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# Impact of information sources on the decision making process of travel to the Egyptian tourist destination after January 25, 2011

## Abstract

*This research attempts to investigate the impact of information sources on the decision making process of travel to the Egyptian tourist destination after the revolution of January 25, 2011. A questionnaire was downloaded on the Website of (monkey survey) during the period (12 October -11December 2012). It has been posted at many tourism websites (tourism forums, many tourism organizations (international, regional and domestic), besides sending about 2000 e-messages randomly using the facebook website and LinkedIn website. The results revealed that the least trusted sources of information about Egypt after the revolution of January 25, 2011 are the Egyptian mass media. Gender and region have significant effect on the reaction of respondents about the decision making process of travel to Egypt after the revolution. The marital status has a significant effect on respondents' trust in the Egyptian mass media. There is a statistically difference between respondents with respect to their region, gender, marital status, and income regarding their perception about the role which mass media could play in their decision of travel to Egypt. Significant contribution of this paper is the conceptual model that explains the impact of information sources, particularly mass media on the decision making process of travel to Egypt after the revolution of January 25, 2011. From 133 answered questionnaires which were distributed, only 101 were valid. Data extracted have been tabulated and analyzed using SPSS 19.0 statistical package.*

*Key words: mass media; information sources; risk; tourism; legal liability; Egypt*

## Introduction

Many researchers have examined the influence of information sources on tourists' behaviors (Chen, 2000; Alain, 2007; Milman & Pizam, 1995; Molina, 2010; Nishimura, Waryszak & King, 2006; Cho & Jang, 2008; Vogt & Fesenmaier, 1998; Hyde, 2008). Information search is an essential topic in the travel and tourism literature. Understanding how customers acquire information is important for marketing management decisions and for understanding travel behavior (Bieger & Laesser, 2004; Molina, Gomez & Martín-Consuegra, 2010; Gursoy & McCleary, 2004; Stepchenkova & Eales, 2011; Choi, Lehto, Morrison & Jang, 2012; Maser & Weiermair, 1998; Murphy, Gianna & Pierre, 2007).

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Potential tourists undertake information search to enhance the quality of a proposed trip and to decrease the level of risk, since tourism products are intangible (Fodness & Murray, 1997). (Nishimura, Robert & King, 2007; Cho & Jang, 2008; Arsal, Woosnam, Baldwin & Backman, 2010; Nishimura *et al.*, 2006).

Money and Crotts (2003) clarified that, the main role of evaluating information value is to maximize benefits and minimize negative outcomes. The cognitive function of information is part of the risk-avoiding disposition of human beings. Fesenmaier and Vogt (1992) explained the value of understanding the perceived usefulness of information (Nishimura *et al.*, 2006).

According to Glaesser (2003, p. 26) news presented through the media has, especially, an effect on attitudes, if information is sought for opinion-forming or opinions are formed for the first time (O'Connor, Stafford & Gallagher, 2008, p. 355). Extensive media coverage can negatively form a destination's image, and increase the perceptions of risk. Because of the intangible nature of the tourism experience, some destinations may be eliminated because of their potential perceived risk (Brunts & Cousins, 2002; Ritcher, 1983; Floyd, Gibson, Pennington-Gray & Thapa, 2003; Sonmez & Graefe, 1998).

Political instability has come to dominate the discourse of contemporary media and international affairs (Baral, Baral & Morgan, 2004). Nassar (2012) explained that local and international mass media have significantly contributed to exaggerate the circumstances surrounding the Egyptian revolution and they have focused on the unstable political situation, acts of violence. In fact, this negative coverage of events contributed to raise safety concerns for those considering travel to Egypt. Tourism activity is very important for the Egyptian economy. Egypt is one of the most important tourist destinations in the Middle East and occupies the 23rd position among 50 best international tourist hubs and ranks as the number one tourist destination in North Africa (Ibrahim, 2011; Abu Hatab, 2009). These positive signs slumped dramatically because of the events following the revolution of January, 25<sup>1</sup> which have not only severe impact on Egypt's overall economy, but also in the steep decline in the Egyptian tourism industry.

A report of WTO (2011) revealed that Egypt had received 14 million tourists and earned estimated revenue of \$12.5 billion in 2010 (WTO, 2011). Tourism employs some 2 million Egyptians, and contributes with for 11% of total gross domestic product (Florian, 2011). These positive indicators, however, slumped due to the 2011 revolution and the local instability (Bly, 2011). The 2011 revolution which resulted in the toppling of the country's 40 year dictatorship led by Hosni Mubarak, had a significant impact on Egypt's tourism industry throughout the year. Tourists have been avoiding Egypt due to their fears regarding the instability, heightened crime rates and lack of adequate police protection as broadcasted by most of the major international media services (Nassar, 2012).

Despite the importance of media in the formation of destination images, this concept has not been thoroughly investigated in the field of tourism research. So, this research attempts to investigate the impact of information sources, particularly the mass media on the decision making process of travel to the Egyptian tourist destination after the revolution of January 25, 2011.

The present study is concerned with civil liability of the Egyptian mass media, for the damage in the case under scrutiny is mostly financial and economic. Thus, our goal in the first place is to redress this

damage through financial compensation in accordance with the provisions of the civil liability.

The importance of this study comes from that, there is no scientific study conducted to investigate the impact of information sources on the decision making process of travel to the Egyptian tourist destination after the revolution of January 25, 2011. This study consists of an introduction, literature review, methodology, discussion and conclusion.

## Literature review

### Information search

#### *The meaning of information search and types of information sources*

An information search is the act of fulfilling a variety of values that an individual pursues in seeking available alternatives of a given product or service (Fodness & Murray 1998; Gursoy & Chen 2000; Nishimura *et al.*, 2007; Vogt & Fesenmaier, 1998; Cho & Jang, 2008). Tourist information search is conducted in response to internal and external contingencies to facilitate travel planning (Engel, Blackwell & Miniard, 1995; Fodness & Murray, 1997). Gursoy and McCleary (2004) noted that the motivated activation of knowledge stored in memory or acquisition of information from the environment.

Snepenger, Meged, Snelling, and Worrall (1990) suggest that most travelers' information search processes in the travel and tourism context are influenced by vacation group composition, relatives and/or friends at a destination, prior knowledge or visits to the destination and destination uniqueness (Scarpino, 2008). Both the studies of Fodness and Murray (1998) and Nishimura *et al.* (2006) revealed that tourists are not dependent on a single source and make use of a range of information. In general, tourists search for information from two different sources: internal and external (Chen, 2000; Dubois & Jolibert, 1998).

