

## ATTITUDES OF U.S. RESIDENTS TOWARDS EGYPT AS A TOURIST DESTINATION

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### INTRODUCTION

The tourism industry in recent years has become more comprehensive through rapid growth and strategic planning. Tourist countries are trying to increase their income in two ways: by promotional activities in other countries and improving the tourist product. The major problems which face them are the differences in international tourist demand in many countries and uneven supply of services required by tourists. Therefore, host countries should focus research efforts on the criteria of tourist demand in the external markets of major guest countries.

Tourism has been defined as a human phenomena and business activity, based on the temporary movement of persons from home communities to other areas for pleasure, culture, and health spa's. The term 'tourist' means the person who travels for touristic activity and travelers who take trips for other purposes (World Tourism Organization 1993). The resident is described as a person returning to his/her home country from visits abroad (Chadwick 1987). In this paper the term "resident" will include Americans and other foreign nationals who reside in the U.S.

levels of satisfaction and expectations. The attitude means 'a state of mind of the individual toward a value,'(Allport 1966) and a particular aspect of one's environment or destination. Attitudes are structured along three dimensions: cognitive, affective,

and behavioral. Attitudes are generally thought to be good predictors of behavior (Getz 1994).

To measure the U.S. attitude toward Egypt, a questionnaire was devised by the researcher. This study concerns the evaluation of resident attitudes in the United States through identifying the attractiveness of Egypt as a tourist destination. This study is one of the few research projects which is interested in surveying the international tourist market, especially the U.S. market toward Egypt. Therefore, the researcher focuses on the importance of U.S. market as a guest country which exports a big bulk of the international tourist traffic abroad to other countries. For the first nine months of 1994, international air travel showed a gain of 2.9%. Travel agency air sales showed an increase of 7%. U.S. tourists visiting Europe increased by about 8% over 1993, and their visits to the Caribbean were up by 10.3% (Waters 1994-95). These facts represent an important indicator to the tourist marketers and planners in the host countries. For these reasons, the researcher is interested in studying the U.S. market.

### **PURPOSE OF THE STUDY**

The purpose of this investigation is to evaluate the U.S. residents' attitudes of Egypt by identifying and measuring tourist degree of satisfaction with Egypt.

The second focus of the study is to perform an analysis of these attitudes in the Washington Metropolitan Area concerned with travel and tourism to Egypt as a creative activity.

The third focus is to know the kinds and levels of services which residents prefer in the guest country.

The fourth focus of this research is to develop and improve the Egyptian tourist product and encourage visits to Egypt.

The fifth is to study the tourism market in the U.S. A. and forecast the volume of tourist traffic to Egypt.

And the final purpose is to explore the needs, wishes, and abilities of U.S. residents to travel. The results of the study can help to identify the major preferred attractions in a tourist country.

### **NEED FOR THE STUDY**

Most countries strive to develop their tourist activities because the tourism industry contributes to the enlargement of the national economy (Abdelwahab 1992). In spite of the fact that Egypt possesses many tourist attractions and facilities, it still has not reached its deserved position among the world's major tourist countries. Egypt is now seeking new types of tourist activities to increase its share in the world tourist traffic such as spas, conferences, sports activities and festivals in addition to more traditional recreational, religious, and historical purposes. Segmenting the U.S. market through surveys can help promote Egypt as a tourist market. For the U.S. traveler to overcome illusions of violence and terrorism occurring in the Middle East, residents' attitudes become important for tourist planning and development in Egypt.

### **LIMITS OF STUDY**

This study is limited to:

1. The period from October 1995 to February 1996.
2. The alumni database of the George Washington University who reside in the Greater Washington Metropolitan Area.

### **SAMPLING**

In quantitative research, sampling to ensure the representativeness of the sample is an important

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consideration (Ryan 1995). The data collected in this study was obtained from a random survey of U.S. residents in Washington, D.C.. The questionnaire was distributed by mail from November 1995 to December 1995 to a random sample of residents from the George Washington University alumni database. A cover letter explained the purpose of the study. A total of 400 questionnaires were distributed and 163 usable responses were collected by the researcher. Non-response reduction procedures were included: a self-addressed stamped envelope was enclosed with the questionnaire; an incentive for those who participated in the study; and a second reminder card was forwarded to the sample population one week after the initial mailing. The questionnaires received represent 40.75% of the sample.

