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Measuring Factors of the Egyptian Tourism Destination Image Formation in a new Transitional Era of the so-called Arab Spring Revolutions

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Abstract:

This research considers analyzing and measuring factors of the tourism destination image (TDI) and its applicability in the Egyptian destination in a new transitional era of the so-called Arab spring revolutions; it merges travel consumer behavior and tourism marketing issues. This study introduces actual destination image model (ADIM) as the strongest way to measure the destination image formation by using analytical descriptive (sample, statistical attributes, and free form descriptions) measurement approaches. The research analyzes the current situations of the Egyptian TDI setback, notably the current severe downturn of international and domestic tourism flows after the so-called waves of Arab spring revolutions, and political violence or instability which makes a critical situation for arrivals and marketing the destination places and spaces.

The objectives of the research can be summarized as; measuring the destination images, variables and tools changed in the related review of literatures, discussing the factors concerning the Egyptian TDI formation and investigating to what extent tourists perceive the destination regarding political and social instability issues. The motivation for choosing the topic is concerning that this research is the first in identifying and putting the IMAGE (used to point out the factors forming the image based on the actual TDI model introduced by the current study) of the Egyptian TDI formation model during the Arab spring revolutions, and identifying the sharp reversal that faces Egypt's tourism industry from the perception of tourists. A self-administrated survey with more than 40 qualitative, quantitative questions in eight parts were included in primary research and conducted to capture better understanding of the current perception of both organic and induced IMAGE of Egyptian TDI.

Keywords:

Actual Model, Arab Spring Revolutions, Tourism Destination IMAGE (TDI), Tourist behavior, Tourist perception.

Introduction:

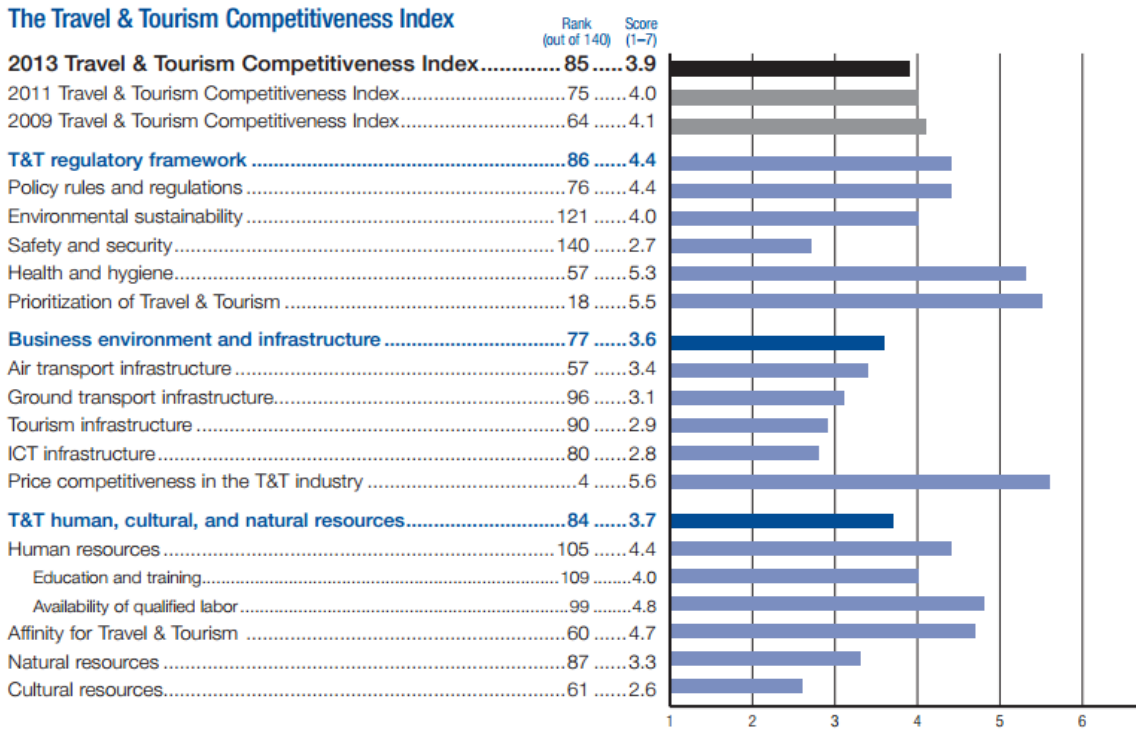
The formation process of Tourism Destination Image (TDI) is complicated and diverse; including external factors (attraction and belief), and internal factors (time for travel and perception cost) (Hung, et al., 2012). It plays a very important role in the destination selection process and is also useful for successful marketing (Jensen and Korneliussen, 2002). The overall factors influencing the destination image assessments can be classified into nine dimensions; natural resources, general infrastructure, tourist infrastructure, leisure and recreation culture, history and art, political stability and economic factors. The natural and social environment as well as the atmosphere of the place should also be considered (Beerli and Martin, 2004b; Heslop, et al., 2004). Nadeau, et al. (2008) categorized the TDI themes from different studies as; pertaining to beliefs about both the natural and the built environment such as culture; modern society; friendliness; satisfaction; quality of service; and overall assessment. Moreover, the significant factors that directly influence the TDI can be enumerated as; personal factor, geographical location, climate and culture, distance–decay, travel intermediaries, and stimulus factors (Marshalls, 2008). Pike (2002) introduced that TDI as a topic has become one of the most prevalent in the tourism literature, where a review of 142 papers in the destination image 1973-2000 was undertaken in developing an understanding of the process of destination selection (Baloglu and McCleary, 1999; Pike, 2002). It can be accepted that destination image among tourists is a valuable and irreplaceable concept in understanding the selection process as it affects the individual's perception, consequent behavior and destination choice (Prebežac and Mikulić, 2008). The citation graph in famous Microsoft academic search pointed out that TDI cumulatively mentioned in academic reviews and discussions recorded continuously intensive growth from 2000-2012 (libra.msra.cn/, 2014). The destination image has both direct and indirect effects on behavioral intentions (Stepchenkova, 2005; Chen and Tsai, 2007), the study developed by Kotler, et al. (1996) sequenced to appear as; destination image lead to trip quality, then perceived value, and satisfaction stage that followed by behavioral intentions (Kotler, et al., 1996; Mathur and Nihalani, 2011). Consequently, it has been generally accepted in the literature that TDI has influence on tourist selection or decision making behaviors and future intention (Echtner, and Ritchie, 2003; Chen and Tsai, 2007; Zahra,

2012; Jamaludin, et al., 2012; Sungkatavat and Kwon, 2013). Tourist arrivals in the Middle East are intrinsically conditioned by the geopolitical context, perceptions of stability, and security considerations. Terrorism and political instability over a sustained period of time. These factors are a regional predicament and have great impact on the long-term prospects of the tourism industry as stated by the UNWTO that Middle East region is a highly politicized one, so that tourism has been subjected to the political conflicts and turmoil that have been apparent over the years (Kalesar, 2010; Morakabati, 2013).