Internal information is stored in a consumer's long term memory (Chen, 2000; Gursoy & McCleary, 2004; Ratchford, 2001). When the internal search provides sufficient information regarding a trip decision, tourists may decide to collect additional information from external sources (Chen, 2000). Various typologies exist for classifying external sources of information, including service provider dominated versus independent, personal versus impersonal sources and, professional versus non-professional sources (Lennon, Weber & Henson, 2001; Opperman, 1999; Seabra, Abrantes & Lagesb, 2007; Seabra, Abrantes & Lagesb, 2009; Fodness &, 1998). Lennon *et al.* (2001) clarified that the tourist will prefer one source over another based on the perceived value of a particular information source.

#### *Information sources and risk factor*

Tourism is perceived to be a high-risk consumption (Arsal *et al.*, 2010; Lennon, *et al.*, 2001). In the case of the choice of a holiday destination, the risk of a bad choice can be regarded as significant to the tourist (Tocquer & Zins, 1999). Proefschrift (2009) clarified that travelers are not always clear about existing alternatives, nor are they sure about the outcomes of some uncertain events in the transportation environment, mainly unforeseeable incidents.

Moutinho (1987) noted that travelers use routine, limited, or extended information search strategies when they search for travel-related information. One of the factors affecting strategy choice is perceived risk (Stepchenkova & Eales, 2011).

Information-processing theory suggests that when faced with the uncertainty of a service encounter, consumers first examine existing information stored in memory related to past experiences (Lennon *et al.*, 2001). In addition, they could consult other experienced individuals before making a choice (Tocquer & Zins, 1999; Mehta, Lalwani & Ping, 2001).

If a particular interpersonal source is not providing useful individual-level risk information, it is relatively easy to obtain supplemental risk information, through different channels that can be considered more reliable after a definite trip decision, since at that stage the risk for them is increased (Dudo, Dahlstrom & Brossard, 2007; Hsu, Kang & Lam, 2006; Lennon *et al.*, 2001; Bieger & Laesser, 2004).

Perfectly credible information would imply a potential reduction of uncertainty about the state of the travel environment to the travelers and hence, travelers in principle can maximize the expected utility resulting from particular activity-travel decisions. Information search is considered as a risk-handling strategy (Proefschrift, 2009; Cho & Jang, 2008; Moriarty & Stryker, 2008; Evensen & Clarke, 2012).

### *The use of information sources and consumer characteristics*

Pan and Fesenmaier (2006) indicated that travel information search is a complex, dynamic and contingent process. Scarpino (2008) assumed that difference in tourist characteristics yields difference in consumers' search in travel and tourism markets (Scarpino, 2008). Murphy's (2007) literature review, demonstrated that individual traveler characteristics that have been found to be related to travel information search include previous experience, culture, family life cycle, socio-economic status and travel motivation. Proefschrift (2009) explained that individual tourists may behave differently under similar situations due to their personal characteristics. Vogt and Fesenmaier (1998) established significant relationship among many broad level information needs of the tourists and different segmentation variables like age, income (Sarma, 2007).

A study conducted by Alvarez and Asugman (2006) revealed that those travelers who scored highly on novelty seeking actively sought risk and adventure in their travel experiences and were less likely to use any information sources at all. Chen (2000) proved that business and leisure tourists of Japan, South Korea, and Australia had different preferences surrounding the use of information sources for a trip plan. Maser and Weiermair (1998) showed in a study of Austrian tourists that perceived risks associated with travel purchases were related to different patterns of information source usage. Murphy *et al.* (2007) found that risk perceptions were also linked to the type of travel and the individual characteristics.

The study of Grønflaten (2009) revealed that a range of characteristics associated with the information source and information channel as well as various situational and personal factors are identified as being major influencing factors in travelers' choice of information search strategy. Wang, Chen and Chou's result (2007) showed that husbands tend to have the most influence in the final purchase, and one interesting finding is that 'others' exhibit the highest degree of influence in the information search stage. Luo, Feng and Cai (2004) found that demographic characteristics of gender and household income and situational factors of trip purpose and travel party type were significantly related

to tourists' choices of information sources; and such behavior was associated with their trip outcomes of accommodation types and expenditure.

### *Information sources and image formation*

Destination image is considered as an essential factor in travel choice (Sonmez *et al.*, 1999). The formation of image is the development of a mental construct based upon a few impressions chosen from a flood of information (Echtner & Ritchie, 2003). According to Molina *et al.* (2010, p.722) tourist information is a valuable concept in understanding destination image and the destination choice process of tourists. The type and amount of information received could influence the formation of cognitive images (McCartney, Butler & Bennett, 2008; Khodadadi, 2012; Gartner, 1993).

McCartney *et al.*'s (2008) results reveal that a communication mix strategy could be considered to more effectively manage tourist destination image perceptions. It is revealed also that the information sources affecting travel destination choice had varying levels of influence. Frías, Rodríguez, Castañeda, Sabiote and Buhalis (2012) show that the formation of a destination's pre-visit image amongst tourists, based on the information sources they use, is moderated by the level of uncertainty-avoidance of their national cultures. Sarma (2007) noted that cognitive wisdom of the tourists plays the most prominent role in shaping the image about a destination.

Molina *et al.* (2010) indicated that there is a relationship between information sources and destination image. Fodness and Murray (1997) in their study of leisure tourist segmentation have identified a number of information sources trusted by the tourists while forming the image of a destination.

Berli and Martín (2004) developed and empirically validate a model, which explains the different factors, which form the post-visit image of a destination. It involves analyzing the relationship between the different components of the perceived image and the factors, which influence its formation. These include both sources of information (primary and secondary) and stimuli influencing the forming of perceptions and evaluations of destinations pre- and post-visit, respectively, and motivation, accumulated touristic experiences and socio-demographic characteristics. Gartner (1993) found that there is a correlation between image formation and destination selection with an image-formation continuum consisting of eight distinctly different components from the initial "overt induced I" component with paid forms of media such as television and print.

## **Mass media**

### *The importance of mass media*

Several studies stress the influence of the flow of information from the mass media. De Vreese and Boomgaarden (2006) explained that both mass communication and interpersonal communication were important sources of political information and antecedents of formulating and changing political attitudes. The mass media play an important role in shaping the knowledge by informing and motivating individuals (Altheide, 2007; Sonuc, Toker & Demirelli, 2000; Luhmann, 2000; Khodadadi, 2012; Bandura, 2004).

According to Evensen and Clarke (2012, p. 395) mediated efficacy information including print, television and internet is very important, because individuals depend mainly on them to respond to

risk either on the personal or on the social level. Potential tourists make decisions based on the image and perception that have been created from the information they have absorbed. It should be noted that the meaning and effect of the media depend on what is in the mind and experience of the viewer (Hahm, 2004). The media can be one of the biggest players in creating a positive and well-focused image (World Tourism Organization, 2002).

