

# Investigating the Impact of the Political Change Regarding the Dominance of the Muslim Brotherhood on Tourists' Intentions to Visit Egypt

**Abstract.** This paper concentrated on tourism and the political transformation in the Egyptian context. The aim of this paper is to investigate the impact of the political change regarding the dominance of the Muslim Brotherhood on tourists' intentions to visit Egypt. This paper clarified the effect of the political change on the tourism industry. It explored the link between governance of the Muslim Brotherhood and tourism. It investigated and identified the factors that enhances Egypt's current image to attract tourists, creating contentment among the visitors intents to visit the country again. This study was considered conclusive research, with a cross-sectional design and an exploratory purpose. The variables were identified through the use of semi-structured interviews. Fifteen interviews were conducted until the saturation level. The empirical findings indicate Egypt is filled with various touristic attractions. However, the political stability affects the tourism process of a country. Hence, the new established government of the Muslim Brotherhood will have an impact on these touristic dynamics. Their governing and decisions will reflect and echo an image that would either encourage or discourage the tourists' perceptions. Depending on the foreigners' formed perception, they will develop intentions to either visit or not visit Egypt, an Islamic touristic destination. This study contributes on the theoretical level in the following ways: by adding to the field of tourism and political transition in the Middle East context; identify the motives for visiting a country facing a political transformation; and establishing a proposed conceptual framework concerning the dominance of the Muslim Brotherhood on foreigners perception towards developing intentions to visit a country.

**Keywords.** Intention Development, Islamic Tourism, Muslim Brotherhood, Perception, Tourism

## **1 Introduction**

Tourism is considered one of the largest industries worldwide (Kalesar, 2010). According to the World Tourism Organization (WTO) in 2012, it has become a popular global leisure activity. In the year 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to the number of visitors in the year 2010. Hence, this industry creates direct effects on the social, cultural, educational, and economic sectors of a society. Furthermore, it generates large amounts of income to a country. Tourism is a fundamental and dynamic economic sector for many countries and is essential to be studied (Hanie, 2010). According to numerous researchers, traveling is a human

activity with definite political magnitudes. The increasingly global nature of tourism patterns and related enterprises are bringing this industry into the realm of global politics. Tourism is increasingly touched by global economic and civil trends and relationships between nations (Butler and Suntikul, 2010). Thus, this paper will concentrate on tourism and the political transformation in the Egyptian context.

Tourism is one of the most important sectors in Egypt's economy. More than 14.7 million tourists visited Egypt in 2010, providing revenues of nearly 12.5 billion dollars (foreign currency made 20 percent of the country's revenue). In addition, tourism created 12 percent of Egypt's workforce employment. These statistics show that Egypt dominated in the tourism industry. The WTO in 2006, labeled Egypt as one of the ten Muslim countries amongst 38 countries as the world's top emerging tourism destination (Farouk, 2007). Consequently, after the 2011 revolution, there was a drastic cut in international visitors. Furthermore, when the country went thorough political transformation and the Muslim brotherhood took control, tourism still did not return as it was (CIA World Fact book, 2012).

Academic researches regarding relationships between tourism and politics does not have a long or extensive history, but it is a subject area, which has grown considerably. Issues that focus on tourism and political power, implications for involvement and empowerment, political relation to political change at different levels in different political and geographical locations has not been examined in detail before (Church and Coles, 2007; Hall, 2008; George et al.'s, 2009). Therefore, this study plans on broadening the awareness of and bring attention to the interrelation between the political change in Egypt and tourism, elaborating on the impact regarding the dominance of the Islamic Brotherhood on tourism in Egypt. The Muslim brotherhood won the Egyptian elections on June 2012. President Mohamed Morsi became the first civil president-elect of Egypt after the 2011 Egyptian revolution, backed by the Muslim Brotherhood (CIA World Fact book, 2012).

Religious matters have always influenced the touristic behavior. In Muslim communities such as the case of Egypt, some religious obligations have impacted the quantity and quality of tourism. Considering the collaboration between religion and the tourism industry this paper plans to clarify the effect of the political change on the

tourism industry in Egypt. It will explore the link between governance of the Muslim Brotherhood and tourism. It will also investigate and identify the factors that enhances Egypt's current image to attract tourists, creating contentment among the visitors intentions to visit the country again.

## **2 Theoretical Frameworks**

International tourism is becoming an increasingly global and complex phenomenon. According to WTO (2012), it is "*the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes*". Tourism has become one of the largest and crucial drivers in the universal economy compelling vast flows of people, commodities, and capital. Tourism augmented globalization as it transfers consumer tastes fashion, cultural practices, business people, and capital from country to country (Kalesar, 2010). Furthermore, tourism is a major market in Muslim countries including Egypt (Farouk, 2007). These countries encourage the concept of Islamic tourism among local and international populations (Hanie, 2010) since the notion of travelling and exploring the world is a primary activity in Islam (Din, 1989).

