is in accordance to the findings of Isaac and Velden (2018) and Liu et al. (2016). According to the GfK (2015), a German market research institute, German travellers usually avoid unsafe travel destinations. They found that only 6% of the German sample named Egypt as a preferred holiday destination. They mention that mainly political instability makes the country unattractive for the sample.

Those perceiving the country to be safe are mostly those with PTE, as will be elaborated on later in this section. Those respondents are also the ones who are most likely to visit the MENA region in the next 12 month, however, a large majority of the sample stated that a visit is unlikely or even



very unlikely for them. Contrarily, Isaac and Velden (2018) found that the intention to visit is independently of PTE, however, the respondents of their survey also proved to be unlikely to visit the region in general. Most respondents also indicated that they would wait for at least one year to pass before they would take a visit to a country that has been the victim of a terror attack. This finding correlates with how respondents value the importance of safety. If they believe safety to be very important they are more likely to avoid that particular country for a longer time than those who think that safety is less important. This is also in line with the findings of Ritchie et al. (2017) who found that those to whom safety is less important, are more likely to visit a certain destination.

It is important to make a distinction between different demographic factors in consideration of the importance of safety. Female respondents appear to perceive safety as more important than male respondents. This is in line with the findings of Liu et al. (2016), who found that male respondents were more likely to visit Jordan than female respondents, as well as the findings of Gibson and Jordan (1998a/b) and Resigner and Mavondo (2006) who stated that females are indeed influenced by risk to a higher extent than men.

Furthermore the importance of safety can be put into relation with age. The older the respondent, the higher he/she values the importance of safety. Students were found to perceive safety to be less important, accordingly. This is also in accordance with the finding that respondents with children value safety to be of high importance. A study by Roehl and Fesenmaier (1992) also indicated that risk perceptions are impacted by the company of children on the travels. The studies of Isaac and Velden (2018) and Liu et al. (2016) also found female respondents, older people and those travelling with children to consider safety as more important, however, age and gender did not deem to be stable predictors for the need for safety in their studies, which is contradicting the results of this study which clearly indicate that how respondents value safety is highly dependent on those two factors. In studies by Ritchie et al. (2017) and Gibson and Yannakis (2002), age was also found to be a factor that strongly impacted travellers' risk perception. However, in their studies, older people had lower risk perceptions. This could be the case due to the fact that older people usually have a higher PTE. In the present study, however,

the sample was relatively young on average and still proved to have high amounts of PTE. In the study of Ritchie et al. (2017), younger respondents were usually those without PTE. This could explain the discrepancy regarding the influence of age on risk perception in the studies.

Accordingly, older respondents of the other study were also less likely to consult travel advice which is the contrary in the present study.

It can clearly be seen that there is a tendency towards safety being considered important when deciding for a holiday destination, which is consistent to the findings of Liu et al. (2016) who found that travel intentions were highly impacted by perceived safety. In this sample only a minority considered safety to be unimportant in the decision-making process. However, safety was not found to be the most important criteria for German holiday makers. Isaac & Velden (2018) presented the same result in their study. Other highly important aspects when choosing a holiday destination include weather, price and culture. Slightly less important appeared to be sun and beach, relaxation, hospitality and attractions. Criteria rated to be rather unimportant comprised adventure and nightlife and entertainment. All those are in accordance with the findings of Isaac and Velden (2018).

The present study also tested how useful different sources of information were considered by the sample for their destination choices and information search before going on holiday.

Seven different sources were examined considering their trustworthiness as information sources before booking a holiday. It was obvious from the analysis that most respondents considered the advice of friends and family to be most helpful, as well as online research and reviews. Social media advice and travel magazines are perceived as not useful for information search prior to a holiday. Again, those findings are in accordance to what Isaac and Velden (2018) found in their sample. Furthermore the usefulness of the travel and safety advice published on the website of the Ministry of Foreign Affairs was investigated. Interestingly, younger people seemed to not care to check the advice whilst older people appear to be reading the advice prior to travel.