The Egyptian Image during the Arab Spring Revolutions:

Egypt is rich with ancient civilizations and its seven world heritage cultural sites and niche tourism markets (Beirman, 2003). Tourism sector in Egypt is one of the most important economy pillars with more than 10% of the GDP and the most important source of foreign exchange earnings by almost one quarter from 1993 till the beginning of the January25 revolution 2011. The country occupies the 23rd among 50 best international tourist hubs and ranks as number one in North Africa in 2009-2010. Also, the tourism traffic was strongly increased from 1990 to 2009 by 424% (Lanquar, 2011). International visits were significantly down and receipts were -43%; because of sustained terrorism attacks that implemented by a group that aimed at removing political system (Wahab, 1996; Kalesar, 2010). In addition, Egypt has suffered from lack of neighborhood security and international and national political crises (Abd El Jalil, 2010). The World Tourism Organization registered in October 2001 a worldwide drop of 11 % in tourist arrivals and -20% to -30% in travel reservations following the 9/11 terrorist attacks, where the middle east suffered the largest regional decline of -70% of reservations in North Africa particularly Jordan and Egypt (Kalesar, 2010). Since January 25th revolution, the tourism sector suffers several problems that had great negative impacts on the destination and hindering the national tourism long-term ambitious strategy to attract what was predicted for the tourism sector to achieve in 2022. In 2010, Egypt received 14.7 million tourists with revenues estimated by $ 12.5 billion. Statistics shows that the traffic dropped to 9.8 million in 2011 and the income of the sector was only $ 8.8 billion. In 2012, key indicators growth for Egypt recorded +23% as the recovery with 11.5 million tourists and the delegation sector revenues rose to about $ 10 billion. Statistics in the first quarter of 2013 pointed out that three million tourists visited Egypt, with an increase of 14.6% compared with the same period of 2012 (UNWTO, 2012a; Tourism in Figures, 2013; Blanke and Chiesa, 2013).

The Arab spring uprising and overthrow of the government with the triggering negative social media coverage in Egypt have had a profound effect on the tourism activity with many tourists diverted to other alternative destinations. Recently, UNWTO (2012b, 2012a) reported that 2011 was a challenging year of disrupted growth in Middle East and North Africa region (MENA) with strongly negative consequences in Egypt (-32%) as many reservations and cruise liners cancelling trips so that the income of the travel trade was directly affected by that political unrest and suffered hugely due to severe decline in tourism demand. The travel and tourism competitiveness reports (Blanke and Chiesa, 2013) and the ASEAN report (2012) pointed out in comparison with 2011 statistics indicate that Egyptian travel and tourism competitiveness index (TTCI) is overall ranked 10th regionally, dropping 10 positions to reach 85th overall with score 3.9 from 1-7 range in 2013 comparison with 75th, 64th and 62th in 2011, 2009, and 2008 respectively, as illustrated in Figure (1).



Source: Blanke and Chiesa (2013), The Travel and Tourism Competitiveness Reports (2013)

Figure (1): Travel and Tourism Competitiveness Reports (2013) for Egyptian destination

The government of Canada for example reviewed and updated its advisories about the destinations all over the world, and issued non-essential travel to Egypt with the exception of Red Sea coastal resorts of Sharm El-Sheikh and Hurghada and the area along the upper Nile, from Luxor to Aswan, where the tourist should have a high degree of caution due to the unpredictable security situation in many parts of the country. Later, the UK government updated its advice against travelling to Egypt as it announced that there is a high threat from terrorism. Foreign and Commonwealth Office (FCO) advised against all travel to the governorate of North Sinai (www.gov.uk/foreign-travel-advice/egypt, 2014). Furthermore, Germany (the second-largest market for tourism in Egypt after Russia), Netherlands, Italy, France, Belgium and Switzerland issued warnings against travel to Sinai including the popular destination of Sharm El-Sheikh. The warnings came following a bomb attack on a tourist bus in Taba that killed three South Koreans on February 17, 2014 marking the first attack on tourists since the 25th January Revolution in 2011 (weekly.ahram.org.eg/Another-blow-for-tourism.aspx, 2014).

Tourism Destination IMAGE formation factors and dimensions:

It can be conceptualized that destination image is defined as an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination that plays two important roles in behaviors (Hanlan, et al., 2005; Chen and Tsai, 2007; Yi, et al., 2013):

(1) To influence the destination choice decision-making process and,
(2) To condition the after-decision-making behaviors including participation (on-site experience), evaluation (satisfaction) and future behavioral intentions (intention to revisit and willingness to recommend).

Phau, at al. (2010) stated that tourists' information sources had a considerable influence on perceived destination image and choice intention (Echtner and Ritchie, 2003; Frías, et al., 2012). Marino (2008) and Mariani, et al. (2014) summarized that tourists' positive perception depends on the destination ability in providing experiences. Destination loyalty was enhanced by positive image and satisfaction that had become strategic weapon and competitive advantage (Pikkemaat, 2004; Jamaludin, et al., 2012; Yi, et al., 2013). Hung, et al. (2012) stated that TDI is an important factor which triggered tourist choices and selections. Tourism generating content and eWOM as the most believable and truthful communication channel with others enables the destinations to measure its image through the eye of the real customer that influence tourist attitude and travel behavioral intention (Beerli and Martin, 2004a; Molina and Esteban, 2006; Jalilvand, et al., 2012;

Neuhofer, et al., 2013). It can be stated from surveying actual visitors, the post-purchase evaluation of the quality of the whole destination, and the tour that TDI influence both the tourists' pre and post-purchase decision-making behavior (Mohamed, 2007; Naidoo and Ramseook-Munhurrun, 2012; Sahin et al., 2013). Many previous studies stated that organic destination image were formed due to a direct actual experience (e.g., friends' experiences) and induced image from an indirect experience of being exposed to any tourism information such as travel brochures and posters (Echtner and Ritchie, 2003; Agrawal, 2007; Hyun and O'Keefe, 2012). Zahra (2012) quoted that "destination image that has significant effects on tourist's perceived value, satisfaction and loyalty"; consists of three components; product (the quality of attraction; the attitude of the destination hosts and the environment); weather or climate and the availability of facilities. Shapoval et al. (2013) mentioning to the four characteristics of TDI; it is generally complex to describe and does not have an agreeable definition, it has multiple definitions and features in representing its identity from a variety of stakeholders, its relativistic definition is extremely hard to be concise as everyone has a different interpretation. Finally, it is dynamic and tends to change over time as a continuous process (Hung et al., 2012). Nadeau, et al., (2008) quoted that the complexity of TDI characteristics refers to its multiple components; the conative aspect includes beliefs and perceptions about the landscape or destination elements, the evaluative is representative of destination appraisals, and the conative can include the decision, Kekovic and Markovic (2009) and Marshalls (2008) clarified that the security and protection demands in tourism industry are very high due to the vulnerability of its infrastructure in light of security challenges and threats.