### **2.1 Islamic Tourism**

Islamic tourism is considered "purposeful tourism", to explore all the creations that have been created by God in order to gain knowledge and experience (Din, 1989; Laderlah et al., 2011). With traveling, people get the opportunity to look into the world (Hanie, 2010). The Quran encourages the concept of traveling and the discovery of new realms due to its many advantages for individuals. Traveling helps reduce tensions and stress (resting the mind, body, and soul); gain more understanding and information by observing God's creations (Quran, 22:46); reminisce on the establishment of the creations (Quran, 29:20); and visit the historical places in order to learn the oversights of the past generations (Quran, 32:26, 3:137, 6:11, 12:109). These activities also lead to an increase in peoples' faith (Din, 1989).

Islamic tourism inspires people to journey for many purposes, such as for shopping, health, vacationing, sports events, history, religion, etc. Any traveling commitment is encouraged as long as it doesn't contradict the Islamic law. Furthermore, Islamic tourism urges people to visit various places in the world where they can enjoy either

by themselves or with family and friends. Lastly, traveling strengthen the relationship among humans and with God (Hanie, 2010). Hence, religious, cultural, and spiritual aspects of Islamic traveling are found in Egypt (Farouk, 2007).

## **2.2 Tourism in Egypt (The Religious, Cultural, and Spiritual Aspects)**

The Egyptian culture has remained as intriguing and mysterious as it was thousands of years ago, guaranteeing an ever-increasing influx of tourists and visitors to the country. The reason behind its magnificence and beauty has to do with the richness, the treasures, the scientific advancement, the magic, and the massive architecture found in the country. Egypt and the Egyptian culture hold the attention of the world at large (Farouk, 2007). The country is rich in cultural and religious heritage because it is a land of vast discoveries and ancient surprises. According to the Travel and Tourism Competitiveness Index in 2010, the country ranked a low 64th overall of 133 countries (CAMPAS, 2010).

Various tourist visit Egypt for spiritual and religious reasons. Spiritual discoveries refer to people visiting a “*a specific place out his/her usual environment, with the intention of spiritual meaning and/or growth, without overt religious compulsion, which could be religious, sacred, or experiential in nature, but within a divine context, regardless of the main reason for travelling*” (Haq and Yin, 2010, p. 137). During the ancient times of Egypt, religion was central to life. The civilization, culture, art, architecture, sciences, and social order developed around religion. During the pharos period, there was the famous search for immortality. Egypt later became an important center of Christianity followed by Islam. Hence, all across Egypt, there are rare and fascinating religious sites to appreciate, including desert monasteries, ancient churches, museum, universities, schools, and world-famous mosques. There are also several prominent Islamic cultural heritage situated in Egypt, such as shrines, tombs, old battle sites, ancient pilgrim routes etc. (Farouk, 2007). These components help in the Islamic tourism development (Laderlah et al., 2011).

Over the last two decades (before the 2011 revolution), tourism in Egypt has proven to be a primary sector in the process of economic development, with an average growth of 25% per year in arrivals. This industry in Egypt generates one of the largest sources of foreign currencies, with share representing 19.3% of total income of

foreign currencies. Furthermore, Tourism is a principal producer of employment, accounting for 12.6% of the employed population (CIA World Fact book, 2012). Therefore, tourism is an industry with a good potential for the future; however, this potential is subject to the economic recovery due to the revolution and political transition to the ruling of the Muslim brotherhood (CIA World Fact book, 2012). The growth of tourism, particularly in developing countries like Egypt, is also dependent on the political forces that govern these countries. Both the internal political structures of a country and international politics crucially affect tourism, its policies and development (Butler and Suntikul, 2010).

### **2.3 Politics and Tourism**

Every aspect of tourism (international travel, cross border movement, currency exchanges, airline functions, setups of multinational corporations, etc.) is governed by political decisions. War, terrorism, and political commotions severely affect tourism flows, regardless of their location. Political disorders and unrest in one part of the world creates an impact on other parts of the world (affecting tourist in a country). Political stability is essential for tourism. Similarly, tourism policies are laid down by politicians at all levels and the political ideology of a political party has its impact on tourism. There is a close link between tourism and public administration as the bureaucrats and politicians have a major role in determining the tourism policies. Tourism planning, legislation, and regulations depend on the rules and regulations of the government, which are determined by the philosophy and program of the political party in power (Butler and Suntikul, 2010).

Egypt's tourist industry came to a grinding termination in 2011 due to the violent and deadly revolution. The revolution was considered the most grand and unforgettable illustration of political transition (filled with massive protests and demonstrations) to remove the Egyptian President Hosni Mubarak and his thirty-year regime (Bassoini, 2011). In June 2012, the dominance of the Muslim Brotherhood (Freedom and Justice political party) was established as the newly forming government with Mohamed Morsi as the president. The Muslim Brotherhood is a religious, political, and social movement. It is the largest political opposition organization in many Arab states (CIA World Fact book, 2012).

The newly forming government would have an impact on tourism. Egypt's once thriving tourism industry is attempting to rebuild itself. The Muslim Brotherhood will work to help not hinder Egypt's tourism industry. Egypt should reposition its travel and tourism industry in order to capture its full capabilities and value (Baran, 2012). Egypt faces a strong degree of competition from other destinations in the Mediterranean area, such as Tunisia, Jordan, Israel and Turkey. Therefore, tourists' quality of experience should be a main focus. Satisfaction should be based on the experience of tourist services and other general factors, such as hospitality, safety and security, sanitation, traffic, and visitor management (Eraqi, 2009).

