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The Impact of Terrorism on Risk Perceptions: An Analysis of the Dutch Market Behavior and Attitudes Towards Egypt

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Abstract

This research aims to gain a better understanding of the impact of terrorism on risk perceptions and attitudes of Dutch travel behavior towards Egypt. The research process involved an online self-administered method created with one of the leading research and web-based survey tools called Qualtrics. The questionnaire was filled in by 414 respondents. Findings indicate that (potential) Dutch tourists are less likely to take risks when traveling with children. For instance, people that usually travel with children state to avoid traveling to countries within the MENA region because of unrest related to terrorism. Over half of the sample size would not consider traveling to Egypt due to the current travel advisory of the Dutch Ministry of Foreign Affairs. The practical implications of this research are related aimed at relevant stakeholders within the tourism industry and creating a more appealing image of Egypt as a holiday destination.

Keywords: travel decision-making, safety, the likelihood of visiting, travel behavior, past travel experience

Introduction

The tourism industry is a key contributor to the Gross Domestic Product in many countries. This is also the case for Egypt, as the tourism sector is perceived to be one of the most significant sectors of the country's economy (Wendt, 2019). In addition, Egypt is often recognized as one of the most important tourist destinations in the Middle East and North Africa (Abbas et al., 2011). However, since the most active terrorist groups such as the Taliban, Islamic State, and allied organizations such as Al-Qaida are associated with several Islamist ideologies, the Middle East is often being perceived as a relatively unsafe region (Morris et al., 2021). In addition, the largest number of terrorism-related deaths from 2002 until 2019 was recorded in the MENA region (Institute for Economics and Peace, 2020). Perceived risk is often considered to be one of the major factors influencing the choice of destinations in the decision-making process of tourists (Sharifpour et al., 2014). Egypt is one of the many destinations that heavily relies on tourism, which has faced negative repercussions of terrorism and in turn risk perception. Ever since the Egyptian revolution of 2011, there has been an ongoing insurgency in the Sinai Peninsula that still poses a significant threat. In the following years, Egypt has been affected by several terrorist attacks such as bombings

throughout 2013, a suicide terrorist attack in Luxor, and a Russian aircraft with passengers destroyed by a bomb in 2015. These instances likely contributed to the significant drop in tourism flows in 2016. Egypt has been exposed to more attacks from 2016 onward, yet the tourism sector experienced a strong period of recovery from 2017 up until 2019. In 2020 the tourism industry of Egypt was negatively impacted because of the global Covid-19 pandemic, which has set back tourism growth. Currently, the potential threat of terrorism has not vanished in the opinion of various travel advisories, which could potentially influence tourists in their decision to travel to Egypt.

Although the Netherlands is not one of Egypt's main source markets, the country has contributed to rising in European visitors in the period of rapid recovery from 2017 up until 2019. As a result, companies such as EgyptAir have included the Dutch market in their marketing plans (Egypt Today, 2018). To further foster Egypt's tourism flows back to health by attracting more Dutch tourists, it is critical to determine the risk perception of the Dutch market regarding Egypt since this influences travel behavior and their attitudes towards Egypt as a holiday destination. Research on tourist behavior has shown that perceived risk, particularly linked to terrorism, is a key factor affecting tourists' travel decision-making processes. Yet, this body of knowledge has not previously addressed the influence of tourists' country of origin on this decision-making process (Coca-Stefaniak & Morrison, 2018, p. 410). So far, Isaac (2021) has published a similar piece of research, looking at the German market perspective. Even though Egypt has been relatively stable in the last few months, in terms of political environment and terrorist activities, Dutch tourists are warned by the Ministry of Foreign Affairs about the heightened travel risk due to terrorism. While it is recommended to only travel to Egypt, when necessary, certain areas are classified as unsafe such as Northern Sinai, the Egypt-Libya border, and the Hala-ib Triangle (Ministerie van Buitenlandse Zaken, 2021). In addition, it is stated that even though the state of safety has improved in the past few years, there remains a safety risk due to terrorist attacks.