### **QUESTIONNAIRE**

The questionnaire consisted of 10 attitudinal questions about Egypt as a tourist destination and 5 personal questions. The questions were designed so that they would be easily understood by residents in the study sample. It was pilot-tested using a random sample. Then the questionnaire was revised into its final form. It was designed and sent to the survey population. Most respondents returned the completed questionnaire within two weeks.

To obtain a maximum number of responses, the cover letter of the questionnaire was included as a good incentive for them, in addition to the follow-up procedures.

### **ASSUMPTIONS**

This study is based on the following main assumptions:

That the word of mouth will be rated one of the most important information sources influencing U.S. residents to visit Egypt.

That group travel is the most important to the majority of residents.

That the following tourist activities are preferred by the majority of respondents:

- A. Visiting monuments
- B. Visiting museums
- C. Water sports

### **METHODOLOGY**

To determine the attitudes and obtain other detailed information concerning the opinions of U.S. residents toward Egypt, a random household survey was required (Getz 1994).

A survey questionnaire was prepared related to the objectives of the study, and administered to 400 alumni of the George Washington University who reside within Greater Washington Metropolitan area. The survey instrument was a revised version of one which was used in a pilot test by the researcher. A survey questionnaire was sent by mail to the participants which consisted of a series of forced-choice items. The items related to demographic profile of U.S. residents, prior travel to Egypt, travel planning, tourist information, travel motivation, tourist facilities and tourist activities. Information from the returned questionnaires was transferred to computer system (Stat View) for data processing. A descriptive analysis of the data was achieved by the frequency distribution of the number and percentage of the respondents for each item of the survey questionnaire (Epaminondas 1988). Residents had a clear perception of travel motivation and strong opinions about questions listed. The .05 level of significance represented the criterion for testing the acceptance of the research hypotheses.

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### WASHINGTON, D.C

Washington, D.C. is the capital of the U.S.A., located within the District of Columbia. It is known as an international business and diplomatic center of worldwide significance representing business transactions of more than 2 billion dollars per year. The population of the Greater Washington Metropolitan Area, where the survey was conducted, is 3.9 million. It is an area rich in history and culture which lures more than 20 million visitors annually. The cultural diversity is an important factor in shaping resident attitudes. For that reason, the researcher selected this area for performing his survey, in addition to its cultural heritage, location, and volume of population.

### U.S. RESIDENTS TRAVEL TRAFFIC TO EGYPT

An analysis of the tourism traffic to Egypt over the past decade represents an important factor for measuring U.S. resident attitudes toward visiting Egypt. The researcher selected the period from 1985 to 1994 in the following table:

Table 1.  
U.S. Resident Travel to Egypt 1985-1994 (in thousands)

Year	Volume of Traffic	% Change from Previous Year
1985	142	N/A
1986	24	-83.09
1987	39	62.5
1988	88	125.6
1989	102	15.9
1990	110	7.8
1991	45	-59.9
1992	126	180.0
1993	120	-4.8
1994	109	-9.2

Source: U.S. Travel and Tourism Administration

From the data presented in this table, the researcher illustrates the following:

The outbound U.S. resident travel traffic to Egypt was not stable or regular through the studied period 1985-1994.

1985 represents the major year (142,000) related to the entire period and occupies the highest level of tourism traffic; 1992 represents the second level by (126,000) and 1993 third level by (120,000).