#### **2.4 Destination Development**

The industry of tourism is undergoing major changes such as the progressive active life style of travellers, the attentiveness of becoming culturally edified, the need for self-discovery, the emerging diverse markets, the increasing disposable income of the youth and young adults, and the awareness about impact of tourism on environment. These alterations influence the activities of future travellers. These trends will bring profound changes in the management and planning of tourism business and destination. These global trends points towards satisfying consumers through destination development and management (Eraqi, 2009).

In the tourism industry, the destination region is perhaps one of the most important elements in enhancing tourism. The image and the physical area of the destinations attracts tourist and motivates visitors to come. Planning and management is the key to making existing tourist destination and resources more effective in meeting current as well as future demand. Therefore, the preparation should focus on the facilities and services designed to meet the needs of the travelers and vacationers. It is important to concentrate on the destinations appeals, which include the manmade features, cultural features, natural features, and events that provide enthusiasm to visit; the access and logistics to the facilities; the features of convenience and amenities (accommodation, food, beverages, entertainment, and retailing); and supplementary services in the form of local organizations (Hawkins and Elliott, 2005; Eraqi, 2009).

Visitors to a country are faced with a set of spurs within the destination, which impact their perceptions. For visitors, the experiences are shaped by several varied

interactions factors. The attributes of the tourist destination will take into account the economic development of the country, including social aspects, employment, etc.; the environment, culture, and heritage; the market, in its universal sense; and the professional as well as the local communities concerned (Taylor et al., 2003).

Egypt, as tourist destination, has a wealth of assets to provide a distinctive appeal to tourists. It has combinations of activities (leisure activities, sports, cultural and natural heritage, cuisine, etc.), the sea, deserts, mountains, countryside, and so on (Eraqi, 2009). This study plans on investigating various factors that builds and enhances Egypt's destination image to attract tourists and increase visitor numbers under the dominance of the Islamic Brotherhood.

### **3 Method**

To gain further understanding and insights on the topic of political change and its impact on tourism in Egypt, a mono method of qualitative techniques was used. Qualitative research is the *“process of enquiry that draws data from the context in which events occur, in an attempt to describe these occurrences, as means of determining the process in which events are embedded and the perspectives of those participating in the events, using induction to derive possible explanations based on observed phenomena”* (Gorman and Clayton, 2005, p.3). Semi-structured interviews were casted to collect the data. The questions focused on specific topics to draw insightful causal inferences. It is flexible in its nature due to the circumstance that the method makes is possible to reorganize interview questions and adjust the process to different situations and interviewees (Hirsjärvi and Hurme, 2006).

The sampling method was based on nonprobability sampling (according to convenience). Fifteen interviews were conducted until saturation level of data was met. The selected sample in this study is foreigners of different demographic backgrounds (age, ethnicity, gender, marital status, and career) in order to ensure a large enough variety in the studied population. The researcher interviewed all the respondents and recorded the discussion, with their permission. The recordings were transcribed into computer files. Once the transcription was composed, the researcher began the theme analysis to provide a more reality-based standpoint of the visitors.

### **4 Data Analysis**

During Winter 2012, the researcher visited numerous sites (college campuses, International schools, malls, sports club, etc.) to learn about foreigners' perspectives regarding tourism in Egypt. These intensive visits included interviews with people who were newcomers to the country. The respondents were long term and short term residence. A total of 15 participants from different socio-demographic backgrounds (age, gender, marital status, and career) were interviewed. Table 1 illustrates the attributes of the participants in this study.

**Table 1: Respondents Demographic Traits**

	<b>Nationality</b>	<b>Gender</b>	<b>Age</b>	<b>Marital Status</b>	<b>Career</b>
Respondent 1	Canadian	Female	Age 23	Single	Student
Respondent 2	Australian	Female	Age 30	Single	Business
Respondent 3	Canadian	Female	Age 60	Widow	Teaching
Respondent 4	American	Male	Age 45	Divorced	Administrator
Respondent 5	Columbian	Female	Age 18	Singe	Student
Respondent 6	Russian	Male	Age 26	Single	Swimming Coach
Respondent 7	American	Male	Age 28	Single	Engineer
Respondent 8	British	Male	Age 45	Single	Artist
Respondent 9	Australian	Male	Age 61	Married	Administrator
Respondent 10	British	Female	Age 55	Married	Business
Respondent 11	American	Female	Age 24	Engaged	Academic Researcher
Respondent 12	Russian	Female	Age 33	Married	House wife
Respondent 13	American	Female	Age 26	Engaged	Teaching
Respondent 14	American	Female	Age 24	Single	Teaching
Respondent 15	British	Male	Age 48	Married	Business Professor

The qualitative data was analyzed in this study to build valid inferences and conclusions in the form of words. The aim was to determine and identify various variables to be placed in the proposed research model. The researcher reduced, rearranged, and combined the obtained data in order to explore and evaluate the outcomes. The initial coding was first classified to realize the prevalent themes in the interviews and the recurrent related quotes.