The intangible nature of tourism purchase and consumption is often detached by both spatially and temporally means. Destination image attributes are likely to influence behavior formation at each stage of the tourist decision-making process (Mohamed 2007; Marino, 2008; Jalilvand et al., 2012). The Gunn's model of seven phases of travel experience can be explained to understand the formation of TDI that further influence tourists' travel behavior (Hanlan, et al., 2005; Zahra, 2012; Hung et al., 2012); first 'organic image' as the accumulation of mental images about a destination obtained by secondary sources like school, peers etc. Second 'induced image' information obtained through more commercialized sources like travel magazines, brochures, travel agencies, advertisements etc. In the third stage decision to visit the destination takes place. Fourth stage is the actual visitation of the destination, fifth stage, sharing the facilities of the destination; sixth stage, returning home and in the last stage, actual modification of the image based

on the vacation experience takes place. Yi, et al., (2013) stated that destination image consists of five sub-categories (e.g. safety and cleanliness, natural environment, weather, culture and heritage, convenience and activities). Generally, TDI refers to perceptions (such as images) of a destination, while product-country image (PCI) refers to the perceptions about countries with regards to purchases whose production is related to them (Nadeau, et al., 2008). WTO has categorized the effects of country image on destination in both natural and man-made disasters factors, environmental, geopolitical, societal, and technological factors (Marshalls, 2008). Morakabati, (2013) summarized that the elevated media coverage that comes from political and civil unrest such as the Arab Spring will inevitably affect travel risk perceptions and destination choice. Stanković and Đukić (2009) introduced the key characteristics of a destination image as; Attractions (natural, man-made artificial, heritage); Accessibility (entire transportation system comprising of routes, terminals and vehicles); Amenities (accommodation and catering facilities, other services); Available packages (pre-arranged by intermediaries and principals); Activities (all activities available at the destination); Ancillary services (services used by tourists such as banks, telecommunications, hospitals, etc.) .

Morrison (2013, p.19-21) suggested "The 10 As" useful set of attributes for judging the success of TDI as (Stepchenkova, 2005); Awareness, Attractiveness, Availability, Access, Appearance, Activities, Assurance (relates to the safety and security of the destination), Appreciation (the feeling of the levels of welcome and hospitality), Action (availability of a long-term tourism marketing plan), Accountability (the evaluation of performance by the destination organizations). However, another study by Stepchenkova and Morrison (2008) analyzed ten basic attributes as Russia's destination image analysis factors (nature preserves; nightlife/entertainment; costs/price levels; accessibility; climate; crowdedness; rest/relaxation; chance to see how people really live; atmosphere; and arts). Aksoy and Kiyci (2011) quoted that "destination image is tourists' point of view about a picture of a spatial place (beliefs, thoughts in mind and impressions)". Echtner and Ritchie (2003) indicated that destination images are formed based upon secondary sources of (historical, political, economic and social factors) information or based on real vacation experience. Destination image depends on the traveler's personality, previous experience with a particular destination, as well as its amount and quality of information received (Stepchenkova, 2005; Frías, et al., 2012). The brand image of destinations is essential in driving tourists' perception due to three main reasons (Crompton, 1979; Hanlan, et al., 2005; San Martin and Del Bosque, 2008; Naidoo and

Ramseook-Munhurrun (2012); Jamaludin, et al., 2012; Yi, et al., 2013; Sungkatavat and Kwon, 2013): firstly, it influences the tourists' choice of the holiday destination, secondly, it influences post-purchase decision-making behaviors including evaluation (satisfaction) and future behavioral intentions, thirdly, it is essential for the destination to ensure a strong positioning in order to entice potential tourists. Factors and definitions of TDI measurements in the previous studies have been analyzed as an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual have of a specific place.

Tourism Destination Image in Crisis:

The specific contingencies or threats such as war, terrorism, crime waves, epidemic and natural disasters have devastating automatically negatively severe impacts on overall travel and tourism entities and image. Generally, Hazbun (2006) stated that any act of violence or destabilization in the Arab region has a direct negative impact on the process of choosing a destination, repeating visit, perception, future intention and attitude or travel decision making (Jalilvand et al., 2012).

A destination's image and tourist accessibility can be severely damaged by government advisories who advice citizens to avoid or defer travel to a destination or describe a multitude of threats which deter travelers from considering this destination, and start issuing advice against traveling to the destination. The primary significance of travel advisories is that travel insurance coverage for that destination is based on the wording of the advisory (Beirman, 2003, Neumayer, 2004). The following function can be used among other variables in modeling the demand for tourism in any destination $D= f\{ I_{(+)}, P_{(+)}, C_{(-)}, F_{(-)}, A_{(+)}, V_{(-)}\}$; where; D: demand, I: Income of tourists, P: relevant characteristics of the tourism population such as education, leisure time etc., C: Cost, F: the fare costs to reach the destination, A: destination's attractiveness and V: is the extent of political violence. The sign below a variable signal shows its expected impact on the tourism demand (Neumayer, 2004).

Materials and Methods:

A self-administrated survey was used in order to collect the needed data. 5-10 minutes pen and paper questionnaires were distributed to international tourists in Egypt in a convenience-sampling approach. Reliability analysis using Cronbach's alpha as a measure of internal consistency and to provide

evidence that the scale in question is uni-dimensional was implemented (Cronbach's alpha is not a statistical test it is a coefficient of reliability or consistency). ANOVA and inter-correlation analysis were used to test the relationship among the research variables that forming together the current Egyptian TDI and brand during waves of revolutions. Data reduction technique is used to explain this data by implementing Factor Analysis test with significant eigenvalues more than one. More than 40 qualitative, quantitative questions and demographic and travel behavior questions were included in primary research and conducted to capture better understanding of the current perception of both organic and induced image of the Egyptian TDI.