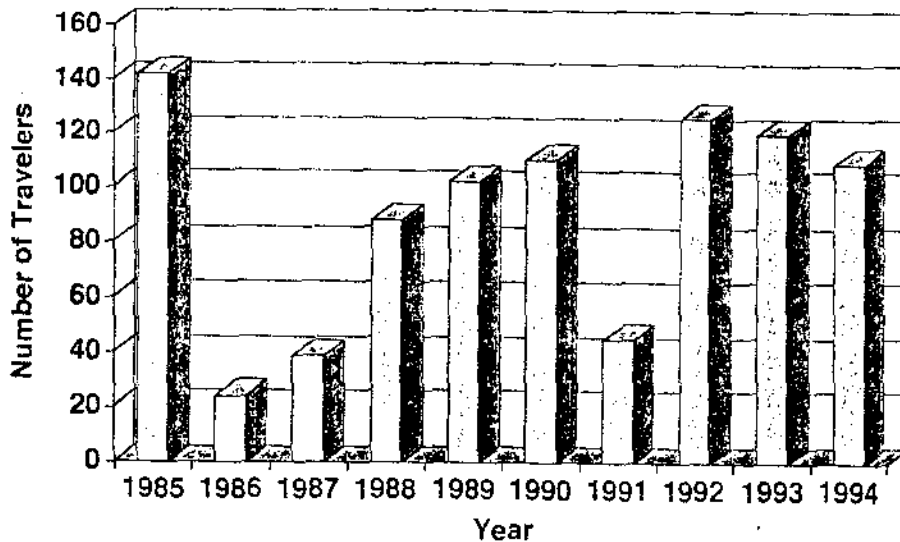
The travel traffic during the past three years (1992, 1993 and 1994) declined (126,000, 120,000, 109,000) because of terrorism, the main social problem in Egypt, particularly during 1993 and 1994.

The most significant increase in arrivals occurred in 1992 (180%), Egypt received 3.2 million visitors during that same year from the international tourists.

Lesser declines occurred during 1986(-83.09%) and 1991 (-59.09%) (See figure 1).

**Figure 1**

**U.S. Resident Travel to Egypt From 1985-1994  
(in Thousands)**



These data indicate that the tourist traffic from the U.S.A. to Egypt is not growing because of: negative attitudes of U.S. residents toward Egypt as a tourist destination; the Gulf War in 1990 and 1991 between Iraq and Kuwait; in addition to social problems which happened in Egyptian society through 1993, 1994 and greater U.S. resident interest with domestic tourist activity than international tourism in recent years except for Europe, Canada, and Mexico.

Thus, this survey is considered necessary and important to study the variables which affect the U.S. residents toward Egypt.

### **EGYPT AS A TOURIST DESTINATION**

Egypt is considered the land of ancient civilizations and as having a promising, bright future. It is situated at the crossroads of the world; the northern frontier is the Mediterranean; on the East is the Red Sea, to the west is Libya; and in the south is the Sudan.

The rich history of Egypt dates back some 5,000 years. The ancient monuments date back to some of the oldest civilizations of man: Pharaonic, Greek, Roman, Byzantine, early Christian, and Islamic. The concept of historic-cultural heritage is comprehensive and gives rise to the creation of a variety of images: historic buildings, historic places, archaeological sites, museum collections, handicrafts and folklore (Fitt 1992).

The historic environment in Egypt forms an important element in the quality of living climate which attracts streams of tourists. Monuments, an important component of the Egyptian tourist product, are found throughout the country particularly in: Abu Simbel, Aswan, Luxor, Assiut, Minya, ElKharga El Dakhla, Fayyoun, Giza, Cairo and Alexandria, etc. In addition, there are a lot of recreational sites in Sinai,



the Red Sea and the northern coast. In 1987, Egyptian tourist industry developed facilities to establish the country as a destination for recreation in addition to cultural (Egyptian Tourism Authority, 1991). They are as follows:

**Cairo Area:** Cairo is the capital of Arab Republic of Egypt and the largest city on the African continent. The pyramids are one of the 7 world wonders in addition to the sphinx, the ancient Egyptian monuments, Christian and Islamic monuments, museums, modern tourist sites and Nile river.

**Aswan and Luxor Area:** Luxor is an ancient city upper Egypt, which welcomes visitors from east and west. It has many historical sites in the two banks of the Nile. Aswan is the best winter resort in Egypt. It comprises the high dam, temples and other monumental sites.

**The Oasis Area:** An oasis named New Valley lies in western desert. Its history dates back to earlier than 5,000 B.C. The area is a tourist attraction because of its sulfuric springs.