Mercille (2005) explained that through mass media, people receive information about tourist destinations and form their images about them. Gartner (1993) declared that media is likely to be more influential on image formation because of their high credibility. He adds also that it is capable of changing a destination's image in a short period of time. Nielson (2001) refers to mass media's ability to influence traveler's trip planning and decision-making process (Scarpino, 2008).

O'Connor *et al.* (2008) identified that media provides the public with information on what has happened, which will influence decisions they make, particularly, regarding travel. As Hall (2002) argued, not only is the media significant in terms of the images that surround travel and specific destinations and which influence travel-decision making, but the media also has a significant impact on the policy measures which governments take with respect to tourist safety and security.

Stepchenkova and Eales (2011) have made a very detailed analysis of UK newspapers to describe the effect of news on tourism demand. Newby (1981) demonstrates that journals and novels played a much greater role in shaping taste and fashion, and travel than now (Hahm, 2004). Tasci and Gartner (2007) argue that organic information sources and especially news media tend to have even greater impact when they portray a dramatic event occurring at a destination.

### *Mass media and risk*

Dudo *et al.* (2007) argue that quality mediated information provides the public with the means to construct informed risk assessments. In mass media campaigns, content that focuses on the potential risk, whether on purpose or not, can cause a significant level of anxiety among potential travelers in the long term (Lapinski & Witte, 1998; Delaney, Lough, Whelan & Cameron, 2004; Reisinger & Felixmavondo, 2005). Nellis and Savage (2012) refer that the fear of crime is related to the overall amount of media exposure, importance of news reports, individuals' attention to the news, and their credibility. Dudo *et al.* (2007) analyzed four major U.S. newspapers to assess the quality of coverage related to risks posed by avian flu. The results showed that coverage was dominated by episodic frames, exhibited high sensationalism, and contained minimal information promoting self-efficacy. Conversely, coverage exhibited high quality in terms of risk magnitude and risk comparison information.

Roche and Muskavitch (2003) examined quality risk information when they assessed the newspaper coverage of the West Nile virus outbreak during the year 2000. Friedman, Gorney and Egolf (1987) assessed quality risk information through measures of risk-magnitude information and risk comparison information (Dudo *et al.*, 2007). Nellis and Savage (2012) found that exposure to terrorism-related news is positively associated with perceived risk of terrorism to self and others and with fear for others, but not for self. O'Keefe (1984) found that perceived realism of news had an impact on fear of crime for both television and newspaper media. Chan and Chan (2012) indicated that sensational newspapers tended to influence public's perception of fear of crime and attitude towards police more negatively than non-sensational type of newspaper.

Rubin, Haridakis, Hullman, Sun, Chikombero and Pornsakulvanich (2003) found that the effect of overall television exposure and terrorism-related television exposure had no effect on fear of terrorism; however, motivation for viewing was significantly related to fear of terrorism. The findings suggest that those who intentionally watch terrorism-related news reports are more fearful and feel less safe from terrorist activity. In addition, crime victims are more fearful of terrorism.

Houston (2009) indicated that overall, a significant effect size for exposure to coverage of terrorism. Studies assessing multiple media were associated with greater effects than those limited to television; youth samples yielded greater effects than adult samples; and studies of samples located farther away found greater effects than those of samples in the same city as the event.

Ragsdale (2003) examines the impact that heavy consumption of television coverage of the September 11 crisis had on the public with regard to people's beliefs about becoming victims of terrorism. The results revealed no direct association between the amount of television or newspaper consumption of terrorism reporting and the belief of the likelihood of becoming a victim of terrorism, but revealed the existence of media interactions (among various levels of television and newspaper consumption) and gender differences and the belief of the likelihood of becoming a victim of terrorism and the willingness to curtail civil liberties. Haridakis (2005) examined third-person effects in the context of television coverage of terrorist-related stories in the aftermath of the September 11, 2001, attacks on the world trade center and the pentagon.

### *The negative media coverage*

It is argued that when tourists are actually involved or victimized, the media magnify the situation even more. The media's high coverage of negative events can have a severe effect on the volume of tourist flows to destinations (Brunt & Cousins, 2002; Baral *et al.*, 2004; Floyd *et al.*, 2003; Sonmez & Graefe, 1998). Such adverse impact are also increasing as today's information technologies enable the media to present graphic and instantaneous reporting of such events 'live' from anywhere in the world. In fact, the consequent negative media coverage can cause long-term damage to a destination's image (Baral *et al.*, 2004).

Baral (2004) discussed the damaging consequences of the resultant media coverage of Nepal as an unsafe destination and examines how the Nepal Tourism Board (NTB) is currently addressing the image challenge. Sonuc *et al.* (2000) investigated the relationship between civil protests in North African countries and the effects of the media coverage on this issue, the concern being specifically on tourism and the news coverage which are related with tourism and media. Huangand Min (2002) indicated that news organizations may exaggerate the situation after negative events for serving their interests. As a result, the media coverage lessens the willingness of tourists to visit. Public perception plays an important role in the tourism industry. Countries with a negative image due to past events of violence often attempt to improve their image with aggressive advertising campaigns to portray themselves as entirely safe destinations (Sönmez *et al.*, 1999; Neumayer, 2004).

### *Liability of the mass media*

Applied studies have demonstrated the importance of the media in the current era and the great influence it has in shaping public opinion. This essential role of the media requires enjoyment of freedom, so that it can perform its mission adequately. However, this freedom does not mean it is not responsible for what is published.

Freedom and responsibility are inseparable elements in accordance with the principle of the impossibility of having an absolute right; that is, freedom requires the establishment of responsibility if there are damages and consequent negative results, especially on economic activities including tourism, which raises the question of legal responsibility of the media (Ramadan, 2012).

The present study is concerned with civil liability, for the damage in the case under scrutiny is mostly financial and economic. Thus, our goal in the first place is to redress this damage through financial compensation in accordance with the provisions of the civil liability.

As a matter of fact, while the Egyptian legislator has paid great attention to determine the criminal responsibility of the press in the context of press crime by identifying all the possibilities and assumptions in a way that makes it imperative to identify a criminal responsible for such a crime, it has not paid the same attention to civil liability, which is subject to the general rules of civil law (Abdullah, 2009).

Civil liability of the media for any harm that may inflict others as a result of something it has published occurs within the framework of the responsibility for personal work. This is the first case of the civil wrongs that should be proved to establish the so-called "tort." Three basic conditions are required to establish such a "tort" as following:

1) The compensable damage, which is financial or moral damage that affects the injured person or infect others as a result of this injury.