Questionnaire Sample Design and Data Collection:

In the empirical research; a self-administered 540 completed deemed usable questionnaires were collected, received and representing a response rate of 83 % from the 650 total of the study sample. It was carried out in three main pivotal tourist cities based on their tourist's attractiveness namely; Cairo, Sharm El Shekih, and Aswan. The empirical study was carried out and data were gathered from Mai 2013 to December 2013 because of the violence instability conditions in the society and streets. Pre-test questionnaire or pilot study was implemented to ensure reliability and validity before final administration to curtail any unforeseen ambiguity. Data were analyzed using Statistical Package for Social Science (SPSS): version 22.0. The final questionnaire included a total of 43 items in different format, and a Five-point Likert scale ranging format from strongly disagree (1) to strongly agree (5) was implemented in 32 questions to identify the research perceived factors. The combination of more than thirty five dependent variables or dimensions of Egyptian TDI IMAGE were derived and analyzed in the research conceptual framework in its four parts as shown in Table (1).

Table (1): Conceptual ADIM* model of the study shows factors evaluating IMAGE of Egyptian TD

Part Descriptions	Tested Factors and Variables
• **Evaluating real experienced feedback with the destination**	• **Real experienced satisfaction with the Destination (VAR1-1)** • **Positively recommendation to visit Egypt it in the future (VAR1-2)** • **Well tourism trained staffs or human resources in Egypt (VAR1-3)**
• **General factors in evaluating Egyptian Tourism Destination Image**	• **The beauty of historical and cultural heritage (VAR2-1)** • **Natural and beaches scenery wealth (VAR2-2)** • **Suitability of destination accessibility (VAR2-3)** • **Destination quality of life (VAR2-4)** • **Transportation airfare and costs (VAR2-5)** • **Accommodation, its prices suitability (VAR2-6)** • **Friendliness of local people (VAR2-7)** • **Destination content in Internet, Social media (VAR2-8)**
• **Perceived status quo factors for the Egyptian TDI during the so-called Arab spring revolutions**	• **Safety and Security in the Destination (VAR3-1)** • **Political unrest (VAR3-2)** • **Demonstrations of revolutions (VAR3-3)** • **Bad news about community instability (VAR3-4)** • **Unable to visit places and cities in the destination (VAR3-5)** • **The ruling regime in Egypt (VAR3-6)** • **Warnings of the visiting from the country of origin (VAR3-7)** • **Kidnapping, detentions and women's safety (VAR3-8)** • **Tourism areas cleanliness (VAR3-9)** • **Emergence of the so-called political Islam groups (VAR3-10)** • **Tourism establishment's exposure to attack (VAR3-11)** • **Problems in traffic and road conditions (VAR3-12)** • **Tourist's exposure to detention (VAR3-13)**
1. **Perception analysis, social impacts, feedback and travel quality**	• **Planning to revisit the destination (VAR4-1)** • **The real trip quality with perceptions (VAR4-2)** • **Contact with locals and traditional culture (VAR4-3)** • **Local Cuisine and hygiene (VAR4-4)** • **Internet and ICTs in the destination (VAR4-5)** • **No language barriers (VAR4-6)** • **Overall of tourism Service quality (VAR4-7)** • **Real expectations compared with other destinations (VAR4-8)**

* Actual Destination Image Model (ADIM)

Source: Formulated by the current author for the current study

The Research analysis and findings:

Sample demographics and characteristics:

The research project was conducted across various nationalities with the most dominant Russians and Belgium (41%), United Kingdom (22%), then Japan, China, and German by (8%), USA (7%), and others (14%) (Poland, Netherland Etc….). According to the respondent's descriptive information from the satisfactorily completed questionnaires 54.3% were male and 45.7% of respondents were female. The majority aged between 30-40 years were (33%). The educational level revealed that 57% of the respondents were university graduates. The vast majority (38%) was at monthly house hold income US$1000 to US$5000 as clear in Table (2).

Table (2): Frequency of sample's Demographic (n= 540)

Variable	Freq.	%	Mean	Std. Deviation*
Gender				
-Female	247	45.7		
-Male	293	54.3		
-Total	540	100%		
Age				
-Under 29 years	154	28.5		
-Between 30-40 years	178	33		
-Between 41-54 years	159	29.4		
-Over 55 years	49	9.1		
-Total	540	100%	2.19	.984
Educational Level				
-Primary	7	1.3		
-Secondary (High School)	147	27.2		
-University	308	57.0		
-Postgraduate	78	14.4		
-Total	540	100%	2.85	.668
Approximately monthly house hold Income (US $)				
-Under 1.000 US$	132	24.4		
-From 1.000 US$- 5.000 US$	205	38.0		
-From 5.000 US$-10.000 US$	108	20.0		
-From 10.000 US$-15.000 US$	60	11.1		
-From 15.000 US$ and above	35	6.5		
-Total	540	100%	2.37	1.156

*STD or Standard Deviation is a measure of variability

It can be summarized from data in Table (3) that about (50.7%) of respondents stayed from one week to less than 15 days, while (31.3%) stayed from 2 days to less than one week. Results clearly indicated categories of respondents' travel experience in previous visit; about (44.3% highest) were in the first time visit level, and (39.4%) in the second visit. Regarding the attribute purpose of visiting Egypt the majority (45.5%) traveled for scenery/ nature/ sun/ and beaches, and (30.5%) for history and culture motivation purposes.

Table (3): Frequency of sample's traveling characteristics (n= 540)

Variable	Freq.	%	Mean	Std. Deviation*
The forms of the length of stay in Egypt				
-Day and overnight tour	76	14.1		
-From 2 days to less than one week	169	31.3		
-From one week to less than15 days	274	50.7		
-More than 15 days tour	21	3.9		
-Total	540	100%	2.44	.780
Previous visit (travel experience) to Egyptian Tourism Destination				
-This is the first	239	44.3		
-The second time	213	39.4		
-The third time	53	9.8		
-More than three times	35	6.5		
-Total	540	100%	1.79	.869
Purposes of visiting Egypt**				
-Scenery/Nature/Sun/Beaches	368	45.5		
-History and Culture motivation	246	30.5		
-Incentive tours	40	5		
-Adventure tourism	45	5.5		
-Conference and meeting tourism	37	4.5		
-Visit Friends and Relatives	26	3		
-Others	47	6		
-Total	809**	100%		
The travel forms of the respondents				
-Individual	89	16.5		
-Organized tour group	244	45.2		
-Family and friends	207	38.3		
-Total	540	100%	2.22/3	.708
Local government that issuing advice against travelling to Egypt				
-Yes	53	9.8		
- With exceptions for some areas and cities	204	37.8		
-No	283	52.4		
-Total	540	100%	2.43/3	.665

*STD or Standard Deviation is a measure of variability **More than one answer possible.