The analysis also focussed on testing whether PTE is a strong forecaster of travel intentions and safety perception of German holidaymakers in consideration of Egypt and the MENA region. Liu et al. (2016) stated that PTE is indeed a stable predictor of travel behaviours and risk perceptions. They found that travel intentions were related to PTE and thus, respondents who have been to the MENA region before were more likely to visit Jordan in their study. Ritchie et al. (2017) also explain that those who have high risk perceptions and concerns towards a destination are usually first-time travellers.

In the case of the present study more than half of the respondents do claim PTE within the MENA region, either in a single or several countries. The analysis clearly showed that those respondents who have PTE are more likely to visit the MENA region within the next 12 month, which is in line with the findings of Liu et al. (2016), who claim that respondents who have been to the MENA region before displayed a stronger desire to visit than the ones without PTE. Also, those respondents who have visited the MENA region before perceive Egypt as a much safer destination than the ones who have never been to the Middle East or North Africa, even though it has to be taken into account that the Egypt is generally perceived as rather unsafe to travel to by the sample. This can be explained in consideration of the negative media portrayal of the region. Tourists who have never been to the country rely on secondary information, mainly provided by mass media with a focus on terroristic events (Bologlu & McCleary, 1999; Reisinger & Mavondo, 2006) and therefore perceive the destination as less attractive.

Contrarily, the study by Isaac and Velden (2018) found that PTE did not play a major role in the intention to visit a country, furthermore their sample stated that frequent visits do not have the potential to increase the traveller's sense of security.

For those respondents who show PTE, Egypt is also much more appealing as a holiday destination. On average, they rate the attractiveness of the country much higher than the ones without PTE. Furthermore, they appear to be much less affected by the current situation within the country and consider the travel advice of the Ministry of Foreign Affairs to be less striking. Therefore most respondents with PTE would still consider a trip to Egypt, whereas those without

PTE are more likely to avoid the country. Again this is in contrast to what Isaac and Velden (2018) state: Their sample did not show a discrepancy in the perception of safety considering their PTE. Also PTE did not prove to be an influential factor considering the appeal of Turkey.

In the present study PTE does have a major influence on tourists' risk perceptions and their travel behaviours. It can be seen as a stable predictor for travel intentions and safety perceptions of the German market towards Egypt and the MENA region. Most studies acknowledge the impact of PTE on tourists' risk perceptions and travel behaviours (Kozak et. al., 2007; Sönmez & Graefe, 1998; Liu et al., 2016; Ritchie et al., 2017), stressing that tourists feel more familiar, confident and secure towards a destination that they have visited before due to experience they collected.

Furthermore, the effectiveness of seven preventive measures on the respondent's sense of security was tested. Four of these measures were to be taken before a holiday, the remaining three at the destination, two by the tourists' themselves and one by the DMOs in situ.

All seven preventive measures were considered to be effective to reduce perceived risk towards a troubled destination. Several scholars (Lo et al., 2011; Ritchie et al., 2017) also describe that tourists commonly apply risk reduction strategies to reduce perceived risk.

The three measures taken at the destination appeared to be considered as slightly more effective by the sample than the ones taken before the travel. Especially heightened police presence at the destination was believed to reduce the risk for tourists, as well as the belief that dressing and behaving conservatively to be less noticeable is helpful, according to the results of the study by Isaac and Velden (2018). Travelling with an organised tour was also believed to be an effective measure by the majority of the respondents. Contrarily, the study by Isaac and Velden (2018) found this measure to be rather ineffective. However, the finding of this study is in accordance to what Karl (2018) and Adam (2015) state in their reports: Booking a package tour or travelling in groups is indeed helpful to reduce perceived risk.

The four measures taken prior to the trip were found to be moderately effective by many respondents. Those included registering with the embassy prior to the trip, searching for information online and in travel guides and checking the travel and security advice of the Ministry

of Foreign Affairs. Least effective out of those were believed to be the first two measures mentioned. However, even those measures were still considered as overall effective by the sample, similar to what was found for the German sample in consideration of Turkey as a holiday destination (Isaac & Velden, 2018). Lo et al. (2011) also mention that tourists will feel safer if they inform themselves prior to a trip.

Those risk reduction strategies, working to minimise terrorism (Paraskevas & Arrendul, 2007; Drakos & Kutan, 2003) could have implications for DMOs to help them boost their visitor numbers and revenues from tourism. This will be further discussed in the recommendations section.