Accordingly, Chew and Jahari (2014) call for attention to the fact that this represents a considerable weakness for the tourism industry and for many DMOs in particular since tourist travel choices are frequently based on perceptions rather than reality. For example, Arana and Leon (2008, p. 300) state "despite numerous case studies being conducted on the impact of terrorism and tourism, the impact of terrorism on tourism demand is still under-researched." Additionally, to the best of the author's knowledge, no study has so far been published with a focus on the impact of the perceived risk of terrorism and attitudes of the Dutch travel behavior toward Egypt. This study intends to help close this gap in the literature. Therefore, this study aims to analyze how terrorism influences the risk perception and travel behavior of (potential) Dutch tourists toward Egypt. Moreover, the link between risk perception and travel behavior will be examined. Additionally, Fuchs and Reichel (2011) make clear that risk perception is in different categories and terrorism risk is one of them categorized as *human-induced risk*. This is not regarding the importance of differences, but this may gain the difference in travel behavior.

Consequently, this paper is responding essentially to the topic of terrorism risk perception. While the risk perception of Egypt has been researched before in recent years (Isaac, 2021), however, none of these studies provided direct insights into the Dutch market. To target the Dutch market efficiently it is important to distinguish their specific characteristics from other source markets. Although there are multiple studies involving various countries regarding the impact of terrorism (Isaac & Van Den Bedem, 2021; Isaac, 2021; Isaac & Velden, 2018), none of these studies involve

the Dutch market and the destination Egypt in the same context as the best of the author's knowledge. The Dutch travel segment has been chosen as the source market for the present study due to its importance as a western potential market for Egypt's tourism.

Literature Review

Relation Between Terrorism and Tourism

Tourism is a vulnerable industry, as internal and external influences such as economic deterioration and human-caused conflicts can hurt tourist flows (Sönmez, 1998). When the threat of danger further intensifies, as a result of terrorism, tourism destinations face the possibility of harming their image (Baker, 2014). The capability of bouncing back from a negative occurrence that damages the destination's image heavily relies on a country's resources. Whereas industrialized countries, with a high degree of resources, may be able to control the damage to the image, developing countries often do not have enough resources to do so. No matter the country of origin, tourists pay close attention to news about terrorism (Seabra et al., 2018). And since there is a reliance on mass media for the status of international affairs, the media plays a crucial role in shaping mass perceptions of locations (Brewer et al., 2003). This, in turn, can heavily influence the consumption patterns of tourists, since they highly value the importance of personal safety (Isaac, 2021).

Risk Perception

While there is no agreed definition of risk, the concept often stands for expected values, probability distribution, uncertainty, and events (Aven & Renn, 2009). Travel safety is a complicated matter, as each country and culture have its perception of what is considered to be safe or dangerous (Korstanje, 2009). In addition, the characteristics of unknown and dread linked to a certain hazard often have more impact on people than measures of mortality or morbidity. It has been established that personal security is one of the main concerns of tourists (Liu & Pratt, 2017). In addition, tourists are generally likely to avoid destinations associated with risk, as these could potentially harm their safety (Law, 2006; Sönmez et al., 1999). Nevertheless, some tourists find themselves on the other side of the spectrum, as they seek thrill and sensation. It is important to note, that these tourists are likely to plan to increase control over the situation (Lepp & Gibson, 2008). As the perceived risk of a certain destination becomes higher, the likelihood of tourists avoiding this destination grows (Fuchs & Reichel, 2011). Other studies have shown similar findings, as it has been stated that the majority of tourists are likely to change their travel plans when a destination is facing elevated risk (Kozak et al., 2007).

According to Roehl and Fesenmaier, (1992) perceived risk can be classified into three dimensions: physical- equipment risk, vacation risk, and destination risk. An interesting finding from their research is that risk perception and travel behavior are rather bound to the situation, which means that generalizing this behavior is difficult. Perceptions of risk and travel behavior are different in every situation; therefore, tourists perceive risks in a different way towards different destinations. Consequently, it is essential to investigate destination-specific risk perceptions (Chew & Jahari, 2014). Perceptions of safety will, in addition, influence an individuals' destination choice (Garg, 2015). Likewise, perceptions will have an influence on how tourists behave differently when abroad than normally at home. Perceptions can give potential tourists an image of the country,

which is not necessarily real (Seabra et al., 2013). Perceptions motivate people more than reality does to act or not to act. (Gallarza et al., 2002; Karl, 2018; Sönmez & Graefe, 1998a, 1998b). Therefore, gaining knowledge of the risk perception of potential (Dutch) tourists when choosing a destination is particularly important for DMOs (Lehto et al., 2008).