A- Financial damage: The media may cause financial damage to others. Financial damage is that which negatively affects the financial rights or legitimate financial interests of an injured party. If, for instance, it publishes news that lead to the damage of a tourist company by dissuading tourists from traveling, which cost the company huge losses, the media then is legally responsible for this damage and is required to pay compensation to the injured company (Muntasir, 2010).

B - Moral damage is a damage that does not lead itself to a financial loss or negative impact upon the financial disclosure of the company, but it affects its reputation, credibility and performance, which may, in turn, lead to financial damage (Gamal, 2012).

It has to be noted that the compensable injury is the damage that has already occurred, or will certainly occur in the future. On the other hand, a damage, which is just likely or predicted to occur in the future, but not for sure, does not deserve compensation (Marcus, 1992).

2) The error that refers to the prejudice to a legal obligation with the realization of the wrong-doer of such a prejudice. The wrong committed by the media is mainly violating the provisions of criminal law or the law of the press according to the case (Gamal, 2012).

3) The third is a causal relationship. To establish a causal relationship, it must be proved that the damage that has inflicted the injured party is a natural and inevitable consequence of a harmful wrong



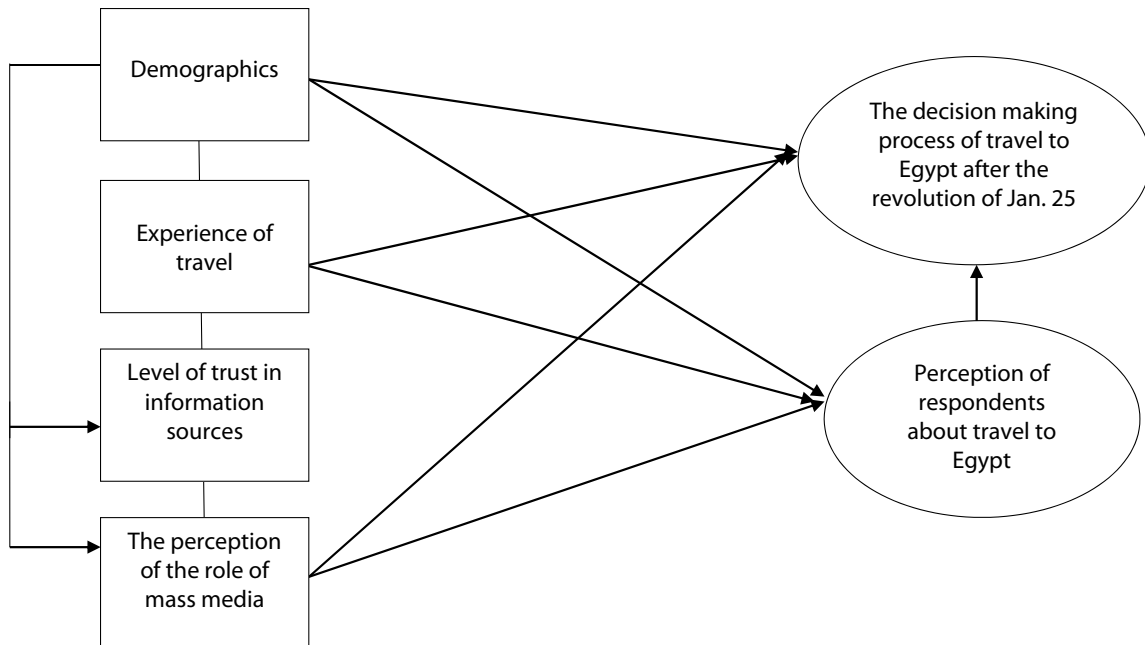
committed by the injuring one. If there is another reason for the damage, there is no longer a causal relationship and thus no legal responsibility for the harmful act (Zaki, 1978). Causal relationship does not pose a controversy regarding the responsibility of the media. In case it is established, the media is committed to compensate the injured.

According to the above, the damaged tourism companies or their representatives, as well as the state which owns investment activities in the tourism sector can sue means of mass media that deliberately cause confusion or create a state of fear and hesitation among travelers, on condition that the previous three elements are available; damage to the company or other due to a media error and there is a causal relationship between this damage and this error; that is, this damage has occurred as a result of an error.

## Methodology

No study has examined the impact of information sources, particularly mass media on the decision making process of travel to Egypt after the revolution of January 25, 2011. Consequently, the purpose of this study is to investigate what are the most information sources of information used about Egypt, their level of trust and how mass media contribute to predict the decision making process of travel to Egypt after the events of January 25. This section describes the research methodology employed to test the hypothesized model presented in the following figure (Fig. 1).

Figure 1  
The conceptual model of the study



## Research hypotheses

*H1:* Demographics affect the perception and the decision making process of travel to Egypt after the revolution of Jan. 25.

*H2:* There is no statistically relationship between the experience of travel and perception and the decision making process of travel to Egypt after the revolution of Jan. 25.

*H3:* Demographic attributes contribute in the differences between respondents' trust in the Egyptian mass media.

*H4:* there is no statistically difference between respondents' demographic characteristics with respect to their perception about the role which mass media could play in their decision of travel to Egypt.

*H5:* There is no statistically correlation between respondents' evaluation of the role of mass media and the perception and the decision making process of travel to Egypt after 25 January revolution.

*H6:* there is no statistically correlation between the decision making process of travel to Egypt and the perception of respondents about the situation in Egypt after the revolution

## Study's questions

1. What is the reaction of respondents about the decision making process of travel to Egypt after the revolution of January 25, 2011?
2. What are the main reasons for not supporting travel to Egypt after the revolution of January 25, 2011?
3. To what extent respondents trust in Egyptian mass media?
4. What is the perception of respondents about the role of mass media in the decision making process of travel to Egypt after the revolution of January 25, 2011?

## Questionnaire

To validate the conceptual model and the proposed research hypotheses, the researchers developed a survey. A questionnaire for the current study was designed with four sections as follows:

- Demographic data.
- Travel data
- Information sources about Egypt and their level of trust.
- The perception of respondents about the impact of the mass media in the decision making process of travel to Egypt.

## Sampling and data collection

An electronic questionnaire downloaded on the Website of (monkey survey) during the period (12 October -11December 2012). It has been posted at many Tourism websites (tourism forums, many

tourism organizations (international, regional and domestic). Besides sending about 2000 e-messages randomly using the facebook website and LinkedIn website. From 133 answered questionnaires, only 101 were valid. About 24 questionnaire forms have been canceled from the analyze, because of the low level of interest in the Egyptian news. Data extracted have been tabulated and analyzed using SPSS 19.0 statistical package.