In addition, the descriptive data summarized in Table (3) shows that the majority of the respondents (45.2%) travel in organized tour group, followed with (38.3%) travel with their family and friends. Data reported the analysis situations of issuing advice against travelling to Egypt by the respondents' local governments because of unrest and terrorism issues generated by the Arab spring revolutions. Respondents stated that there is not any advice against travelling to Egypt by their local governments (52.4%), followed by (37.8%) who stated that their local governments advised not to travel to certain areas and cities. The overall descriptive mean for all the responses ranked as 2.43/3.

Perceived factors analysis for Egyptian TDI by the tourist's real experience:

This fourth part concerns with questions about the overall real experienced satisfaction, evaluating the well tourism trained staffs or human resources in Egypt and to what extend that the respondents will recommend the destination positively for others. The three discussed items were statistically analyzed to ensure the reliability as shown in Table (4).

Table (4): Reliability Statistics for the factors explained in the previous table

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.896	.897	3

ANOVA with Friedman's Test					
		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between People		826.978	539	1.534		
Within People	Between Items	12.015a	2	6.007	37.216	.000
	Residual	336.652	1078	.312		
	Total	348.667	1080	.323		
Total		1175.644	1619	.726		

Kendall's coefficient of concordance W = .010.

All the reliability statistics and ANOVA with Friedman's Test in this research analyzed by this process

The alpha coefficient for the three items is 0.896 suggesting that the items have relatively high internal consistency as the reliability coefficient of 0.700 or higher is considered "acceptable" in most social science research situations. Also, the results analyzed with ANOVA can be reinforced with

Friedman's test where the results showed that the Friedman's Chi-square recorded 37.216 in the level of .000 significant. The following table (5) explains the frequencies, percentages and the statistical mean of the variables along with the 1-5Likert scale. The summary results of the factor analysis of respondents perceived real experiences for Egyptian TDI is considered very informative and then influences the respondent's satisfaction with the main three items. As stated from table (5) most respondents (42.6%) strongly agree with the item of human resourced training staffs. The overall descriptive mean for all the tourists' responses ranked as 4.17. The second perceived factor concerning to what extent that they will recommend the destination for their friends and relatives to visit Egypt in the future, most respondents (55.4%) strongly agree with the variable with overall descriptive mean as 4.37.

Table (5): Perceived real experiences for Egyptian TDI (n= 540, Percentage 100%)

Perceived factors for Egyptian TDI		**1**	**2**	**3**	**4**	**5**	**Mean**	**STD***	**N.****
1-The overall evaluation for well tourism trained staffs or human resources in Egypt	Freq.	**4**	**22**	**84**	**200**	**230**	**4.17**	**.886**	**3**
	%	**.7**	**4.1**	**15.6**	**37**	**42.6**			
2- The positively recommendation to visit Egypt in the future	Freq.	**6**	**11**	**57**	**167**	**299**	**4.37**	**.838**	**1**
	%	**1.1**	**2**	**10.6**	**30.9**	**55.4**			
3-Evaluation for real experience satisfaction with the Egyptian travel and tourism Destination image	Freq.	**6**	**13**	**49**	**215**	**257**	**4.30**	**.820**	**2**
	%	**1.1**	**2.4**	**9.1**	**39.8**	**47.6**			

a Scale: 1= Strongly disagree, 2= Disagree, 3= Neutral , 4= Agree , 5= Strongly Agree
*STD or Standard Deviation is a measure of variability
**N. the arrangement of the perceived factors ranks respectively

The third perceived factor concerns analyzing the actual experience with Egyptian destination image (EDI) as the strongest way to measure the IMAGE of TD formation during or pre the visit where most respondents (47.6%) strongly agree with the tested variable. The overall descriptive mean for this factor ranked as 4.30. The right column in the table arranges tested factors from the view of the real experience of the respondents.

Perceived general factor analysis for TDI by the tourist's point of views:

The perceived general factors for evaluating the Egyptian TDI were discussed and analyzed in this part, statistical results in table (6) showed the frequencies and percentages of each tested factors. Also, the fore mentioned results revealed the statistical mean and standard deviations for each variable, the obtained results in N** column consider the real orders and result arrangement of the factors from the tourists' point of view as; the Egyptian

destination own of historical and cultural heritage, Egyptian destination distinguished with natural and beaches scenery wealth, the Egyptian destination accessibility is suitable for travel, there are appropriate transportation airfare and costs to Egypt, the accommodation and its prices appropriate with the quality of services and perception, amusing with the friendliness of local people, the destination present a good quality of life, the content about the destination in both the internet and social media positively encourage trips and visits (impact of online brand reputation). The alpha coefficient for the eight items is 0.969 suggesting that the items have relatively high internal consistency as the reliability coefficient of 0.700 or higher is considered "acceptable" in most social science research situations. Also, the results can be reinforced with Friedman's test where the results showed that the Friedman's Chi-square recorded 168.313 in the level of 0.000 significant. Statistical factor analysis pointed out that the tourists are affected positively in evaluating the Egyptian tourism destination image.

Table (6): Evaluation of the perceived general factors for the Egyptian TDI attractiveness and availability (n= 540, Percentage 100%)

Perceived general factors		**1**	**2**	**3**	**4**	**5**	**Mean**	**STD***	**N.****
1.The destination own historical and cultural heritage	Freq.	6	22	54	212	246	**4.24**	**.873**	**1**
	%	1.1	4.1	10	39.3	45.6			
2.Egypt is distinguished with natural attractions and beaches	Freq.	3	3	104	230	200	**4.15**	**.807**	**2**
	%	.6	.6	19.2	42.6	37			
3.The destination's accessibility is suitable for travel	Freq.	10	17	35	306	172	**4.14**	**.812**	**3**
	%	1.9	3.1	6.5	56.7	31.9			
4. Destination present a good quality of life for tourists	Freq.	0	10	127	303	100	**3.91**	**.698**	**7**
	%	0	1.9	23.5	56.1	18.5			
5.Amusing with the friendliness of local people	Freq.	11	40	80	251	158	**3.94**	**.958**	**6**
	%	2	7.4	14.8	46.5	29.3			
6. The destination in the internet or social media positively encourage trips or visits	Freq.	15	37	131	240	117	**3.75**	**.961**	**8**
	%	2.8	6.9	24.3	44.4	21.7			
7.The accommodation and its prices are appropriate with quality and perception	Freq.	10	20	86	253	171	**4.03**	**.890**	**5**
	%	1.9	3.7	15.9	46.9	31.7			
8.There are appropriate fares of air transportation	Freq.	3	9	73	290	165	**4.12**	**.738**	**4**
	%	.6	1.7	13.5	53.7	30.6			

*Standard Deviation is a measure of variability [a] Scales:1= Strongly disagree,2= Disagree,3= Neutral , 4= Agree,5= Strongly Agree

**N. the arrangement of the perceived factors ranks respectively

Table (7) shows many factors extracted during a principal factorq`t4[-] analysis with 8variables. The Initial Eigenvalues are the variances of the principal factors, the variables are standardized, which mean that each variable has a variance of 1, and the total variance is equal to the number of variables used in the analysis, the total column contains the eigenvalues, the

first component will always account for the most variance (have the highest eigenvalue), and the next component will account for as much of the left over variance as it can and so on. Hence, each successive component will account for less and less variance, the fourth row shows a value of 77.194 means that the first four components together account for 77.194% of the total variance. (This is a principal factor analysis, all variance is considered to be true and common variance is measured without error).