**Alexandria and the Northern Coast:** Alexandria is the largest port in Egypt. It lies on the Mediterranean Sea. Alexandria contains tourist attractions such as beaches, gardens, museums and mosques. Mesa Matrouh is a small harbor. It has visiting sites such as beaches and historical places.

**Red Sea Area:** The area is the most popular for recreational tourism not only in Egypt but also in the world. It has a panorama created by God almighty and many tourist sites such as Hurgada.

**Sinai Area:** Sinai, the land of Turquoise, has a history dating back to the days of the pharaoh according to ancient Egyptian mythology. It comprises beaches, historical sites and sulfuric springs, high mountains and thick forests.

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**DATA ANALYSIS****Demographic Profile:**

Table 2 provides information about respondents demographic characteristics. Most residents sampled were male (54.6%) and middle-aged (68.7%) 31-50 years. The residents who were working in managerial/professional occupation comprised the largest ratio (81.6%) because the sample is distributed to GWU alumni with a median income of \$50,000-\$100,000. More respondents were married (59.5%) and were post-graduates (73.6%).

Table 2.  
Demographic Profile Of Respondents

Characteristic	Frequency	Percent
<b>Gender (N=163)</b>		
Male	89	54.6
Female	74	45.4
<b>Age Group (N=163)</b>		
19-30	31	19.0
31-50	112	68.7
51-65	17	10.4
66 and above	3	1.8
<b>Occupation (N=163)</b>		
Manager/professional	133	81.6
Services	2	1.2
Student	6	3.7
Technical/sales	5	3.1
Retired	5	3.1
Farmer	1	0.6
Operator/laborer	0	0.0
Unemployed	0	0.0
Other	11	6.7
<b>Household In. (N=157)</b>		
Less than \$10,000	2	1.3
\$10,000 - \$19,999	3	1.9
\$20,000 - \$29,999	8	5.1
\$30,000 - \$49,999	30	19.1
\$50,000 - \$99,999	68	43.3
\$100,000 +	46	29.3
<b>Marital Status</b>		
Single	50	30.7
Married	97	59.5
Separated	6	3.7
Divorced	10	6.1
Widowed	0	0.0
Other	0	0.0
<b>Education (N=163)</b>		
High School	0	0.0
Attended College	0	0.0
Graduated College	40	24.5
Post Graduate	120	73.6
Other	3	1.8

Source: Survey, December 1995

**Prior Trip to Egypt:**

Table 3 shows that the majority of respondents (88.3%, N=143) did not visit Egypt before while (11.7%, N=19) only had been to Egypt. These results may reflect the existence of some barriers to travel to Egypt in addition to the high trip cost, or lack of money as a second reason. Approximately thirty percent of residents who indicated a prior trip to Egypt preferred the month of February seeking the warmer weather during that time.

Table 3.  
Prior Trip to Egypt  
N=162

Prior Trip	Frequency	Percent
Yes	19	11.7
No	143	88.3
No answer	1	1.0
Total	163	100.0

Source: Survey, December 1995  
(Have you ever visited Egypt?)

**Plan to Visit Egypt:**

Most respondents did not plan to visit Egypt in the future (85.8%, N=139). Males planned to visit Egypt more than females (43.5%). Marketers can focus on this segment by using new promotional strategies to encourage them to travel.

Table 4.  
Planning Visit to Egypt  
N=162

Statement	Frequency			Percent		
	Male	Female	Total	Male	Female	Total
Yes	10	13	23	43.5	26.5	14.2
No	78	61	139	56.1	43.9	85.8
Total	88	74	162	54.3	45.7	100.0

Source: Survey, December 1995  
(Do you plan to visit Egypt in the near future?)

### Tourist Information:

Table 5 shows the distribution of the sample according to respondents who received tourist information (35.4%, N=57) and newspapers and magazines from the six sources of information which were analyzed. Word of mouth seems to play a much stronger role in influencing the choice of destination (Table 6).

Table 5.  
Received Tourist Information  
N=161

Received Information	Frequency	Percent
Yes	57	35.4
No	104	64.6
Total	161	100.0

Source: Survey, December 1995

(Have you ever received any tourist information about Egypt?)