The analysis lastly focussed on spill-over effect, namely whether political unrest and terror attacks within the MENA region discourage German tourists to travel to the entire geographical region or if regions are not clustered and tourists only focus on one single country. Respondents were asked for their opinion on the so called spill-over effect and whether they think that tourists cluster their risk perceptions per region or instead focus only on the country in question. The results showed that respondents do believe in the clustering of destinations based on their geographical location. They appear to tend to avoid not only a single country but the neighbouring countries likewise. The same results were found in a study by Kutan and Drakos (2003). In their report they describe that due to spill-over effect, neighbouring countries can be impacted as well due to a common perception of a region.

Egypt is dependent on tourism as an industry. The country is, however, experiencing declining visitor numbers and consequently the returns from this sector and jobs provided are dropping. Even though Egypt is one of the main destinations for German holiday makers, the country is currently perceived as unsafe to travel to, just like other countries located in the MENA region such as Turkey, as explained by Isaac & Velden (2018). Baloglu and McCleary (1999) contrarily stated that tourists preferred Turkey over Egypt when rating the attractiveness of the two countries. This could be explained with the current political situation in Turkey, which is

unacceptable for many Germans, which consequently leads to decreasing attractiveness of Turkey in general and as a holiday destination (Isaac & Velden, 2018).

Other popular holiday destinations such as Italy and Spain are perceived to be much safer by the German sample, which is in line with the findings of the GfK (2015).

Therefore it is interesting to see how the situation will develop in the upcoming years. As explained by Rittichainuwat and Chakraborty (2009), even if a destination is perceived as risky, tourists will only be deterred as long as the threat remains. Afterwards the destination will be able to recover and attract visitors again. Therefore, if the current situation in Egypt stabilises and tension is released, visitor numbers are likely to rise again. Buckley and Klemm (1993) furthermore describe that one single terror attack usually does not have an enormous impact on visitor numbers. However, if a country is perceived as a constant trouble spot, the destination is likely to be perceived as unsafe as well as unappealing. Therefore it can be concluded that a troubled situation is a great influential factor for the behaviour and attitudes of the German sample towards Egypt and the MENA region. The same was found in the case of Turkey (Isaac & Velden, 2018).

#### **4.5 Limitations**

This study faced several limitations throughout the process.

Especially prominent were obstacles during the data collection process. As it took longer than expected to get the responses in, the final sample size was relatively small. Therefore this study is not representative for the whole population. Additionally quite a large number of surveys that participants filled in were invalid due to missing answers.

Furthermore, most respondents were students and of a young age followed by those aged between 50 and 59. Therefore most respondents' children were already over the age of 19 and not accompanying them to their travels anymore. Age dispersion in the sample could be wider to make it more representative for the entire population. This would also assure that the study includes more respondents who are still accompanied by their children when going on holiday.

Also, the results of this study are specific to Egypt in consideration of the German market and the risk type of terrorism. Therefore future studies can focus on either different countries, as well as on different types of risks.

## ***Chapter 5: Conclusions, Recommendations and Future Research***

### ***5.1 Introduction***

The last chapter will briefly outline the overall conclusions drawn from this research.

Recommendations and possibilities for future research will be introduced and explained.

The purpose of this study was to get an insight on the German markets behaviours and attitudes towards Egypt as a holiday destination, as well as to test their risk perceptions. Factors such as PTE, spill-over effect and preventive measures were investigated, too.

### ***5.2 Key Findings of the Research***

Overall, a very low safety perception towards Egypt was identified amongst the sample. Thus German tourists are reluctant to travel to the country at the moment and rather chose alternative destinations that appear to be safer. Turkey was, next to Egypt, perceived as most unsafe. This shows the tendency of the sample to perceive destinations within the MENA region as more dangerous than the ones within Europe. Consequently Italy and Spain were perceived as the most safe among the destinations in question.

Also, a large majority of the sample indicated the unlikelihood of traveling to Egypt within the next 12 month. However, the likelihood of a visit was strongly influenced by tourists' PTE to the MENA region. Respondents that have visited the region before were much more likely to decide for a holiday there. PTE furthermore has a major effect on respondents' travel behaviours and attitudes towards Egypt: overall they rate the attractiveness and appeal of Egypt as a holiday destination higher than the ones without PTE.