**The first group of questions in the interview was intended to introduce the research topic of the general notion regarding tourism.**

**Question 1:** What does the concept of tourism mean to you?



All the respondents considered the concept of tourism as an activity in which people voyage to diverse places outside their society and their usual settings. Some interviewees stated that, *“tourism is the pursuit of exploring new places, especially for pleasure; visiting different areas that contain distinctive and exceptional features; it is reflects a travel experience.”*

**Question 2:** What types of tourism do you know? General tourism topic

The interviewees were familiar with different natures of tourism. They stated several purposes for traveling. According to the analysis, the majority of the respondents, 73.3 percent (11 out of 15) mentioned that people toured for a pleasurable experience and leisure activities, *“visiting exotic islands, art facilities, and architectural sights”*; 53.3 percent (8 out of 15) stated that people travelled for religion, *“making pilgrimages and roaming to holy lands”*; 46.7 percent (7 out of 15) specified that people journeyed for education purposes, *“colleges abroad can provide outstanding academic and cultural edification”*; 46.7 percent (7 out of 15) announced that people voyaged for their health, *“remarkable countries can provide peace of mind, relaxation, and spiritual treatments”*; and finally 40 percent (6 out of 15) traveled for business, *“temporary movements or contracts for specified dealings or shopping.”*

**Question 3.** Are you aware of Islamic tourism? What do you think about it?

Overall, the respondents in this study were not aware of the full concept of Islamic tourism. They all stated that Islamic tourism was grounded on visiting holy sites like *“mosques, temples, churches, and religious museums”* and lands like *“Mecca and Jerusalem”*.

**Question 4.** Do you have curiosity in Islamic tourism?

After explaining the correct concept of Islamic tourism, 73.3 percent of the respondents (11 out of 15) were interested in the idea, while 26.7 percent (4 out of 15) were indifferent. The majority of the respondents stated that they are *“fascinated to visit and see the different lands created by God; sightseeing is more preferred than going partying; natural sceneries in developing countries are magical and soothing; and I am content in respecting a country’s culture and following the Islamic laws.”*

**Question 5.** How many Islamic countries did you visit? Frequency

Since the respondents were interviewed in Egypt, they considered Egypt as an Islamic destination for tourism. Furthermore, 40 percent of the respondents (6 out of 15) also went to other destinations that encouraged and practiced Islamic tourism. The interviewees had visited before Saudi Arabia, Dubai, Palestine, India, Malaysia, Thailand, Morocco, and Italy.

**The next group of inquiries was used to examine the interviewees' perspectives regarding the major criteria needed to encourage tourism in a country.**

**Question 6.** What are the factors needed to enhance tourism industry in a country?

All the respondents believed that a country must be politically stable and ensure internal security. Interviewees believed that, *“political stability is essential for tourism to flourish; the government and tourism industry are linked together in operations; negative public behavior like violence, kidnapping, bombing, assassination, and other terroristic acts severely affect tourism flow; the country’s regime has the power to encourage tourists to visit the nation by offering various services and activities; tourism succeeds or fails because of public and administrative action, rules, and regulations; political disorders and confusions ruthlessly disturb the tourism industry, scaring away visitors.”* Hence, the government and administration system of a nation impacts people’s image towards a certain country.

Furthermore, the interviewees acknowledged that once political stability is achieved, successful and effective tourism requires a collection of activities, services, and industries that delivers a positive travel experience. The respondents mentioned the following dimensions that encourages individuals to travel away from home: transportation (73.3 percent), accommodations and hospitality services (93.3 percent), eating and drinking establishments (60 percent), retail shops and malls (40 percent), and entertainment businesses and activity facilities (80 percent).

**Question 7.** Does Egypt have the necessary factors to create tourist satisfaction?

According to the interviewees, the destination approval depends not just on their experience of tourist services, but also on more general factors, such as hospitality, safety and security, sanitation, transportation, and destination organization. *“The quality of the tourism experience in Egypt is based on the destination’s tourist resources and supply, economical situation, and cultural environment.”* The majority

of the respondents (73.3 percent) believed Egypt has the potential to obtain and achieve the necessary factors to create tourist satisfaction. As far as they are concerned, *“the country has a wealth of assets to provide a distinctive appeal to tourists, combinations of activities such as sports, cultural and natural heritage, cuisine, and leisure; Egypt has different areas to visit like the sea, desert, countryside, historical streets, and so on; There are several areas in the country that preserved their original and unique identity and their natural momentous and artistic heritage.”*

Nevertheless, the interviewees stated that the assets are not recognized due to the government’s function. Some respondents believed that, *“the country lacks officials that hold the knowledge of how tourism operates; Egypt’s bureaucracy is ignorant.”* Their lack of management is a weapon because the tourism industry is facing a strong degree of competition from other destinations in the Mediterranean area. Hence the interviewees declared that, *“Egypt must reposition its travel and tourism industry in order to capture their full value of their abundant touristic resources.”*

**The following collection of questions was projected to assess the interviewees’ explanations for visiting Egypt and their involvement in the Country.**

**Question 8.** What brings you to Egypt? Reason for visitation

The tourists that were under inquiry had different motives for visiting the country. The majority of the respondents, 33.3 percent (5 out of 15), came to Egypt for occupational purposes; 13.3 percent (2 out of 15) came to the country to continue their education; 20 percent (3 out of 15) arrived to see the country’s natural scenery for spiritual tourism; 13.3 percent (2 out of 15) sought adventure; and the final 20 percent (3 out of 15) wanted to explore historical aspects of the country.