Table 6.  
Tourist Information Sources  
N=57

Source	Frequency	Percent
Television	8	14.0
Tourist Bureau	4	7.0
Friend/relative	17	29.8
Travel Agent	8	14.0
Newspaper/mag.	17	29.8
Other	3	5.3

Source: Survey, December 1995

(If yes, from where?)

### Travel Motivation:

Travel motivators were addressed with one question. Residents were asked to indicate the factor that would motivate them to visit Egypt. The responses to this question were analyzed individually and collectively (Table 7). The most common pull factor was to visit historic sites (99.4%), for males (54.0%) and females (46.0%). Seeing the Nile River was the second pull factor (79.0%). However, (63.0%) of the respondents

selected museums as a tourist attraction in the destination. Marketers can capitalize on these factors by pursuing visitation beaches in their promotional efforts. The relationship between gender and attractions do not appear from the analytical process. The attitudes of both males and females were neutral toward visiting museums, beaches, and seeing the Nile River (Petros 1992)

Table 7.  
Tourist sites in Egypt  
N=162

Attractions	Frequency			Percent		
	Male	Female	Total	Male	Female	Total
Historic Sites	87	74	161	54.0	46.0	99.4
Beaches	19	21	40	11.8	13.0	24.7
Nile river	67	61	128	41.6	37.9	79.0
Museums	53	49	102	32.9	30.4	63.0
Other	10	16	26	38.5	61.5	16.0

Source: Survey, December 1995

Degrees of freedom=4 Chi-square=2.48867 Probability=.64667

(Based on your knowledge of Egypt, what attractions would you like to visit?)

#### Length of Stay:

The average length of stay was approximately six nights. The distribution follows with a peak of five to seven nights (Table 8) as trip expenses rises in proportion to the length of trip. The lowest percent of respondents prefer to stay more than 15 nights (4.3%). Marketers would be well advised to promote short trips to keep costs down (Josiam, Clements and Hobson 1994) particularly to the Middle and Far East. The respondents indicated an average vacation lasting 5-10 nights (61.7%). This can be attributed to the higher travel to the desired destinations. Therefore, the type of attractions visited is independent and not related to gender.

Table 8.  
Length of Stay in Destination  
N=162

Length of Stay	Frequency	Percent
Less than 5 nights	34	21.0
5-7 nights	67	41.3
8-10 nights	33	20.4
11-15 nights	21	13.0
More than 15 nights	7	4.3
Total	162	100.0

Source: Survey, December 1995

(If you were to travel to Egypt, how long would you be likely to stay. If you have been to Egypt, how long did you stay?)

#### Party Size Preferred:

The most common choices are to travel with family (54.0%) or with a group (40.4%) (Table 9). The male to female responses were 55.2% and 44.8% respectively. Respondents preferred to travel with their families, friends, and other American natives seeking familiarity and safety. There is also no relationship between gender and party size.

Table 9.  
Party size by gender  
N=161

Party Size	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
Alone	7	77.8	2	22.2	9	5.6
With Group	33	50.8	32	49.2	65	40.4
With Family	48	55.2	39	44.8	87	54.0
Total	88	54.7	73	45.3	161	100.0

Source: Survey, December 1995

Degrees of freedom=2 Chi-square=2.3471 Probability=.30927

(How would you prefer to travel to Egypt? Please circle one only.)

#### Accommodations:

Respondents were asked about accommodations they like to use while traveling (Table 10). Most

preferred hotels (83.4%) and over one quarter preferred tourist villages (29.6%). Close to one quarter (24.5%) of respondents preferred a cruise ship (Floating hotel) sailing on the Nile river to enjoy sightseeing and monuments in Giza, Menya, Luxor and Aswan. Campgrounds and youth hostels captured only 8% of respondents. This suggests an opportunity for operators of campgrounds and youth hostels.

Table 10.  
Type of Accommodations  
N=162

Type of Lodging	Number	Percent
Hotel	136	84.0
Motel	24	14.8
Cruise Ship	40	24.7
Campground	7	4.3
Youth Hostel	6	3.7
Tourist Villa	48	29.6
Other	7	4.3

Source: Survey, December 1995

(Numbers exceed 100% due to multiple responses)

What kinds of accommodations would you prefer to use while traveling?