Individual Characteristics and Past Travel Experience

Earlier research has also acknowledged internal personal factors that determine how strongly an objective risk is perceived by an individual and these expose a diversity of relevant factors such as personality traits (Reisinger & Mavondo, 2005); culture, and nationality (Kastenholz, 2010); past travel experiences, where experienced tourists feel less risk (Lepp & Gibson, 2003; Sönmez & Graefe, 1998a, b); demographics (Isaac & Velden, 2018); if people have children (Isaac, 2021) gender (Lepp & Gibson, 2003); and income and education (Floyd & Pennington-Gray, 2004; Mitchell & Vassos, 1997). Furthermore, Past Travel Experience (PTE) does influence a future travel decision. A personal experience with a destination impacts the safety perceptions of the visitor, and it can also reach the desire to avoid that destination when it felt unpleasant and is seen as risky (Sönmez & Graefe, 1998a, 1998b). Moreover, an increasing travel experience can decrease the risk perceptions, and consequently, tourists are willing to take destinations with higher risk perceptions, which again increases the travel experience and so on (Karl, 2018). The study of Liu et al. (2016) made attempts to scrutinize individuals' safety perceptions and travel intentions associated with a destination located in a conflict-ridden region namely Jordan.

As previous studies indicated, the study of Jordan confirms that demographic characteristics cannot be considered stable predictors of individual risk perceptions (Floyd & Pennington-Gray, 2004, Liu et al., 2013). On the other hand, PTE can, therefore, be considered a stable predictor, as a tourist's knowledge of a destination, in turn, increases the familiarity and sense of confidence with a destination. Families, the elderly, and women are more vulnerable to risk and see safety as necessary (Carr, 2001; Cui et al., 2016; Garg, 2015; Isaac, 2021). Sönmez and Graefe (1998a, b) presented a model that suggests that decisions by tourists are influenced by several issues as they progress through a sequence of stages. Several of these circumstances have been deemed potentially useful for the current study. As can be retrieved from the model, external factors considered influential for the awareness of the risk associated with international travel due to terrorism has been media coverage of terrorism, government-issued travel advisories, and social interaction such as negative word-of-mouth regarding the terrorist threat. Internal factors considered were international travel experience, international travel attitude, risk perception level, and traveler personality type.

Travel Decision Making

Tourists have a complicated decision-making process, as internal, external and demographic factors strongly influence the destination choice. The conceptual framework of the tourism decision-making process of Sönmez and Graefe (1998) had been adapted by Liu et al. (2013). This framework does not only show the steps tourists undertake towards establishing their destination of choice but also highlights the way internal, external, and demographic factors are intertwined into the process. While this framework maps out the process of tourism decision-making in detail, it is also important to determine why certain destinations are being considered and why not. Regarding the information search, travel professionals, literature, and advisories, as well as various

other sources, might be consulted at this stage (Sönmez & Graefe, 1998a, b). The extent of information search has been considered to be dependent on previous experience, risk perceptions, and the importance of the holiday.

Methods

Within the tourism literature, a quantitative research approach has been commonly used since it allows for the study of the general behavior and characteristics of tourists (Provenzano & Baggio, 2020).

Survey Instrument

The study employed scales previously established in the literature to develop the questionnaire, (Liu et al., 2016; Sönmez & Sirakaya 2002) combining effects of likely predictors, e.g., information sources used, socio-demographic factors (Isaac & Van den Bedem, 2021), and other variables such as PTE and familiarity (Kozak et al., 2007). Together consumer behavior and tourist decision-making works suggest that personal experience is integrated into decision-making as a passive or internal information search (Evans & Berman, 1993). It has been recommended that future travel behavior may be influenced by the nature as well as the extent of PTE (Isaac & Velden, 2018). Experience is too vital as it can generate awareness and knowledge of potential risks and may impact travel intentions (Isaac, 2021). The appeal of Egypt as a destination was operationalized as a single-item five-point Likert scale/question (In general, how appealing is Egypt to you as a holiday destination?) ranging from one very unappealing and five very appealing. The present research study did include demographic variables including age, gender, having children, educational level, profession, income, and marital status to provide additional background on the respondents (Fuchs & Reichel, 2011; Seabra et al. 2013). The literature suggests that traveling with children impacts the risk perception and travel behavior of parents (Isaac & Van den Bedem, 2021). In addition, the statement “I would not travel to Egypt with children” has been added to the survey, which is based on a five-point Likert scale. In addition, the respondents were given the statement “Egypt is an attractive destination” based on a five-point Likert scale, from one strongly disagree to five strongly agree.