The table illustrates factor loadings which are the correlations between the variable and the factor. Due to these correlations, possible values range from -1 to +1; the analysis used the option blank (0.30) which tells SPSS not to print any of the correlations that are 0.3 or less to make the output easier to read by removing the clutter of low correlations that are probably not meaningful anyway. To investigate the dimensionality of the scale it can be implemented by factor analysis, by looking at the previous table labeled total variance explained, it can be seen that the Eigen value for the first factor is quite a bit larger than the Eigen value for the next factors (3.164 versus 0.897 and the rest). Additionally, the first factor accounts for 39.549% of the total variance. This suggests that the scale items are uni-dimensional. Statistical factor analysis pointed out that the tourists are respectively affected positively in evaluating the Egyptian tourism destination image factors by the descending factors order that all explained in table (6) in creating a brand IMAGE of Egypt.

Table (7): Exploratory Factor Analysis for Egyptian TDI attractiveness and availability

Total Variance Explained

Component Variables	Initial Eigenvalues			Extraction Sums of Squared Loadings			**Component Matrix[a]**		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	1	2	3
1	3.164	39.549	39.549	3.164	39.549	39.549	.680		
2	1.100	13.754	53.303	1.100	13.754	53.303	.563		.653
3	1.014	12.676	65.979	1.014	12.676	65.979	.681	-.333-	
4	.897	11.215	77.194					.672	
5	.577	7.210	84.404				.735		
6	.530	6.630	91.033				.530	.607	
7	.377	4.716	95.749				.773		-.312-
8	.340	4.251	100.000				.671		-.499-

- Extraction Method: Principal Component Analysis.
- 3 components extracted.
- All the Factor Analysis and Component Matrix Tests in this research analyzed by this process

Perceived status-quo negative factors analysis during Arab spring revolution:

The perceived current negative factors for evaluating the Egyptian TDI related to the so-called Arab spring revolution were discussed and analyzed, the obtained statistical results in Table (8) showed the frequencies and percentages of each tested factors with the 5Likert scale, and also, the fore mentioned results revealed the statistical mean and standard deviations for each variable. The obtained results in **N column about the arrangement of the negative factors from the real tourists' point of view revealed descending order and results as, there are more problems in traffics and road conditions, lack of cleanliness and lack of regulations, safety and security. Moreover, the exposure of tourists to detention in tourist areas in the current time, the emergence of the so-called political Islam groups (only triggered by the media) affected the mental image.

Table (8): Evaluation of the perceived status quo negative factors related to the challenges of the so-called Arab spring revolutions (n= 540, Percentage 100%)

Perceived status quo factors for Destination Image		1	2	3	4	5	Mean	STD*	**N.
1. Safety and security in the destination do not improve the travel and trips	Freq.	7	19	199	249	66	3.64	.789	3
	%	1.3	3.5	36.9	46.1	12.2			
2. The political unrest troubled tourists' visit and tour	Freq.	79	49	98	201	113	3.41	1.312	7
	%	14.6	9.1	18.1	37.2	20.9			
3.Suffering from demonstrations of revolutions and terrorism	Freq.	117	40	90	189	104	3.23	1.419	11
	%	21.7	7.4	16.7	35	19.3			
4.Recent bad news about community instability affect decisions to complete the tour	Freq.	109	44	76	243	68	3.22	1.341	12
	%	20.2	8.1	14.1	45	12.6			
5.Unable to visit the places that are included to visit in travel schedule	Freq.	85	42	95	225	93	3.37	1.269	8
	%	15.7	7.8	17.6	41.7	17.2			
6.Ruling regime in Egypt has a great negative effect on the degree of tour/ visit satisfactions	Freq.	81	56	127	189	87	3.27	1.276	10
	%	15	10.4	23.5	35	16.1			
7.Warnings of visiting Egypt in countries had great impact on travel decisions	Freq.	69	32	107	260	72	3.43	1.183	6
	%	12.8	5.9	19.8	48.1	13.3			
8.The emergence of the so-called political groups affect the mental image	Freq.	53	39	148	216	84	3.44	1.137	5
	%	9.8	7.2	27.4	40	15.6			
9.The kidnapping, detentions and women's safety threaten the stay in the destination	Freq.	73	61	125	190	91	3.31	1.261	9
	%	13.5	11.3	23.1	35.2	16.9			
10.The tourism establishments exposure to attack from rebels or aggressors	Freq.	91	75	131	149	94	3.15	1.329	13
	%	16.9	13.9	24.3	27.6	17.4			
11.Lack of tourist areas cleanliness and lack of hygiene factors	Freq.	33	34	134	211	128	3.68	1.089	2
	%	6.1	6.3	24.8	39.1	23.7			
12.There are more problems in traffic and road conditions at the destination	Freq.	36	36	108	241	119	3.69	1.091	1
	%	6.7	6.7	20	44.6	22			

13. Detention in tourist areas in the current time	Freq.	50	41	147	192	110	**3.50**	**1.169**	**4**
	%	9.3	7.6	27.2	35.6	20.4			

*STD or Standard Deviation is a measure of variability, a Scales: 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree. **N. the arrangement of the perceived factors ranks respectively

The alpha coefficient for the thirteen items is 0.936 suggesting that the items have relatively high internal consistency. Also, the results can be reinforced with Friedman's test where the results showed that the Friedman's Chi-square recorded 285.527 in the level of 0.000 significant. Statistical factor analysis pointed out that the tourists are affected negatively in evaluating perceived status quo factors for the Egyptian TDI related to the challenges of the so-called Arab spring revolutions. The previous factors considered the second part of IMAGE of the Egyptian TDI formation model as factors contributing in declining the TDI and forming bad factors that cause the current severe downturn in the traffics and tourism crisis generally. A factor analysis method was explained to investigate the dimensionality of the scale, it can be seen that the Eigen value for the first factor is quite a bit larger than the Eigen value for the next factors (7.476 versus 0.672 and the rest). Additionally, the first factor accounts for 57.51% of the total variance. This suggests that the scale items are uni-dimensional. Statistical factor analysis pointed out that the tourists are respectively affected negatively in evaluating the Egyptian destination image during and because of the Arab spring revolutions by the descending factors order that explains in table (8) in damaging the branding IMAGE of the ETDI formation.