#### Mode of Transportation:

The most common mode of transportation preferred by respondents to use in Egypt was the automobile (36.6%) (Table 11). It is not strange that the car has the greatest share due to its low cost and considering the high cost of plane and ship. The majority of this ratio related to \$50,000-\$99,999 income. The second mode was train (22.3%). It seems that respondents seek to minimize the trip cost and enjoy the scenic surroundings of their destinations. The third mode includes cruise and plane (20.5%) in average of respondents. It seems that the plane is an expensive mode; however, a cruise ship takes much more time for transportation within tourist areas. Egypt has more than 200 cruise ships sailing between



Cairo, Luxor and Aswan. But a large number of cruise ships are based on the beaches of Aswan and Luxor.

The majority of U.S. respondents whose income \$100,000 or more preferred travel by car during their visit. This indicates that there is no direct relationship between income and mode of transportation for trips to Egypt. The result is based on a 95% confidence level.

Table 11.  
Household Income by Mode of Transportation  
N=160

Income	Car		Plane		Train		Cruise		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Under \$30,000	7	31.8	6	27.3	3	13.6	6	27.3	22	100
\$30,000-\$49,999	15	28.8	8	15.4	16	30.8	13	25.0	52	100
\$50,000-\$99,999	43	40.2	19	17.7	22	20.6	23	21.5	107	100
\$100,000 +	25	38.5	17	26.2	14	21.5	9	13.8	65	100
Total	90	36.6	50	20.3	55	22.3	51	20.7	246	100

Source: Survey, December 1995

Degrees of freedom=9 Chi-square=9.006 Probability=.43672

(What transportation methods would you use upon arriving in Egypt?)

#### Tourist Activities:

Visiting monuments such as the pyramids, the sphinx, ancient tombs and temples represent the most popular tourist activity of respondents (95.7%). The second most popular activity was visiting museums (85.7%), and then, shopping (73.3%). A categorization of tourist activities revealed the type of tourist visit. The results show that the majority of respondents preferred traveling to Egypt to see the ancient monuments in its natural historical places and museums. This type of tourist activity is called a cultural or historical visit. These results also show that festivals represent the second highest purpose of U.S. respondents to Egypt; however, attending live

shows, playing water sports, gambling and camping are not common tourist activities to them. This can be attributed to the greater tourism marketing by focusing on visiting historical cities and areas in Egypt such as Cairo, Luxor, Aswan and New Valley. In general the kinds of tourist activities did not depend upon kind of gender (Table 12).

Preferred Activities While Visiting Egypt.

N=161

Type of Activity	Number	Percent
Festivals	91	56.5
Shopping	118	73.3
Visit Museums	138	85.7
Gambling	23	14.3
Water Sports	27	16.8
Camping	12	7.5
Visit Monuments	154	95.7
Attend Live Shows	50	31.0

Source: Survey, December 1995

Degrees of freedom=2 Chi-square=.5822 Probability=.7474  
(numbers exceed 100% due to multiple responses.)

(In which of these activities do you think that you would participate? Circle all that apply.)

Kinds of Food:

The most popular kinds of food preferred by the respondents (Table 13) are Egyptian (89.4%) and Middle Eastern (73.3%). The result indicates that the respondents tend to change some of their regular habits such as food during trip to Egypt. Marketers would be well advised to promote food and beverage services in Egyptian restaurants and hotels.

Table 13.  
Preferred Type of Food  
N=161

Type of Food	Frequency	Percent
Egyptian	144	89.4
American	64	39.8
European	57	35.4
Middle Eastern	118	73.3
Other	5	3.1

Source: Survey, December 1995

(Numbers exceed 100% due to multiple responses)

What kinds of food would you like during your visit?

## RESULTS

Table 2 provides information on the respondents' demographic characteristics which indicates that the majority were male and had an education equivalent to post-graduate (73.6%). Respondents were middle-aged and in managerial/ professional occupations. These data indicate the importance of the respondents' opinions and indicates their degree of trust in this survey.