Several academics indicate that information sources can influence destination choice (García-Milon et al., 2020; Kozak et al., 2007). In addition, respondents were asked which sources are being used when determining the safety of a destination. Since one of the leading themes of this research is risk perception, it is important to determine how potential tourists are using information sources to assess safety. Perceived risk is recognized to be one of the major influencing factors for destination and travel choice (Sharifpour et al., 2014). Within the survey, perceived risk is being measured by determining how the safety of Egypt is being perceived.

Data Collection and Analysis

This survey has been conducted with the help of an online survey tool Qualtrics. During the period from the 25th of August to the 29th of September 2021, a total of 414 responses have been gathered. The created survey has been distributed via various channels. First, inner circles were being approached with the request to fill in the survey. In addition, several people were being approached by posts via personal social media accounts on Facebook, Instagram, and LinkedIn. This method

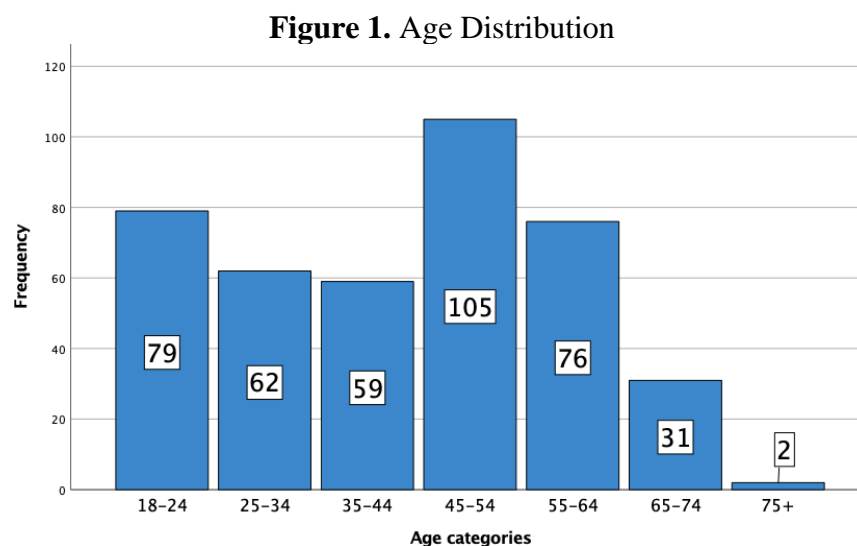
of recruiting respondents is also known as snowball sampling. Finally, the survey has been shared in several Facebook groups such as Backpackers NL (Backpackers Netherlands), Backpackers Afrika (Backpackers Africa), Reizen (Travelling), Avontuurlijk reizen (Adventure travel), Vakantiebestemmingen, Egypte reizen (Holiday destination Egypt travel), Durf te vragen (Dare to ask), Respondenten gezocht (respondents wanted), Op reis (Travelling), Vakantie forum and Reizen wereldwijd (Vacation Forum and Travel Worldwide).

The analysis of the dataset has been performed with help of the statistical analysis program SPSS. Interpreting the statistical data obtained via Qualtrics can be done in various ways. Each formulated question generates data that corresponds with a certain method of measurement. The four levels of measurement scales defined by Stevens (1946) are nominal, ordinal, interval, and ratio. Existing literature defines which levels of measurement are appropriate for each type of data analysis. In this study the gathered data has been measured using descriptive data, crosstabulations, the point biserial correlation coefficient (the mathematical equivalent of Pearson correlation), Spearman’s rank correlation coefficient, chi-squared test, and regression analysis.