Perceived factors analysis concerning part four from the study model:

The following Table (9) shows the frequencies and percentages distributing along with the 1-5Likert scale and statistical mean, the results of the factor analysis of respondents perceived real experiences concerning the satisfaction perception analysis, social impacts; feedback and travel quality for the Egyptian TDI. Most respondents (46.5%) agree with the tested variable concerning that they are planning to revisit the Egyptian destination in the future. The overall descriptive mean of this factor for all the tourists responses ranked as 3.89 as between neutral and agree ranks. The second perceived factor concerning the real trip quality arise completely satisfied with perception that most respondents (53.5%) agree with the tested variable, followed by strongly agree by (26.7%) with overall descriptive mean as 4.03 between agree and completely agree ranks. The third perceived factor concerning the analysis of the actual experience about respondents contact with locals, traditional cultures enrich the trips with overall descriptive mean

ranked as (3.97%) as between neutral and agree ranks. Most respondents (53%) agree with the tested variable concerning the satisfaction with Egyptian local cuisine, hygiene, food quality with 4.09 overall descriptive mean as between agree and completely agree ranks. It can be explained that the right column in the table arranges the tested factors from the view of the real experience of the respondents for group one and two.

The overall descriptive mean for all the tourists' responses concerning internet (ICT) infrastructures computable enough with their needs was ranked as 3.93 as between neutral and agree ranks, and the same ranks were explained in investigating the language barriers, signs, communications, and understanding factor with (3.58) overall descriptive mean. Generally, the seventh perceived factor concerning the real trip quality arise completely high level satisfied with perception by (61.1%) agree, followed by strongly agree by (26.1%) with 4.13 overall descriptive mean between agree and completely agree. This factor is considered the first among all the tested variables in this concern. The last factors analyze to what extent that the motivations and expectations in the destination recording positive compared with the travel experiences with different destination, the data summarized that respondents agree by (50.9%) and strongly agree with (23.3%) with 4.13 overall descriptive mean between neutral and agree ranks. The alpha coefficient for the thirteen items is .953, .831 in both group one and group two suggesting that the items have relatively high internal consistency, as the reliability coefficient of 0.700 or higher is considered "acceptable" in most social science research situations. Also, the results can be reinforced with Friedman's test where the results showed that the Friedman's Chi-square recorded 28.496 in the level of .000 significant.

Table (9): Evaluation factors for the Egyptian TDI on the satisfaction perception analysis, social impacts, feedback and travel quality (n= 540, Percentage 100%)

Perceived factors for Egyptian TDI		**1**	**2**	**3**	**4**	**5**	**Mean**	**STD***	****N.**
1.Planning to revisit the Egyptian destination in the future	Freq.	8	45	91	251	145	**3.89**	**.945**	**4GO**
	%	1.5	8.3	16.9	46.5	26.6			
2.Generally, the real trip quality completely satisfied with perception	Freq.	0	21	84	291	144	**4.03**	**.760**	**2GO**
	%	0	3.9	15.6	53.9	26.7			
3.Contact with locals, traditional cultures enrich the trips	Freq.	0	49	63	285	143	**3.97**	**.863**	**3GO**
	%	0	9.1	11.7	52.8	26.5			
4.Local cuisine, hygiene, food quality satisfy tourist needs	Freq.	0	14	82	286	158	**4.09**	**.736**	**1GO**
	%	0	2.6	15.2	53	29.3			
5.Internet (ICT) infrastructures are computable enough with tourist needs	Freq.	14	27	89	261	149	**3.93**	**.933**	**3GT**
	%	2.6	5	16.5	48.3	27.6			
6.There are no language barriers, signs,	Freq.	49	30	102	277	82	**3.58**	**1.098**	**4GT**

communications, and understanding	%	9.1	5.6	18.9	51.3	15.3			
7.The overall of travel service quality is in high level	Freq.	3	8	47	341	141	**4.13**	**.665**	**1GT**
	%	.6	1.5	8.7	63.1	26.1			
8.Real motivations and expectations are positively compared with travel experiences in different destination	Freq.	3	10	126	275	126	**3.95**	**.767**	**2GT**
	%	.6	1.9	23.3	50.9	23.3			

*STD (Standard Deviation) is a measure of variability, a Scales:1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

**N. the arrangement of the perceived factors ranks respectively (1-4 factors (group one GO), 5-8 factors (group two GT))

To investigate the dimensionality of the scales, factor analysis can be implemented. By analyzing data it can be seen that the Eigen value for the first factor is quite a bit larger than the Eigen value for the next factors (2.224 versus .805 and the rest in the first group and 1.775 versus .984 and the rest in the second group). Additionally, the first factor accounts for 55.593%, 44.387% respectively of the total variance in the first and second groups. This suggests that the scale items are uni-dimensional. It can be explained that although the respondents agree with factor concerning that they are planning to revisit the Egyptian destination in the future; the factor was the last in the arrangements in this group. The main reasons referring to the community political unrest, demonstrations of revolutions and terrorism, the recent bad news about community instability, kidnapping, detentions and women's safety, and rebels or aggressors in the society.

Comments or suggestions in the current situations of Arab spring revolutions:

In the final part the respondents were asked about any comments or suggestions about their real or actual experiences with Egyptian TDI during the current situation of Arab spring revolution. The majority of the respondents confirmed that the destination is full of unique tourism attractions and amenities. The most frequently-mentioned negative responses were around dangerous, unreliable, and militaristic and terrorism, the destination necessity needed to provide the safety and security. Also, quality services within the areas and inside the hotels are also prerequisite. The government should work hard to keep the sustainability of the natural and historical areas on one hand and to make positive media exposure with intensive content about the destination on the other hand. Most of the respondents concentrate on the friendly hospitality of the Egyptian citizens and they confirmed the repetition of visit.

Discussion:

The study constructs a more TDI's integrated IMAGE model of tourist consumption process by including destination image and perceived value into the ‘‘political instability, safety and security, quality of the services and so on. Moreover, the relationships between the Egyptian destination image and evaluative factors were also examined (i.e. political instability, safety and security, quality of the services, trip quality and so on, perceived value and satisfaction). The Egyptian tourism destination is passing through severe downturn crisis generating from the so-called Arab spring revolution that have been subjected to political turmoil, artificially becomes divided by political and religious barriers, and it also has not performed as well as it may have in attracting growing tourist numbers over the past century till now comparing with its unbelievable tourism attractive products and its diversity. Measuring the TDI through putting actual destination image model (ADIM) was also introduced as the strongest way to measure the image. The results of the tested factors in the model can be mentioned briefly in the following Table (10) for both positive and negative supported factors. The combination of both the positive and negative factors in the study model provide the best solutions for all the players in the Egyptian tourism industry.