The major result of this study is that traveling to Egypt is not of interest to the majority of respondents during the last few years, especially with regard to the problems which happened in Egypt against tourists (terrorism) from 1992 to 1994. It was observed by the researcher through studying the travel traffic of U.S. residents to Egypt from 1985 to 1994 (Table 1). In the near future, the majority of respondents are not planning to visit Egypt (Table 4). The promotional role of the Egyptian tourist bureaus in the U.S. market is ineffective and unsatisfactory (Sheldon 1993).

Findings suggest that word of mouth is rated one of the most important information sources influencing U.S. residents to visit Egypt (Table 6) (Andereck and Caldwell 1992). The results of this study completely supports the first hypothesis. No other information

source is as important. To test the second hypothesis that travel to Egypt with a group is the most important way to the majority of respondents, it was necessary to identify the highest frequency of responses about party size preferred. Looking at the results of table 9, one may observe that travel with family captures the highest percent (54%) of all respondents. Therefore, this result of the preceding analysis permits the rejection of the hypothesis on group travel. In addition, there is no relationship between gender and the way of travel (party size).

The main motive for travel was to visit the historical sites in Egypt (Leiner 1990). This result reveals that the respondents have a strong desire for cultural tourism (Table 7). Visiting museums and seeing the Nile river were also strong motivators; however, a need to relax on beaches was not an attractive motivator.

Many respondents preferred short stays in the country visit (Table 8) because their preferred length of vacation is less than 7 nights. This leads marketers to focus on the short trip to Egypt.

Hotels are the preferred type of accommodation for most respondents while staying in Egypt (Table 10), while tourist villas and cruise ships generated less interest (Table 11).

Using automobile as a local mode of transportation in Egypt is most popular and available to the majority of respondents (36.6%) in all categories of household income except the \$30,000-\$49,999 level. Household income did not play a role in the selection of a mode of transportation mode; therefore, the relationship between the two variables is not apparent.

The main types of tourist activities are "visiting monuments" in historical places, "visiting museums" in tourist cities, and shopping (Table 12). Males and

females are equivalent in selecting the type of tourist activities. The result of this study is used to examine and test the third hypothesis. It stated that "visiting monument and museums" are very strong factors to the respondents, but water sports may generate less interest. This result reveals that the third hypothesis is accepted in A, where the majority of respondents preferred visiting monuments and B, visiting museums but it is rejected in C, the preference for watersports. Egyptian food captured the highest percent of respondents followed by Middle Eastern food. This result is considered as a good indicator to market food and beverage services in Egypt. The specific research setting for this study was the U.S. tourist market to measure and identify the tourist motivations toward Egypt (Fodness 1994).

### CONCLUSION

The major conclusion of this study is that the U.S. tourist traffic to Egypt has been declining, particularly during the last few years. Terrorism has no doubt played an important role in decreasing visitor numbers to Egypt (Buckley and Klemn 1993). The respondent's main choice of travel attractions was varied, ranging from historical monuments to Nile river and museums. Therefore, cultural tourism is considered by respondents as the most popular reason to visit Egypt. Friends and relatives and newspapers and magazines played an important role in receiving tourist information about Egypt. The respondents tend to like shopping besides the main tourist activities such as visiting monumental sites and museums during their trip. The largest segment of the respondents prefer the high standard of tourist services in the destination, especially accommodation, food and beverage, and transportation. The Egyptian tourist marketing role in the U.S. market is not

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apparent or significant. This study lays the groundwork for further studies on tourist attitudes in other countries which represent the main source of tourist movement to Egypt.

This study also provides the base for enabling researchers and marketers to identify trends in destination selection. Marketers and promoters should focus on historical sites, museums, the Nile river and shopping as a tourist attractive factors in destination marketing to international markets, especially the U.S. market. Further, the study can be extended to include: a comparison of U.S. attitudes with other countries toward Egypt; a focus on demographic characteristics and comparative analyses of travel motivations and activities.

This study can also be followed up with qualitative studies (Josiam and Hobson 1994) about the same market to get a deeper understanding of travel motivations to Egypt. Further, it will enable the tourist destination planners and others to get a comprehensive view of the U.S. market.