## Analysis

The collected data were analyzed using Statistical Package for Social Sciences (SPSS) version 19.0. Statistical techniques such as descriptive statistics, Chi-square, Pearson correlation coefficient, analysis of variance (ANOVA) were used to achieve the objectives of this study.

**Table 1**  
**Characteristics of respondents (N=101)**

Attribute	Frequency	Percent
<b>Region</b>		
North and South America	17	16.8
Europe	37	36.6
Arab countries	15	14.9
Asia	10	9.9
Australia	3	3.0
<b>Gender</b>		
Male	55	54.5
Female	46	45.5
<b>Age</b>		
Less than 20 years old	1	1.0
From 20 to less than 30 years old	27	26.7
From 31 to less than 40 years old	22	21.8
From 40 to less than 50 years	30	29.7
From 50 to less than 60 years old	13	12.9
More than 60 years old	8	7.9
<b>Qualifications</b>		
Primary school	0	0
Secondary school	7	6.9
Completed high school	7	6.9
Undergraduate university	25	24.8
Postgraduate university	61	60.4
No answer	1	1.0
<b>Profession</b>		
Unemployed	6	5.9
Public sector employee	29	28.7
Private sector employee	31	30.7
Liberal profession	14	13.9
Other (please specify)	0	0.0
No answer	21	20.8

**Table1 Continued**

Attribute	Frequency	Percent
<b>Marital status</b>		
Single	23	22.8
Living with partner	11	10.9
Married	59	58.4
Divorced	5	5.0
Widow (er)	1	1.0
No answer	2	2.0
<b>Income</b>		
Less than 3000 US Dollars	38	37.6
From 3000 to less than 5,000 US Dollars	17	16.8
From 5000 to less than 10,000 US Dollars	17	16.8
From 10,000 to less than 15,000 US Dollars	4	4.0
From 15,000 to less than 20,000 US Dollars	2	2.0
More than 20,000 US Dollars	11	10.9
No answer	12	11.9

As Table 1 shows, that the size of this research sample was 101 from five regions in the world. The most represented one is the European continent whereas the least represented one is the Australian continent. Regarding gender, about 55% percent are males. The majority are between 20-40 years old. The vast majority of respondents are well educated. The minority are unemployed. More than half of respondents are married. More than one third has less than Less than 3000 US Dollars.

## Results and discussion

Table 2 revealed shows that less than two third of respondents had already travelled to Egypt of whom one quarter visited it just once. Less than one fifth visited it for more than three years.

**Table 2**  
**Travel information**

Attribute	Frequency	Percent
<b>Have you ever travelled to Egypt before?</b>		
Yes	61	60.4
No	40	39.6
Total	101	100.0
<b>Number of times of your previous visits to Egypt?</b>		
Once	25	24.8
Twice	13	12.9
Three times	6	5.9
Four times	1	1.0
More than four times	16	15.8
No answer	40	39.6
Total	101	100.0

Table 2 Continued

Attribute	Frequency	Percent
<b><i>Please circle the date of your last visit to Egypt?</i></b>		
For less than 6 months	17	16.8
From 6 months to less than one year	6	5.9
From one to less than two years	8	7.9
From 2 to less than 3 years	12	11.9
More than 3 years	18	17.8
Never visited before	40	39.6
Total	101	100.0
<b><i>Motivation</i></b>		
Recreation and leisure	29	28.7
Meetings and conferences	14	13.9
Visiting friends and relatives	8	7.9
Cultural tourism	23	22.8
Business tourism	5	5.0
Sportive tourism	2	2.0
Medical or therapeutic tourism	2	2.0
Other	18	17.7
Total	101	100.0
<b><i>Length of stay</i></b>		
Less than 3 nights	4	4.0
From 3 to 5 nights	14	13.9
From 6 to 10 nights	21	20.8
More than 10 nights	21	20.8
Other/ No Answer	41	45.0
Total	101	100.0
<b><i>Means of accommodation</i></b>		
Hotel	39	38.6
Resort	12	11.9
Youth hostel	2	2.0
Floating hotel (Nile cruise)	4	4.0
Friends and relatives in	10	9.9
Other/ No Answer	34	33.6
Total	101	100.0
<b><i>Hotel rates</i></b>		
Five stars	20	19.8
Four stars	27	26.7
Three stars	9	8.9
Two stars	2	2.0
One star	1	1.0
Other/ No Answer	42	41.6
Total	101	100.0

**Table 2 Continued**

Attribute	Frequency	Percent
<b>Level of satisfaction</b>		
Very satisfied	12	11.9
Satisfied	35	34.7
Satisfied to some extent	11	10.9
Not satisfied	3	3.0
No Answer	40	39.6
Total	101	100.0

Recreation and leisure tourism came in the top of tourist motivations to Egypt, whereas, the Sportive tourism therapeutic tourism were in the back of the list. The minority stayed there for a short period of time. The most mean of accommodation used was the hotel. About half of them stayed in five and four star hotels. The vast minority were dissatisfied in general, during their last visit to Egypt.

**Table 3**  
**Respondents `s reaction to travel to Egypt after the revolution of January 25, 2011**

Attribute	Frequency	Percent
<b>Travel decision</b>		
Yes	49	48.5
No	50	48.5
I do not know	2	3.0
<b>Reasons of refusal</b>		
Personal safety	16	15.8
Internal Political instability	10	9.9
Regional political instability	3	3.0
Preferring other destinations	7	6.9
Already been there	4	4.0
No plans to travel abroad in the next year	1	1.0
No interest	2	2.0
Fear of try the first location	1	1.0
Co-decision	1	1.0

As Table 3 shows, half of respondents could not travel to Egypt as a reaction to the revolution of January 25, 2011, because of their concern of the personal security and the internal political instability in the most cases. This result illustrates the effect of mass media either local, regional or international which cover the actions of violence, mass demonstration, strikes in an intensive way with a kind of exaggeration. In fact, one could say that not all mass media transmitted those actions in a subjective way. It could be TV channels or certain newspapers which operate according to a certain agenda and concentrate only on the bad face of the situation in Egypt, so the result is, increasing fears and elevating safety concerns for those considering travel to the Egyptian destination.

**Table 4**  
**Degree of news following in general and Degrees of interest in Egypt news**

	Frequency	Percent
<b><i>Degree of news following in general</i></b>		
Excellent	12	11.9
Very good	36	35.6
Good	30	29.7
Fair	23	22.8
Total	101	100.0
<b><i>Degrees of interest in Egypt news</i></b>		
Very interested	21	20.8
Interested	39	38.6
Interested to some extent	39	38.6
Not Interested	2	2.0
Total	101	100.0

Table 4 shows, that more than one third has a very good degree of following news in general. The vast minority are not interested in Egypt`s news. This result illustrates how the events of the revolution of January 25, have a wide interest from every region in the world. This represents a challenge to the Egyptian mass media which is not the only source of information. It has to follow the professionalism in communicating the news which must be correct, completed, and updated. In this sense Huang and Min, (2002) indicated that the accuracy of media coverage is essential for shaping potential visitors' attitude toward the destination during the aftermath of a disaster.