**Question 9.** How is your experience in Egypt so far?

The respondents were enthusiastic during their visit to Egypt. They believed that the country offered a different atmosphere not found in any other country in the Middle East. According to the evaluation, 73.3 percent (11 out of 15) had a positive experience while 26.7 percent (4 out of 15) had a negative experience. The interviewees who had an upbeat experience offer several supporting statements:

- *“At the beginning, before I reached Egypt, I was not motivated or inspired to retreat to the country. I came to the country just because my husband wanted to visit his family. As soon as I arrived, there must have been some sort of*

*magic because I instantly fell in love with the place and atmosphere. I started being fascinated and attentive to the Egyptian traditions, music, culture, language, history, and the current events. Little by little I started exploring all the areas of the country. Each city had its own enchanted and mystic spirit. The overall country might still be in its developing stage and politically unstable but it holds a unique ambiance not found anywhere in the world.”*

- *“I like the way people are friendly, helpful, and genuinely interested in spending quality time in crowds in cafes, socializing with various acquaintances that are close and distant bonds. They are very keen on hanging out in big groups. Meeting new people is easy and fun in Egypt.*
- *“I enjoyed how Egyptians are very proud and patriotic to their country. They are high spirited and humble. Most people I met dream of traveling abroad, but would never move to another country for good. I like how they are just too attached to Egypt and I can understand why. Egypt is warm and cozy.”*
- *“I loved the pyramids. It is magnificent and glorious. I never saw anything like that before! My favorite city is Cairo. I loved the museums, mosques, and surfed through the amazing golden sand hills. It is stunning.*
- *“I adored visiting Tahrir Square to witness the area where the revolution began. I was motivated to go because I was amazed by the unity among the Egyptians regardless of their religion, belief or social class.”*

When the researcher directed the discussion to their touristic experience under the Islamic brotherhood dominance, they stated the following supporting statements:

- *“Tourism in Egypt has begun to recover as the new president was appointed position and the security situation improved.”*
- *“So far nothing has changed regarding visiting ruins, temples, museums, beaches, etc. The touristic sites operate normal hours and are less crowded now. I would definitely take advantage of that!”*
- *“Currently, there is nothing forbidden in Egypt. You don’t have to be covered or wear a veil. However, the more you show your skin, the more you’ll draw attention. So with my own will, I covered cleavage and did not wear shorts or short skirts. It was a matter of feeling comfortable and fitting in.”*
- *“I had encountered a few restrictions because of the security situation. For example, we did not visit markets or streets near Tahrir Square because the*

*tour guide considered it a risky place. However, I mostly felt secure touring around the pyramids and snapping photos with monuments like the Sphinx.”*

The respondents who had an undesirable experience specified:

- *“The verbal harassment in the streets were annoying, but this happens to Egyptian women as well. The only way to deal with it is to not pay attention. Sometimes it becomes very irritating but reacting doesn’t really work”.*
- *“There were some streets that were in very poor condition, both maintenance and cleanliness wise.”*

**Question 10.** Did Egypt meet your touristic needs? Explain

The tourists who came to Egypt wanted to seek a different cultural and exotic occurrence. They knew that the country was considered a developing country and was facing political problems but they wanted adventure, an exhilarating and rousing experience. They were daring and courageous. All the respondents agreed that they visited a unique region and gained a distinctive and outlandish experience. The revolution and political instability was to their advantage. In order for the country to regain visitors, the tourism industry in Egypt provided relatively cheap costs regarding accommodations, hospitality services, eating and drinking establishments, entertainment businesses, and activity facilities. The interviewees also agreed that, *“the country provided them with a mystique feeling that lures people to visit. There is always something unusual to see and new discoveries being made. There is the pyramids, bazaars, and museums that provide a feeling that is indescribable and is unlike anything felt in western countries. Furthermore, Egypt provides great weather. People come for the sun and beaches in order to escape the cold winter climate.”*

**Question 11.** Were you worried or had any concerns regarding the current government establishment (Muslim Brotherhood)?

The respondents were aware that Egypt, being a predominantly Muslim country, is a naturally conservative country. Hence, when the Muslim Brotherhood took power in the country, they did not think the country would change drastically. Still, they were concerned that the government would impose the Islamic rules stuffily like Saudi Arabia and other countries in the Gulf States. The evaluation showed that 60 percent of the respondents (9 out of 15) were concerned with the current government establishment while 40 percent were not (6 out of 15).