The study reveals some insights into social attitudes (King 1994). Respondents are willing to travel abroad in small groups such as families. The results of the study indicate that careful tourism planning is required to develop the historical areas and museums in Egypt and improve the tourist services and facilities. More attention should be focused on the Egyptian tourism promotional bureaus in the U.S. market by increasing budgets and specialists in tourism marketing and public relations. In addition, there is a need for modern brochures, booklets, posters, guide books, video tapes and other various print media sources. Additionally, findings of this research revealed that Egyptian travel agencies should be interested in short trip planning in the future rather than long trips for the U.S. market. Therefore, the

Egyptian government must play an important role with the private sector to meet the high standards of tourist product quality demanded by the tourism industry. There is a growing tourist product in Egypt but it needs more careful planning, research and development. Egyptian tourist organizations can play an effective role in the American market through all information media to change U.S. resident attitudes and opinions toward Egypt by focusing on the total tourism product (Roehl, Ditton and Fesenmaier 1989) in Egypt. It may be possible to increase the perceived attractiveness of Egypt as a vacation destination.

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**THE ATTITUDES OF U.S. RESIDENTS  
TOWARDS EGYPT AS A TOURIST  
DESTINATION**

**ABSTRACT**

This paper discusses and categorizes the attitudes of U.S. residents toward travel and tourism in Egypt. It initially describes the location of Washington, D.C. in addition to U.S. travel to Egypt from 1985 to 1994. Second, it briefly presents the major tourist attractions in Egypt. Third, it outlines methodology used, and then, subsequently reports the results of a survey conducted in the Greater Washington, DC area about U.S. resident attitudes toward Egypt as a tourist destination. Finally, recommendations are presented.

Key words: tourism, attitude, attitudes resident, attraction, culture, historical place.

## THE ATTITUDES OF U.S. RESIDENTS TOWARDS EGYPT AS A TOURIST DESTINATION

### EXECUTIVE SUMMARY:

The major problem which faces tourist destination countries is the differences of tourism in guest countries. Therefore, measurement and identification of demand characteristics becomes more important to marketers. Hence, the researcher, through this study, tried to evaluate the attitudes of U.S. residents towards Egypt regarding their assessment of Egypt's attractiveness and to measure their degree of satisfaction with Egypt.

This study analyzes the attitudes of U.S. residents in Washington Metropolitan area to better understand the types and levels of preferred tourist services and to develop a tourist product which encourages visitation to Egypt. In addition, this study attempts to forecast the U.S. volume of tourist traffic to Egypt and to explore the needs and wishes of U.S. resident to prefer Egypt for travel and tourism in the future.

Through using scientific methodology the researcher achieved important results from this study which are listed below:

- 1- Most respondents are not interested in visiting Egypt in the near future.
  - 2- The majority of respondents have not received tourist information about Egypt from the different media sources. Word of mouth is rated as one of the most important information sources.
  - 3- The tourist promotional role of Egypt in the U.S. market is not effective and not satisfactory.
  - 4- Traveling with family to Egypt is the preferred way of travel for respondents.
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- 5- The main motives of travel to Egypt were to visit historical sites, museums and the Nile river.
- 6 - Hotels, Egyptian food and cars are the preferred tourist services for most of U.S. residents who visit Egypt.
- 7- Cultural tourism is the most popular reason for respondents to visit Egypt.

The researcher suggests some recommendations which include the following:

- 1- More careful market research is needed in guest countries, especially in the U.S. market to measure all factors influencing residents attitudes.
- 2- Egyptian marketers and promoters should focus on marketing historical sites, museums and the Nile river as tourist factors in destination selection.
- 4 - Steps should be taken to protect the Nile river from pollution and to retain it as an Egyptian attraction.
- 5- More interest with short trip planning to Egypt from U.S. market should be directed to Egyptian travel agencies.
- 6- More attention should be focussed on marketing the total tourism product in Egypt.
- 7- More attention should be focused on promoting the Egyptian tourist product in other countries.
- 8- Raise the standard of tourist services and facilities in Egypt such as accommodations, food & beverage and transportation.