Socio-demographic factors also play a role in the risk perceptions of the German sample. Female respondents have a much higher desire for safety, as well as older respondents and those who are accompanied by children on their travels. Income, however, did not have an impact on the risk perceptions of the German holidaymakers.

Even though safety proved to be an important criteria when choosing a holiday destination, the sample rated price and weather as the most important aspects. Useful information sources



acknowledged by the sample included the advice of friends and family, as well as online research and reviews.

Another key results of this study is the fact that preventive measures were rated to be effective by the German sample. This means that perceived risk can actually be minimised when applying those risk reduction strategies prior and during a visit to Egypt. Those measures to be applied at the destination were considered to be more effective than the ones taken prior to the trip.

Spill-over effect was also found to be significant. This implies that tourists actually do cluster destinations based on their geographical location rather than focusing only on the destination in question. This furthermore means that neighbouring countries will be affected if countries close-by are constant trouble spots and thus perceived as unsafe to travel to.

### ***5.3 Recommendations and Future Research***

This study can provide both academic and managerial implications for its readers.

As of theoretical implications, this study aims to close the gap currently existing in the literature on the topic of German market behaviours and risk perceptions towards Egypt, as there has, to the author's best knowledge, no study been performed on this topic before. Furthermore, the quantitative analysis provided interesting findings in consideration of different socio-demographic factors, PTE and spill-over effect, as well as on the effectiveness of risk reduction strategies.

The study also implies practical information for the reader: As safety is a very important factor that sculpts the image of a holiday destination (Fletcher & Morakabati, 2008), Egypt could experience increasing visitor numbers longterm and boost its attractiveness if the security issues and resulting risk perceptions of German tourists were resolved. Therefore, DMOs in Egypt could adapt to preventive measures mentioned in this thesis, focussing on long-term recovery and resilience planning (Ritchie, 2004). Those risk reduction strategies proved to be highly effective, also found by a study by Lo et al. (2011). DMOs could thus implement strategies that tackle the problem that arises due to the risk of terrorism (Drakos & Kutan, 2003; Paraskevas & Arundel, 2007), namely to assure a safe destination and to heighten tourists' confidence in visiting and the

appeal towards the destination, to accelerate the recovery process and to restore the destination's image (Liu et al., 2016).

Therefore DMOs could try to implement preventive measures and marketing campaigns that tackle safety issues could be launched, as the analysis showed that German holiday makers are indeed sensitive to security problems. The research found that respondents evaluate risk reduction strategies at the destination to be most effective, however, those taken prior to the trip are believed to be effective as well. Therefore several recommendation can be proposed for DMOs of Egypt based on the findings of this research study.

The German sample especially considers police presence at the destination effective to reduce risk at the destination. Thus DMOs could make sure to provide heightened police or security staff presence in situ. They could also publish a website or newsletter in which experts explain key facts about the country and the specific destination, as well as measures that can be taken to make the tourists safer at the destination. Those could include information on guided tours or travelling in groups (also found by Adam, 2015) or on how to behave and dress appropriately at the destination. This way the information search for potential tourists would be simplified. DMOs could also refer to the website of the Ministry of Foreign Affairs, as valuable information which is non-biased for potential tourists is published on there. Educating tourists on ways to stay safe is effective in lowering perceived risk, as found by Schroeder (2015). Usually, in the common media, the MENA region is portrayed as an unsafe destination, which furthermore feeds tourists fears and creates misperceptions (Liu et al., 2016). This can be prevented when tourists are informed properly by official information sources offered by the government.

DMOs could also work closely together with tour operators or even travel agencies in Germany to organise and market guided tours or package tours to ensure tourists' safety (Karl, 2018), as well as to segment the market and target certain visitor groups, e.g. those who are already more attracted to Egypt, such as the ones with PTE in the MENA region (Liu et al., 2016; Ritchie et al., 2017; Boluglu & McCleary, 1999). The last authors however focus on expanding the countries market base by trying to attract first-time visitors. It is questionable how effective this approach

proves to be in reality, as those people have a much lower desire to visit Egypt and also have a much higher risk perception.