**Question 12.** Do you think the Muslim brotherhood will impact the tourism industry? The new presidential and parliamentary positions held by the Muslim brotherhood created a spread of rumors worldwide. Naive gossips have alarmed tourists. Tourists were worried that in the future, it could lead to strict rules that would ban alcohol; segregate beaches by sex; and ban revealing swimwear. The analysis of this question revealed that 66.7 percent of the respondents (10 out of 15) believed that the Muslim brotherhood would impact the tourism industry. Among these respondents, 40 percent believed that the regime would enforce the Islamic law to the maximum extreme or incorrectly. While the other 60 percent believed that the government could enhance the industry by “*strengthen the coordination of tourism policy, planning development and management through a proper Islamic approaches*”.

The remaining 33.3 percent of the respondents affirmed that their ruling would not impact the industry. They believed that the Muslim brotherhood would lead the industry with similar fitting rules and regulations as the previous regime (5 out of 15). They stated that, “*these false proposed applications can harm the industry, worsening it even more; Business is business, religion should not interfere in running the economy of a country; Tourists who come to Egypt do so for leisure vacations at the beach as well as to visit the pyramids or other historical sites. Most visitors are from western countries. Hence, they expect to be able to enjoy the beach and dinner as they would at home. In addition, it is difficult to change the habits of people.*”

**The final questions were used to scan interviewees’ perspectives regarding Egypt, Islamic tourism, and their future intentions to revisit the country again.**

**Question 13.** Do you think people are interested in visiting Egypt?

The respondents believed that Egypt is gifted with vast natural historical and cultural resources. “*The trademark of ancient civilization and the richness of Arab and Islamic culture are major assets for the region attractiveness. It had everyone interested in visiting the country before the revolution.*” When the 2011 revolution occurred, massive violent protests and demonstrations spread across Egypt, creating terrorism outbreaks, political instability, and economic ruins. The respondents complied that the tourism industry suffered from the uprising. The respondents declared that before the revolution, people in all nations were fascinated and eager to

visit Egypt. However, after the revolution, hesitation occurred. The investigation exposed that 60 percent of the respondents (9 out of 15) believed that tourists would not be interest in visiting Egypt nowadays, while 40 percent of the respondents (6 out of 15) stated otherwise. The majority of the interviewees believed that, *“violence, kidnapping, bombing, assassination, and other acts of sabotage severely affect tourism flow; the security issues and political instability of a country generates undesirable incidents that generate rumors, driving panic among tourists.”*

**Question 14.** Did Egypt implement Islamic tourism visibly?

After explaining the concept of Islamic tourism, the respondents believed that Egypt implemented several aspects of Islamic tourism but not he full concept. According to the evaluation, 40 percent of the interviewees (6 out of 15) agreed that Egypt had Islamic Tourism; 40 percent of the respondents (6 out of 15) did not consider Islamic tourism as a popular destination motive among the visitors of the country; the remaining 13.3 percent of the respondents believed that it varies depending on the tourists' intention (3 out of 15). The interviewers who believed that Egypt had Islamic tourism stated that, *“the country contains beautiful mosques, rich and elaborate Islamic architecture, gender segregation in the use of facilities (such as in public transportations, bathrooms, spa facilities, and prayer area), and halal food; prayer timings are announced in the streets publicly, and religious programs are broadcast on TV as part of entertainment”*. Those who believed that Egypt did not promote Islamic tourism stated that, *“many hotels, cafes, night clubs, and other hangouts serve alcohol, promote dancing and socializing with opposite sex, and have swimming pools and beaches for both sex.”*

**Question 15.** Do you think with the Muslim Brotherhood in Power, Islamic tourism will be implemented to the fullest?

The interviewees all believed that the Muslim Brotherhood would encourage Islamic tourism. All future touristic activities might be geared towards promoting and maintaining the values and the modesty of Islam. The government would try to inspire tourists and the Muslims to follow the Quran and travel throughout the earth to see God's signs, creations, and beauty found in the country. However, each respondent supported this view in various degrees. They stated, *“Muslim Brotherhood in Egypt will definitely try to follow the Sharia rules of Islam straightforwardly; the*

*county will increase and simplify prayer facilities on site; encourage Islamic heritage tours and sightseeing, by promoting the exploration and discovery of history and culture of Islamic civilization rather than visiting the beach; the government will provide services in accordance with Islamic beliefs and practices; there is a chance that the Muslim Brotherhood will influence hotels and touristic destinations to serve non-alcoholic hot and soft drinks only, provide halal foods, separate pools, spas and leisure facilities based on sex.”*

**Question 16.** Do you have intent to visit Egypt again?

The majority of the interviewees, 46.7 percent (7 out of 15) were neutral to whether they will visit Egypt again in the future; 33.3 percent of the respondents (5 out of 15) wanted to come back again in the upcoming years; and the remaining 20 percent (3 out of 15) did not have plans to revisit the country soon. The respondents indirectly stated that their future visit to Egypt would depend on the upcoming events and political stability. It would also depend on the type of laws that will be passed by the new government, the Muslim Brotherhood. They provided several supporting statements, *“if the country remains to reflect a disruptive image itself, it will create a worldwide insecurity feeling and paranoia among tourists, discouraging them to come; the revolution and post revolution events created tourism crisis that needs to be fixed because western countries still hold negative perspectives about the country; the act of violence that is destabilizing in the region is creating a direct damaging impact on tourism industries, allowing western tourists to have a uniform and predominantly prejudiced negative image.”*

Table 2 summarizes and illustrates all the themes that emerged during the interviews. These ideas and notions helped develop various variables that were needed in creating a proposed conceptual framework for future research.