**Table 5**  
**Types of news about Egypt**

	Very interested		Interested		Interested to some extent		Not Interested		No answer	
	Freq.	100%	Freq.	100%	Freq.	100%	Freq.	100%	Freq.	100%
Political	31	30.7	41	40.6	20	19.8	5	5.0	4	4.0
Economic	20	19.8	32	31.7	28	27.7	5	5.0	16	15.8
Sports	-	-	15	14.9	16	15.8	46	45.5	24	23.8
Travel and tourism	32	31.7	35	34.7	22	21.8	5	5.0	7	6.9
Security situation	40	39.6	30	29.7	20	19.8	4	4.0	7	6.9

Table 5 shows that the most frequented news about Egypt after the revolution of 25January is the security situation followed by travel and tourism news and political ones. In fact, one could say that the security situation and tourism are considered as the two sides of the same coin. Tourism is one of the most vulnerable industries to security and political situation at any destination. One of the main reasons for exacerbating the security situation in a nation, is the mass media when they exaggerate the

circumstances and in some case, when they communicate incredible and false information in order to achieve a high level of coverage on the account the future of the nation.

**Table 6**  
**Sources of information about Egypt**

Types	Freq.	Percent
TV channels	70	69.3
Radio stations	11	10.9
Newspapers and magazines	48	47.5
Internet	82	81.2
Friends and relatives	28	27.7
Colleagues	20	19.8
Other	3	3.0

Table 6 shows that internet and TV channels are the most used to follow the Egyptian news. This result is logic, as any person from any part in the world could use any TV channels to investigate the situation in Egypt. When he doubts in any news, he freely searches for the facts from other ones which are various. The internet is considered as water and air in our daily life. It is an easy and less expensive way to get information. So, it is in the top of the most used sources of information about Egypt. Official national organizations in Egypt have to design their websites in an efficient way, in order to satisfy their visitors and to transmit the real image about the situation in Egypt after the revolution.

**Table 7**  
**The level of trust in sources of information about Egypt after the revolution of January 25, 2011**

	I do not trust		I trust to some extent		I trust		I do not know	
International TV channels	11	10.9	61	60.4	24	23.8	5	5.0
Local TV channels	13	12.9	56	55.4	14	13.9	18	17.8
Egyptian TV channels	29	28.7	44	43.6	8	7.9	20	19.8
International radio stations	9	8.9	49	48.5	18	17.8	25	24.8
Local radio stations	14	13.9	50	49.5	13	12.9	24	23.8
Egyptian radio stations	27	26.7	39	38.6	4	4.0	31	30.7
International newspapers and magazines	5	5.0	60	59.4	21	20.8	15	14.9
Local newspapers and magazines	11	10.9	58	57.4	9	8.9	23	22.8
Egyptian newspapers and magazines	27	26.7	37	36.6	7	6.9	30	29.7
Internet	11	10.9	66	65.3	16	15.8	8	7.9
Friends and relatives	11	10.9	33	32.7	39	38.6	18	17.8
Colleagues	10	9.9	45	44.6	27	26.7	19	18.8



Table 7 shows that the least trusted sources of information about Egypt after the revolution of January 25, 2011 are the Egyptian mass media (Egyptian TV channels, Egyptian newspapers and magazines and Egyptian radio stations). On the other hand, the most trusted ones are friends followed by Colleagues. This result is very important. It represents how mass media, particularly the Egyptian ones fails to persuade their audiences about the reality of the situation in Egypt, although, the increasing numbers of TV channels which have been launched after the revolution.

### *Assessing scale reliability with coefficient Alpha*

In order to assess the reliability of survey questions, the researchers obtained a coefficient Cronbach's Alpha score. Table 8 shows that the coefficient of consistency for survey is 0.616. It declares that this survey is reliable.

**Table 8**  
**Reliability statistics**

Cronbach's Alpha	N of Items
0.616	41

*H1: Demographics affect the perception and the decision making process of travel to Egypt after the revolution of Jan. 25.*

**Table 9**  
**Impact of demographics on the perception and the decision making process of travel to Egypt after the revolution of Jan. 25**

Items	Chi-Square	p value	Results
<b><i>According to gender</i></b>			
The decision making process of travel to Egypt	0.035	6.700a	Significance
I think that the security and political situations in Egypt are stable.	4.038a	0.257	Insignificance
I think that travel to Egypt to is not suitable at this time.	5.429a	0.143	Insignificance
I could advise my friends and acquaintances not to travel to Egypt at this time.	10.160a	0.017	Insignificance
<b><i>According to age</i></b>			
The decision making process of travel to Egypt	17.472a	0.065	Insignificance
I think that the security and political situations in Egypt are stable.	9.000a	0.878	Insignificance
I think that travel to Egypt to is not suitable at this time.	21.680a	0.116	Insignificance
I could advise my friends and acquaintances not to travel to Egypt at this time.	23.795a	0.069	Insignificance

Table 9 Continued

Items	Chi-Square	p value	Results
<b>Marital status</b>			
The decision making process of travel to Egypt	14.438a	0.154	Insignificance
I think that the security and political situations in Egypt are stable.	4.795a	0.994	Insignificance
I think that travel to Egypt to is not suitable at this time.	14.482a	0.489	Insignificance
I could advise my friends and acquaintances not to travel to Egypt at this time.	16.507a	0.349	Insignificance
<b>Education</b>			
The decision making process of travel to Egypt	46.634a	0.000	Insignificance
I think that the security and political situations in Egypt are stable.	25.182a	0.014	Insignificance
I think that travel to Egypt to is not suitable at this time.	15.960a	0.193	Insignificance
I could advise my friends and acquaintances not to travel to Egypt at this time.	13.533a	0.332	Insignificance
<b>Profession</b>			
The decision making process of travel to Egypt	8.800a	0.359	Insignificance
I think that the security and political situations in Egypt are stable.	9.924a	0.623	Insignificance
I think that travel to Egypt to is not suitable at this time.	15.585a	0.211	Insignificance
I could advise my friends and acquaintances not to travel to Egypt at this time.	26.751a	0.008	Insignificance
<b>Income</b>			
Reaction	7.640a	0.813	Insignificance
I think that the security and political situations in Egypt are stable.	10.815a	0.902	Insignificance
I think that travel to Egypt to is not suitable at this time.	15.405a	0.634	Insignificance
I could advise my friends and acquaintances not to travel to Egypt at this time.	18.088a	0.450	Insignificance
<b>Nationality</b>			
The decision making process of travel to Egypt	0.025	20.529a	Significance
I think that the security and political situations in Egypt are stable.	9.579a	0.845	Insignificance
I think that travel to Egypt to is not suitable at this time.	34.881a	0.003	Insignificance
I could advise my friends and acquaintances not to travel to Egypt at this time.	18.620a	0.231	Insignificance