Findings

Socio-Demographics

Among the 414 valid respondents, the gender distribution has been determined to be unequally divided. While 66,7% (n = 276) of respondents stated to be female, 32,6% (n = 135) of respondents were classified as male. In addition, 0,7% (n = 3) of respondents mentioned that they identify with another gender. In terms of age distribution, see Figure 1, the largest age category 45-54 accounts for 25,4% (n = 105) of the total respondent. The second biggest age category is 18-24 with 19,1% (n = 79), followed by 55-64 with 18,4% (n = 76) and 25-34 with 15% (n = 62). After that, the age category of 35-44 accounts for 14,3% (n = 59) followed by 65-74 with 7,5% (n = 31) of all respondents. The smallest age category is respondents with the age of 75 and above with 0,5% (n = 2).



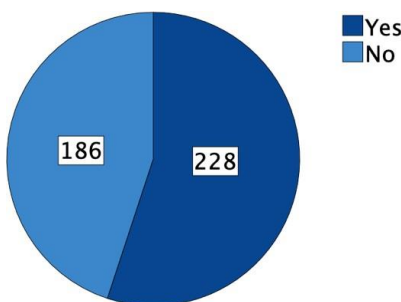
The educational division among respondents is based on the highest obtained degree. The vast majority of respondents, 41,5% (n = 172), state to have obtained a bachelor’s degree (either applied

or academic). The second biggest group contains people who have completed a senior secondary vocational education with 28,7% (n = 119). Following, 18,4% (n = 76) of respondents have obtained their master's degree (either applied or academic), and 7,7% (n = 32) completed their secondary education. In addition, 1% (n = 4) of respondents have completed their secondary education and 0,7% (n = 3) state to have obtained a Ph.D. Respondents were asked to specify their working situation with predetermined categories and the possibility to state another option. The largest category is the group of respondents that work full-time with 43,2% (n = 179). Furthermore, the second-largest category comprises 24,3% (n = 100) of respondents who state to work part-time. Following this group, 10,9% (n = 45) of respondents specify being a student, while 8% (n = 33) express being retired. In addition, 5,8% (n = 24) of respondents state working on a freelance basis and 2,7% (n = 11) specify not being able to work. A relatively small portion of respondents, 1,7% (n = 7) state to not have a job but are looking for work, and 1% (n = 4) of respondents specify not having a job but are not looking for work. The remaining 2,7% (n = 11) of respondents stated to not fit the established categories.

In terms of household income, 28% (n = 116) of respondents make up the biggest group and would prefer not to specify their situation. The second largest group consists of 23,9% (n = 99) of respondents who stated to have a household income of €60.001 or higher, followed by 11,8% (n = 49) of respondents within the group €30.001 - €40.000. Furthermore, the category of €40.001 - €50.000 makes up 9,4% (n = 39) of respondents, and 8,5% (n = 35) of respondents belong to the income category of €20.001 - €30.000. In addition, 6,5% (n = 27) of respondents declared to be in income category €50.001- €60.000, and 6,3% (n = 26) specify to fit into the category of €0 - €10.000. The smallest group of respondents consists of 5,6% (n = 23) of the total, which fit the income category between €10.001 and €20.000.

A total of 41,1% (n = 170) of the respondents state to be married, which means that this is the largest group in the marital status division. The second biggest group consists of 26,1% (n = 108) of the respondents and specifies that they are single. Furthermore, 14,5% (n = 60) respondents make up the group that live together, while 12,6% (n = 52) states to be in a relationship. The respondents with a registered partnership make up 3,4% (n = 14) of the sample group and 1,7% (n = 7) specify to be widowed. The greater part of all respondents, 55,1% (n = 228), stated to have children, while the other 44,9% (n = 186) does not have children. Of all age divisions, 50,9% (n = 145) of respondents' children belong to the ages of 18 and above. The second largest group is 19,6% (n = 56) and consists of children between the ages of 13 and 17. Furthermore, 16,8% (n = 48) of the children make up the age category of 6 until 12 years old. Lastly, 12,6% (n = 36) belong to children within the age category of 0 until 5 years of age.