**Table 2: Emerged Themes**

<b>Question 1 Theme</b>	- The concept of tourism requires people to voyage to divers places outside their society.
<b>Question 2 Theme</b>	- Most people tour for leisure and to gain a pleasurable experience.
<b>Question 3 Theme</b>	- People are not aware of the full concept of Islamic Tourism.
<b>Question 4 Theme</b>	- Tourists are interested in Islamic Tourism after being acquainted to the idea.
<b>Question 5 Theme</b>	- Many tourists do not visit many Muslim countries or nations that promote Islamic Tourism.



<b>Question 6 Theme</b>	- A country must be politically stable and ensure internal security to encourage tourism in their country. - Transportation, accommodations (hospitality services), eating and drinking establishments, shopping centers, and entertainment businesses are dimensions that encourage tourism
<b>Question 7 Theme</b>	- Egypt has the potential to obtain and achieve the necessary factors to create tourist satisfaction
<b>Question 8 Theme</b>	- People have different motives for touring Egypt.
<b>Question 9 Theme</b>	- When tourists come to Egypt, they usually gain a positive experience.
<b>Question 10 Theme</b>	- Egypt met most of the people's touristic needs.
<b>Question 11 Theme</b>	- Tourists are concerned with the current government establishment in Egypt.
<b>Question 12 Theme</b>	- Tourists believe that the Muslim Brotherhood would impact tourism in Egypt.
<b>Question 13 Theme</b>	- People believe that tourists would not be interested in visiting Egypt nowadays
<b>Question 14 Theme</b>	- People have contradicting views whether Egypt implements Islamic tourism correctly.
<b>Question 15 Theme</b>	- Tourists believe that the Muslim Brotherhood would encourage Islamic tourism in the future.
<b>Question 16 Theme</b>	- Tourists are impartial to whether they will visit Egypt again in the future.

#### **4 Discussions – A Proposed Conceptual Model**

The present study proposes a fresh perspective on the political change regarding the dominance of the Muslim Brotherhood and their impact on tourists' perceptions and intentions to visit Egypt, an Islamic touristic nation. Tourism is increasingly significant to the Egyptian economy. Egypt contains a wealth of sea resorts, hotels, natural desert beauty, museums, historic architectures, churches, mosques, and temples. The atmosphere is filled with multilayer of Phoranic, Coptic, and Islamic cultures and modern cultures (Eraqi, 2009). The concept of tourism, as defined by the respondents in this study, concerns traveling to places that are outside a person's usual settings for various reasons such as leisure, adventure, education, business, and other purposes. Traveling during vacations is not only for the fun of the tourists. Tourism has become a vital economic sector (destinations and the travel industry), a social achievement, a political Instrument, and an educational tool (Lohmann, 2004).

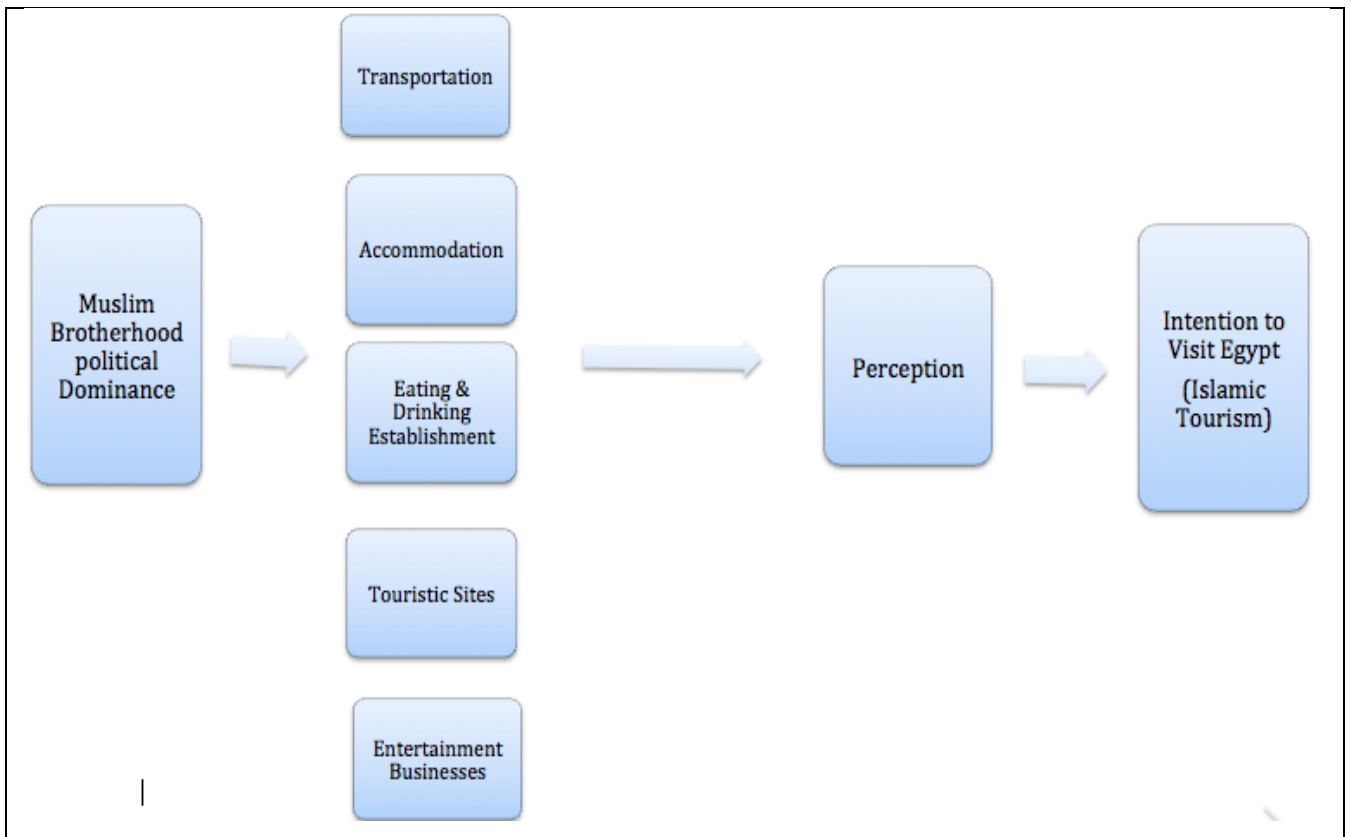
In order to develop the tourism industry, a country must take into consideration tourist contentment. Developing the tourist industry is the desire and target of any government since it can benefit a country by generating GDP and jobs, as well as producing strong effects in other sectors such as retail, transportation, and construction (Hui et al., 2007). In the recent decade, decision makers in the tourist