Table (10): Examining the conceptual model ADIM* of the study shows factors evaluating IMAGE of Egyptian TD

Descriptions	Supported or not-supported
1. Evaluating real experienced feedback (from VAR1-1 to VAR1-3)	Supported among positive factors: (VAR1-2) recorded the first (VAR1-3) recorded the second (VAR1-1) recorded the third
2. General factors in evaluating Egyptian Destination Image (from VAR2-1 to VAR2-8)	Supported among positive factors: (VAR2-1) recorded the first (VAR2-2) recorded the second (VAR2-3) recorded the third (VAR2-8) recorded the fourth
3. Perceived status quo factors for the Egyptian TDI during the so-called Arab spring revolutions (from VAR3-1 to VAR3-13)	Supported among negative factors: (VAR3-12) recorded the first (VAR3-11) recorded the second (VAR3-1) recorded the third (VAR3-13) recorded the fourth (VAR3-8) recorded the fifth
4. Perception analysis, social impacts, feedback and travel quality (from VAR4-1 to VAR4-8)	Supported among positive factors: **GO (group one)** (VAR4-4) recorded the first (VAR4-2) recorded the second

	GT (group two) (VAR4-7) recorded the first (VAR4-8) recorded the second

* Actual Destination Image Model (ADIM)
Source: Formulated by the current author for the current study

The model of the study is a descriptive and comparative research model in its first part and analytical or experimental research in its second part. The findings and results of this research are in accordance with those in prior studies carried out by both Neumayer (2004), Banyai (2009), Kekovic and Markovic (2009), Morakabati (2013), and Mariani, et al., (2014); destination that is constantly in the world media marketing as suffering from conflict, political unrest violence and the fostering of global terrorism must suffer from the point of view of unique image that negatively impact upon tourist arrivals, so that safety and security become of great importance to visitors of the area. The real traffics and gaining suitable tourism market share depends on a blend of discovered elements combination together to formulate a branded IMAGE of Egyptian TDI such as; exclusively tourism attractions and amenities, destination safety, political stability, economic prosperity, quality of tourism services, competitions with other destinations, accessibility, and so on as illustrated and resulted in the eight parts of the model of the current study which agrees theoretically in analysis with tourism competitiveness index's (TCI) sub-indices that are composed of different factors such as country-specific laws and regulations, environmental sustainability, safety and security, health and hygiene, tourism priority, air transport infrastructure, ground transport infrastructure, tourism infrastructure, TCI infrastructure, competitiveness price level, human resources, affinity for travel and tourism (Fântânariu, 2012). The obtained results are in harmony with that detected by Lanquar (2011), Blanke and Chiesa (2011), ASEAN Travel and Tourism Competitiveness Report (2012), Travel and Tourism Competitiveness Reports (Blanke and Chiesa, 2013) demonstrated that the evaluation of the safety, security environment and uncontrolled events such as sudden political instability, unsafe and unsecure tourist areas, terrorism, kidnapping, crime, and women's harassment or assault formulating severe bad destination image and reputations that have dropped to the lowest position of all countries covered in the report (140^{th}). These current results are in accordance with the findings in prior studies demonstrating that Egyptian TDI has both positive and negative attributes forming its IMAGE as it was perceived to score well in terms of historical and culture attractions, accommodation, value for money, friendly people, beautiful natural attractions and good climate (Baloglu and Mangaloglu,

2001). However it was scored badly in terms of its personal safety, good quality of infrastructure and standards of hygiene and cleanliness. Also, Egypt's tourism infrastructure needs improvement in ground transport and ICT infrastructure.

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قياس العوامل المكونة لصورة المقصد السياحي المصري في حقبه إنتقالية جديدة فيما يسمى ثورات الربيع العربي

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الملخص العربي:

يتناول هذا البحث تحليل وقياس العوامل التى تشكل صورة الوجهة السياحية (TDI) وتطبيقه في المقصد السياحى المصرى في حقبة إنتقالية جديدة فيما يسمى ثورات الربيع العربي؛ حيث يتلاقى سلوك السفر لدى السائح مع قضايا التسويق السياحي. تقدم هذه الدراسة نموذج فعلى لصورة المقصد السياحى (ADIM) كأقوى وسيلة لقياس تكوين صورة المقصد باستخدام مناهج القياس الوصفية التحليلية (العينة، الصفات الإحصائية والنماذج الوصفية الحرة). يحلل البحث الأوضاع الحالية المتدهورة لصورة المقصد السياحي المصري (TDI) لاسيما التراجع الحاد في تدفقات حركة السياحة الدولية والمحلية بعد ما يسمى موجات ثورات الربيع العربي، والعنف السياسي وعدم الاستقرار مما يجعل الوضع حرجاً للحركة السياحية الوافدة والتسويق للمقصد السياحي مكاناً وموضعاً.

يمكن تلخيص أهداف البحث على النحو التالي؛ قياس صورة المقاصد السياحية وتغير أدوات ومتغيرات قياسها من خلال استعراض الدراسات السابقة ذات الصلة، ومناقشة العوامل المتعلقة بتشكيل صورة المقصد السياحي المصري واستقصاء مدى نظرة السياح الى المقصد فيما يتعلق بقضايا عدم الاستقرار السياسي والاجتماعي. يعد الدافع لاختيار هذا الموضوع بأن هذا البحث هو الأول في تحديد ووضع نموذج فعلى لصورة المقصد السياحى المصري (تستخدم للإشارة إلى العوامل مجتمعه التي تشكل صورة المقصد استنادا إلى النموذج الفعلي TDI الذي تقدمه الدراسة الحالية) خلال ثورات الربيع العربي، وتحديد التراجع الحاد الذي يواجه صناعة السياحة في مصر من وجهه نظر السياح. وقد إشتمل البحث في الدراسة الأولية على مسح ذاتي من خلال استقصاء شمل أكثر من 40 من الاسئلة النوعية والكمية في ثمانية أجزاء للحصول على فهم أفضل للوضع الحالي لكل العوامل التي تشكل الصورة العضوية والمستحثه للمقصد السياحي المصري.

• حالياً: قسم السياحة والآثار، كلية الآداب والعلوم الإنسانية، جامعة جازان، المملكة العربية السعودية

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