To verify hypothesis 1 the researchers calculated Chi-Square test. According to Table 9, the results revealed that both, gender and nationality have significant effect on the reaction of respondents about

the decision making process of travel to Egypt after the revolution. But they do not have any effect on the perception about the political situation, propensity to travel to Egypt and also on the word of mouth communication. In fact, the other variables (age, marital status, education, profession and income) have not also any effect either on the reaction of respondents about the decision making process of travel to Egypt after the revolution or on their perception about the political situation, the propensity to travel to Egypt and also on the word of mouth communication. In fact, this result revealed that in the most cases, respondents are convinced that Egypt becomes an unsuitable place to be visited because of the political instability and because of the intensified negative coverage by mass media which in most cases contribute to exacerbate the situation.

Brown (2000) used both quantitative and qualitative approaches to delineate empirically US-based travel intermediaries' perceived barriers to tourism promotion in Africa. Two types of political risk factors were delineated in Africa: regionalized and globalised political risk. Although no statistically significant differences in perception regarding both risk factors were found to exist between eastern, western, southern and northern African region promoters, tourism promoters to multiple destination regions perceived a slightly lower globalised risk than those who promote tourism to single regions.

*H2: There is no statistically relationship between the experience of travel and perception and the decision making process of travel to Egypt after the revolution of Jan. 25.*

Table 10

**The relationship between the experience of travel and perception and the decision making process of travel to Egypt after the revolution of Jan. 25.**

		Sum of squares	df	Mean square	F	Sig.
Egyptian TVs	Between Groups	5.584	5	1.117	1.423	0.223
	Within Groups	74.575	95	0.785		
	Total	80.158	100			
Egyptian radio stations	Between Groups	6.003	5	1.201	1.473	0.206
	Within Groups	77.462	95	0.815		
	Total	83.465	100			
Egyptian newspapers	Between Groups	6.324	5	1.265	1.425	0.222
	Within Groups	84.310	95	0.887		
	Total	90.634	100			

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

\* Correlation is significant at the 0.05 level (2-tailed).

To verify hypothesis 2, the researchers calculated Pearson correlation coefficient between experience of travel and perception and the decision making process of travel to Egypt after the revolution of Jan. 25. According to Table 10. The results show that there is no statistically significant relationship between the frequency of travel to Egypt, the last visit to Egypt and the level of satisfaction from one part and the perception and the decision making process of travel to Egypt after the revolution of Jan. 25.

*H3: Demographic attributes contribute in the differences between respondents' trust in the Egyptian media.*

**Table 11**  
**Impact of the region on trust in the Egyptian media**

		Sum of squares	df	Mean square	F	Sig.
Egyptian TVs	Between Groups	5.584	5	1.117	1.423	0.223
	Within Groups	74.575	95	0.785		
	Total	80.158	100			
Egyptian radio stations	Between Groups	6.003	5	1.201	1.473	0.206
	Within Groups	77.462	95	0.815		
	Total	83.465	100			
Egyptian newspapers	Between Groups	6.324	5	1.265	1.425	0.222
	Within Groups	84.310	95	0.887		
	Total	90.634	100			

**Table 12**  
**Impact of age on trust in the Egyptian media**

		Sum of squares	df	Mean square	F	Sig.
Egyptian TVs	Between Groups	5.893	5	1.179	1.508	0.195
	Within Groups	74.266	95	0.782		
	Total	80.158	100			
Egyptian radio stations	Between Groups	4.967	5	0.993	1.202	0.314
	Within Groups	78.498	95	0.826		
	Total	83.465	100			
Egyptian newspapers	Between Groups	5.182	5	1.036	1.152	0.339
	Within Groups	85.452	95	0.899		
	Total	90.634	100			

**Table 13**  
**Impact of marital status on trust in the Egyptian media**

		Sum of squares	df	Mean square	F	Sig.
Egyptian TVs	Between Groups	10.825	5	2.165	2.966	0.016
	Within Groups	69.333	95	0.730		
	Total	80.158	100			
Egyptian radio stations	Between Groups	8.951	5	1.790	2.283	0.052
	Within Groups	74.514	95	0.784		
	Total	83.465	100			

**Table 13 Continued**

		Sum of squares	df	Mean square	F	Sig.
Egyptian newspapers	Between Groups	11.973	5	2.395	2.892	0.018
	Within Groups	78.661	95	0.828		
	Total	90.634	100			

**Table 14**

**Impact of education on trust in the Egyptian media**

		Sum of squares	df	Mean square	F	Sig.
Egyptian TVs	Between Groups	0.458	4	0.115	0.138	0.968
	Within Groups	79.700	96	0.830		
	Total	80.158	100			
Egyptian radio stations	Between Groups	3.123	4	0.781	0.933	0.448
	Within Groups	80.342	96	0.837		
	Total	83.465	100			
Egyptian newspapers	Between Groups	5.985	4	1.496	1.697	0.157
	Within Groups	84.649	96	0.882		
	Total	90.634	100			

**Table 15**

**Impact of profession on trust in the Egyptian media - ANOVA**

		Sum of squares	df	Mean square	F	Sig.
Egyptian TVs	Between Groups	1.317	4	0.329	0.401	0.808
	Within Groups	78.841	96	0.821		
	Total	80.158	100			
Egyptian radio stations	Between Groups	1.985	4	0.496	0.585	0.674
	Within Groups	81.480	96	0.849		
	Total	83.465	100			
Egyptian newspapers	Between Groups	1.852	4	0.463	0.501	0.735
	Within Groups	88.781	96	0.925		
	Total	90.634	100			

**Table 16**

**The impact of income on trust in the Egyptian media**

		Sum of squares	df	Mean square	F	Sig.
Egyptian TVs	Between Groups	6.814	6	1.136	1.447	0.205
	Within Groups	72.976	93	0.785		
	Total	79.790	99			

**Table 16 Continued**

Egyptian radio stations	Between Groups	3.694	6	0.616	0.724	0.631
	Within Groups	79.056	93	0.850		
	Total	82.750	99			
Egyptian newspapers	Between Groups	2.513	6	0.419	0.445	0.847
	Within Groups	87.487	93	0.941		
	Total	90.000	99			

To verify hypothesis 2, the researchers calculated (one-way ANOVA) analysis. According to Tables 11, 12, 13, 14, 15 and 16, the results revealed that geographical region, age, education, profession and income do not any effect on respondents' trust in the Egyptian media (Egyptian TV channels, Egyptian radio stations and Egyptian news). According to Table 13, the result revealed that, only the marital status affects on respondents' trust in the Egyptian media (Egyptian TV channels, Egyptian radio stations and Egyptian news) with a significant value of (0.016, 0.052., 0.018) respectively.