The section on future research integrates academic implications. It is important to notice that the outcomes of a similar study might be different for a larger sample size. The present study included a majority of young people, therefore many participants who did not have children yet and are thus not accompanied by those on their travels made up a large part of the sample. Therefore this study could be repeated with a larger sample size to make it more representative for the German population, including various ages, professions, income levels and in addition more respondents who are travelling with children. This variety in socio-demographics would provide a more representative sample than the present study can offer.

Future studies could also focus on providing more practical implications, meaning to elaborate on how to implement the variety of risk reduction strategies which could help to make tourists actually feel safer at the destination. Another option for further research is the possibility to analyse how risk perceptions can be influenced by external factors, such as, for example, a change in the currently negative media portrayal of the MENA region, as at the moment mass media are prominently oversaturated with images of terrorism threats (Reisinger and Mavondo, 2006).

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## Appendices

### Tables:

Correlations			
		In welche Kategorie fällt Ihr Alter?	In welcher Kategorie befindet sich Ihr jährliches brutto Haushaltseinkommen (in Euro)?
Wie wichtig ist Ihnen Sicherheit wenn Sie momentan einen Urlaub buchen?	Pearson Correlation	.234**	.112
	Sig. (2-tailed)	.002	.144
	N	171	171
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 1. Importance of Safety x Age x Income

Correlations		
		Nach welcher Zeitspanne würden Sie erwägen oder sind Sie in ein Land gereist, das von terroristischen Anschlägen betroffen war?
Wie wichtig ist Ihnen Sicherheit wenn Sie momentan einen Urlaub buchen?	Pearson Correlation	.490**
	Sig. (2-tailed)	.000
	N	171
**. Correlation is significant at the 0.01 level (2-tailed).		

Table 4. Importance of Safety x Time passed before visiting a country that has been struck by a terroristic attack

### Correlations

Wie sicher ist es für Deutsche in die folgenden Länder zu reisen? – Ägypten

Wie wichtig ist Ihnen Sicherheit wenn Sie momentan einen Urlaub buchen?	Pearson Correlation	-.332**
	Sig. (2-tailed)	.000
	N	171

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5. Importance of Safety x Safety of Egypt for German tourists

### Correlations

Bitte geben Sie das Ausmaß Ihrer Zustimmung für die folgenden Aussagen an.  
– Wegen der aktuellen Lage im Land und den Sicherheitshinweisen des Auswärtigen Amtes würde ich derzeit keinen Urlaub in Ägypten in Erwägung ziehen.

Wie wichtig ist Ihnen Sicherheit wenn Sie momentan einen Urlaub buchen?	Pearson Correlation	.450**
	Sig. (2-tailed)	.000
	N	171

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 10. Importance of Safety x Safety of Egypt for German tourists

## Questionnaire:

1. *How important do you consider safety when booking a holiday at the moment?*

Please rate from 1 (very unimportant) to 5 (very important)

- 1. Not at all important /very unimportant
- 2. Slightly important
- 3. Moderately important
- 4. Very important
- 5. Extremely important

2. *What is the most important aspect for you when choosing a holiday destination? (More than one answer possible)*

Price

☐

Weather

☐

Hospitality

☐

Relaxation

☐

Sun and beach

☐

Safety & Security

☐

Culture

☐

Attractions

☐

Nightlife and Entertainment

☐

Relaxation

☐

Adventure

☐

Other, please specify:

☐

3. Have the recent safety issues (such as terrorist attacks in Egypt, Turkey, Belgium, France and Sweden) made you consider where to travel on holiday?

Yes

☐

No

☐

**If yes, how? (More than one answer possible):**

Avoid visiting destinations in/close to troubled countries

☐

Less likely to travel/fly abroad

☐

More concerned about the safety of my accompanied family

☐

Only visit safe countries according to Ministry of Foreign Affairs advice

☐

☐ Will avoid all destinations with recent safety issues

☐ The recent terror attacks have no influence on my travel behaviour, as such could also happen in my close environment.

☐ Other, please specify:

4. Before going on holiday, do you check the **security advise publish by the Ministry of Foreign Affairs**?

☐ Yes ☐ Depending on the destination

☐ No

5. Which of the following sources to you consider most trustworthy for your information search before booking your holiday?