industry have been trying to increase the level of tourist liking in different manners (Xia et al., 2009).

A country's image, people's mental representation of the knowledge, feelings, and overall perception of a particular destination, has been frequently proved to have direct effect on tourist behavior. Any pre-travel expectations of the tourists can be formed and affected by the image of their destination. Furthermore, any tourists' assessment of the money paid and service that they receive is perceived based on the image that the tourists have from the destination (Xia et al., 2009). The findings of this qualitative study has been supported by several prior studies which revealed that tourist expectation directly affect their intentions to visit a country (Song et al., 2011; Lee et al., 2011). Hence, the tourist expectation directly influences their perceptions and feelings about visiting a country.

After the 2011 revolution and the post up-rise political events in 2012, Egypt had faced negative impact in the tourism industry due to the violent and deadly riots. This study showed that tourists are hesitant to visit the country due to the political and security instability. Egypt's once prospering tourism industry is attempting to rebuild itself. The newly formed government held by the Muslim Brotherhood is attempting to work to help not hinder Egypt's tourism industry. The country is trying to reposition its travel and tourism industry in order to capture its full capabilities and value (Baran, 2012). Satisfaction should be based on the experience of tourist services and other general factors, such as hospitality, safety and security, sanitation, traffic, and visitor management (Eraqi, 2009). Due to previous research and the current qualitative findings, a proposed conceptual framework was developed. Figure 1 illustrates the proposed research model for future studies.

### **Figure 1: The Proposed Conceptual Framework**



## 6 CONCLUSIONS

Various researches have been conducted in the American, European, Asian, and Middle East context regarding the enhancement of the tourism industry. However, few works have been done in reference to any Middle Eastern/Arab country after the political uprising during 2011. Fulfillment in the tourism industry has always several difficulties on conceptual and practical ground. This indicates the factors affecting the satisfaction in tourist industry need to be clarified and studied more (Zabkar et al., 2010). Doing fieldwork to study the tourists' perspectives on their perception and intentions to visiting Egypt (Islamic destination) after the revolt and political transformation aids in offering a valid and working outline for a theoretical framework for Middle Eastern countries. The interviews were beneficial in providing valuable and rich insight into the subject matter. With the use of the interviews' findings, a proposed conceptual framework was developed for future researches to use and build upon.

The study provides some useful comprehensions for practitioners in the tourism field regarding the dominance of the Muslim Brotherhood on tourists' Intentions to visit Egypt. Results showed that tourist fulfillment is the key factor of success in this industry. This study identified and presented a proposed conceptual framework that

expresses the factors affecting tourist satisfaction and the intention process to visit an Islamic tourist destination. The model presented the identified touristic factors during the interviews as the independent variables. They including: accommodations (hospitality services), eating and drinking establishments, shopping centers, and entertainment businesses. These variables are influenced by the government dominance, the Muslim Brotherhood (the antecedent). The touristic destination factors impact the perception of tourists (Moderating variable), which allows them to develop intention to visit Egypt, an Islamic touristic destination (dependent variable).

This study had several limitations. The first was the small size of the sample and the fact that participants were in a single area. The present study needed to be supported by quantitative research that assesses the range of proposed antecedents as well as the overall model that was suggested. Finally, this study only focused on the existing visitors viewpoints not the tourists who still did not come to Egypt.

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