*H4: There is no statistically difference between respondents' demographic characteristics with respect to their perception about the role which mass media could play in their decision of travel to Egypt.*

**Table 17**

**The difference between respondents` demographic characteristics with respect to their perception about the role which mass media could play in their decision of travel to Egypt - ANOVA**

	F	Sig
Nationality	2.905	0.017
Gender	2.905	0.017
Age	2.864	0.094
Marital status	0.875	0.501
Education	0.771	0.573
Profession	4.034	0.005
Income	2.576	0.024

To verify hypothesis 4 the researchers calculated ANOVA (one –way ANOVA). According to Table17, the result revealed that there is a statistically difference between respondents with respect to region, gender, marital status and income regarding their perception about the role which mass media could play in their decision of travel to Egypt with significant value of (0.017, 0.017, 0.501, 0.024).

*H5: There is no statistically correlation between respondents' evaluation of the role of mass media and the perception and the decision making process of travel to Egypt after 25 January revolution.*

Table 18

**The correlation between respondents' evaluation of the role of mass media and the perception and the decision making process of travel to Egypt after 25 January revolution**

		Security and political situations	The suitability of travel to Egypt	Word of mouth communication
The role of mass media	Pearson correlation	1	-0.139	0.340**
	Sig. (2-tailed)		0.165	0.000
	N	101	101	101

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

To verify hypothesis 5 the researchers calculated (Pearson correlation coefficient. Table 18 revealed that in general, there is a statistically correlation between respondents' evaluation of the role of mass media and the perception of travel to Egypt after 25 January revolution.

*H6: there is no statistically correlation between the decision making process of travel to Egypt and the perception of respondents about the situation in Egypt after the revolution*

Table 19

**The correlation between the decisions making process of travel to Egypt and the perception of respondents about the situation in Egypt after the revolution**

		Security and political situations	The propensity to travel to Egypt
Travel decision	Pearson correlation	-0.474**	0.336**
	Sig. (2-tailed)	0.000	0.001
	N	101	101

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

To verify hypothesis 6, the researchers calculated Pearson correlation coefficient between the decision making process of travel to Egypt and the perception of respondents. According to Table 19, the results revealed that there is a correlation between the reaction of respondents to travel or not to travel to Egypt after the revolution of January 25, 2011 and their perception about political situation in Egypt and their perception about the suitability of travel to Egypt.

## Conclusion

The purpose of this study is to investigate the impact of information sources on the decision making process of travel to the Egyptian tourist destination after the revolution of January 25, 2011.

The majority of respondents could not travel to Egypt as a reaction to the revolution of 25 January, 2011 because of their concern of personal security and internal political instability in the most cases. The great minority have a fair degree of following news in general. The vast majority of them are interested in Egypt's news.

The most frequented news about Egypt after the revolution of 25 January is the security situation followed by travel and tourism news and political ones. That internet and TV channels are the most used

to follow the Egyptian news about Egypt. The least trusted sources of information about Egypt after the revolution of January 25, 2011, are the Egyptian mass media (Egyptian TV channels, Egyptian newspapers and magazines and Egyptian radio stations).

Both of gender and region have significant effect on the reaction of respondents about the decision making process of travel to Egypt after the revolution. But they do not have any effect on the perception about the political situation, the suitability of travel to Egypt and also on the word of mouth communication. In fact, the other variables (age, marital status, education, profession and income) have not also any effect either on the reaction of respondents about the decision making process of travel to Egypt after the revolution or on their perception about the political situation, the suitability of travel to Egypt and also on the word of mouth communication.

There is no statistically significant relationship between the frequency of travel to Egypt, the last visit to Egypt and the level of satisfaction from one part and the perception and the decision making process of travel to Egypt after the revolution of January 25. The results revealed that only the marital status affects on respondents' trust in the Egyptian media. It is revealed that there is a statistically difference between respondents with respect to their nationality, gender, marital status and income regarding their perception about the role which mass media could play in their decision of travel to Egypt. The results revealed that there is a correlation between the reaction of respondents to travel or not to travel to Egypt after the revolution of January 25, 2011 and their perception about political situation in Egypt and their perception about the suitability of travel to Egypt.

As the nationality or region that could affect the decision making process of travel to Egypt, tourism organizations have to follow the policy of market segmentation. The general authority for promoting tourism has to prepare a media program in order to persuade citizens of the regions that are not with travel to Egypt especially in North and South America and Europe. It could use experts in these regions in order to help to change the negative attitudes which have been formed through the negative media coverage. It has to repair which has been broken by irresponsible practices of TV channels, particularly the Egyptian ones which are competing to gain profits howsoever the way.

There is no doubt that the Egyptian revolution has played a significant role in the decrease of the tourism flows to Egypt. The Egyptian mass media from their part contributed to exacerbate that situation. In fact, in order to recover from these bad circumstances, the government must strengthen and increase police protection and reduce the crime and unstable environment that has prevented international tourists from considering Egypt as a safe destination for their travels. On the other hand, mass media have to keep professionalism when broadcasting any event with a sense of national responsibility. They have not to present only the bad face but also the positive sides. Charter of media honor should be applied. Every Egyptian who has an account of the social websites such as facebook and LinkedIn has to present the positive image of his nation which has been deformed by the negative mass media.

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#### Note:

<sup>1</sup> A set of popular movements with social and political nature was launched on Tuesday, January 25, 2011, which was chosen to coincide with the Police's day. This date was selected by Several Egyptian opposition parties and independents, including April 6 Youth Movement and Kefaya as well as groups of young via the social networking site of Facebook and Twitter, the group "We are all Khaled Said" and "Rasd network" and young Brotherhood Muslims (Wikipedia, 2011). The outburst included acts of civil disobedience, strikes and a series of demonstrations and marches. Violent clashes took place between



demonstrators, security forces and supporters of President Hosni Mubarak in Cairo, Alexandria and in other cities in Egypt (Nassar, 2012). Many countries issued travel warnings and evacuated their citizens from Egypt because of those events (The CNN Wire Staff, January 30, 2011).

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