Friends or family members  
Travel professionals  
Tour operators / travel agencies  
Government travel advisories and foreign embassies/ consulates  
Word of mouth information  
Travel magazines  
Social media  
Online research/ Read travel reviews

6. *Have you ever visited the following countries in the past?*

Turkey  
Egypt  
Israel  
Jordan  
Palestine  
Lebanon  
Morocco  
Oman  
Qatar  
Saudi Arabia  
Unit Arab Emirates  
Tunisia

☐ Yes ☐ No

7. *How likely is it for you to plan a holiday to one of the following listed destinations in the upcoming 12 months?*

Please rate from 1 (very unlikely) to 5 (very likely)

1 very unlikely  
2 Unlikely  
3 Rather unlikely  
4 Likely  
5 Very likely

8. After what period of time would you consider visiting/have you visited a destination that has been affected by terrorism?

- ☐ Straight away
- ☐ After 2-4 weeks
- ☐ After 3 months
- ☐ After 1 year
- ☐ After 3 years
- ☐ Never

9. *How safe is it for people from your country to travel to...?*  
Please rate from 1 (very unsafe) to 5 (very safe)

Turkey  
Egypt  
Greece  
Spain  
Italy  
France

*Please indicate how effective you believe the following activities are to reduce travel safety risks?*  
Please rate from 1 (very ineffective) to 5 (very effective)

- 10. Register with your embassy in those countries
- 11. Travelling with organized tours
- 12. Searching for more information **online** about how to stay safe prior to travel
- 13. Searching for more information in **travel guides** about how to stay safe prior to travel
- 14. Increased police presence in tourist areas
- 15. Behaving and dressing according to local customs

*Please indicate your level of agreement with the following statements:*  
*On a scale of 1 (strongly disagree) to 5 (strongly agree)*

- 16. Egypt is an appealing tourism destination.
- 17. Due to the current political situation and the heightened travel advice published by the Ministry of Foreign Affairs, I would not consider spending a holiday in Egypt.
- 18. Media coverage has the potential to discourage tourists to travel to Egypt.
- 19. The hospitality of Egyptian people, the good value for money and high quality of beach resorts result in an attractive image of Egypt as a holiday destination.
- 20. Frequent holidays in the country have the potential to increase travellers' sense of security.
- 21. I would experience serious negative impacts on my travel experience if a terrorist attack was to occur while travelling in Egypt.
- 22. Political unrest and terror attacks in the MENA region (for example Egypt/Turkey) discourage me to travel to the entire geographical region.

## Gender

- ☐ Male
- ☐ Female

What is your age category?

- ☐ 18-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70+

What is the highest degree or level of school you have completed? *If currently enrolled, highest degree received.*

- ☐ Some high school, no diploma
- ☐ High school graduate, diploma or the equivalent
- ☐ Some college credit, no degree
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Professional degree
- ☐ Doctorate degree

Are you currently...?

- ☐ Employed
- ☐ Trainee
- ☐ Self-employed
- ☐ Unemployed and/or searching for employment
- ☐ Housewife/man
- ☐ Student
- ☐ Unable to work/disabled
- ☐ Retired

What is your profession?

- ☐ Academic professions/scientist
- ☐ Commercial employee/ Office employee/administrative staff
- ☐ Service-or sales staff
- ☐ Free profession (doctor, lawyer, teacher, etc.)
- ☐ Traffic, logistics, protection and security
- ☐ Craft and related trade workers
- ☐ Health care or social services
- ☐ Teaching and education
- ☐ Others, please specify:

What is your annual household gross income category (in Euros)?

- ☐ 5,000 or less
- ☐ 5,001 -10,000
- ☐ 10,001 – 20,000
- ☐ 20,001 – 30,000
- ☐ 30,001 – 40,000
- ☐ 40,001 – 50,000
- ☐ 50,001 – 60,000
- ☐ 60,001 or higher
- ☐ Prefer not to specify

What is your marital status?

- ☐ Single
- ☐ Married
- ☐ divorced
- ☐ widowed

Do you have children? ☐ Yes ☐ No  
If yes, how old are you children?

☐ 0-5 years

☐ 6-10 years

☐ 11-14 years

☐ 15-18 years

☐ 19 or older

How many of those children are accompanying you on holidays? \_\_\_\_\_