Figure 2. The Respondents who Have Children



Travel Behavior

The respondents were asked to pick which aspects were of importance when booking a holiday? The corresponding question in the survey gave the respondents the ability to choose multiple aspects of importance, which results in a total of 2629 responses divided over the aspects. Among respondents, 13,2% (n = 348) think that the most important aspect when booking is the weather, followed by price with 11,2% (n = 294), sights with 9,2% (n = 241), safety with 9,1% (n = 240) and culture with 8,7% (n = 230). The factor that was chosen the least was events with 0,4% (n = 10). Among the 1,5% (n = 40) of respondents that chose to specify other aspects when booking, the importance of diving possibilities has been often mentioned. Another element of interest is to what extent taking children on vacation influences the booking behavior of the sample. Of the mentioned 228 respondents with children, the majority take their children with them on vacation with 62,3% (n = 142). The group that does not take their children on vacation makes up the remaining 37,7% (n = 86) of respondents.

To find out if the aspects of importance when booking a vacation differ when children usually travel with the respondent, the variables have been compared. This data displays that the division of important aspects differs in terms of safety, relaxation, and the beach. Although weather and price remain the most important aspects, the mentioned aspects have been rated higher among respondents with children than among all respondents. Among respondents with children, 59,9% (n = 85) mentions valuing the importance of safety, compared to 58% (n = 240) of all respondents. In addition, relaxation accounts for 9,5% (n = 83) of all mentioned aspects when children are involved, compared to 7,9% (n = 208) among all respondents. When comparing gender to the same aspects, men seem to perceive safety slightly more important than women with 59,3% (n = 80) instead of 57,2% (n = 158). Furthermore, women seem to value culture more with 60,9% (n = 168) stating its importance compared to 45,2% (n = 61) of men. In terms of nature, men tend to value this aspect more with 57,8% (n = 78) compared to 49,7% (n = 137).

Information Sources

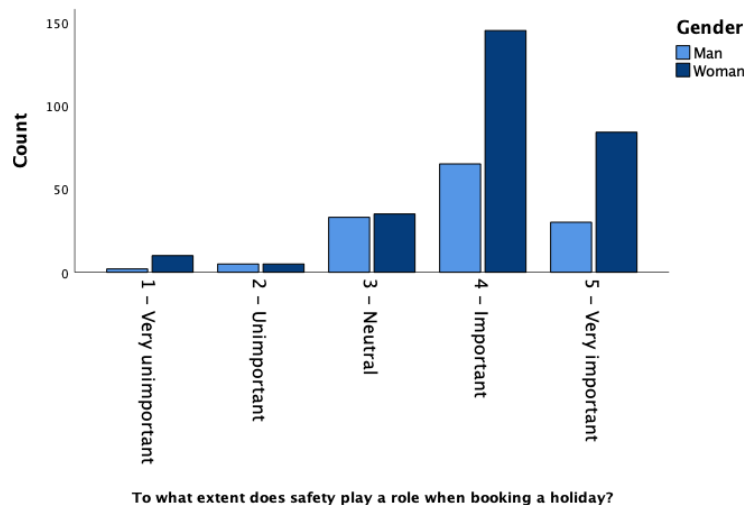
Respondents were asked to select the sources they would deem as most trustworthy in their opinion. The most reliable source of information for most respondents seems to be the opinion of friends, family, and acquaintances, as it accounts for 22,2% (n = 254) of the cases. This is followed by the Ministry of Foreign Affairs with 20,1% (n = 230) and internet pages with 18,9% (n = 216). The sources that respondents seem to view as least trustworthy are television programs with 3% (n = 34) and magazines with 2,1% (n = 24). In addition, the majority of respondents, 92,8% (n = 384) seemed to choose between 1 and 4 sources when choosing reliable sources.

Not only is the trustworthiness of information sources of significance, but also the actual use of sources. Respondents were asked to select which information sources are being used when determining the safety of a certain destination. This resulted in most of the respondents stating to use the travel advisory of the Ministry of Foreign Affairs with 22,6% (n = 260). 20,6% (n = 255) of respondents mention keeping up with the news as a means to determine safety. Thirdly, the advice of friends, family, and acquaintances is regarded as a useful source by 15,7% (n = 194). One percent of the respondents (n = 12) states not to be concerned with determining the safety of information sources.

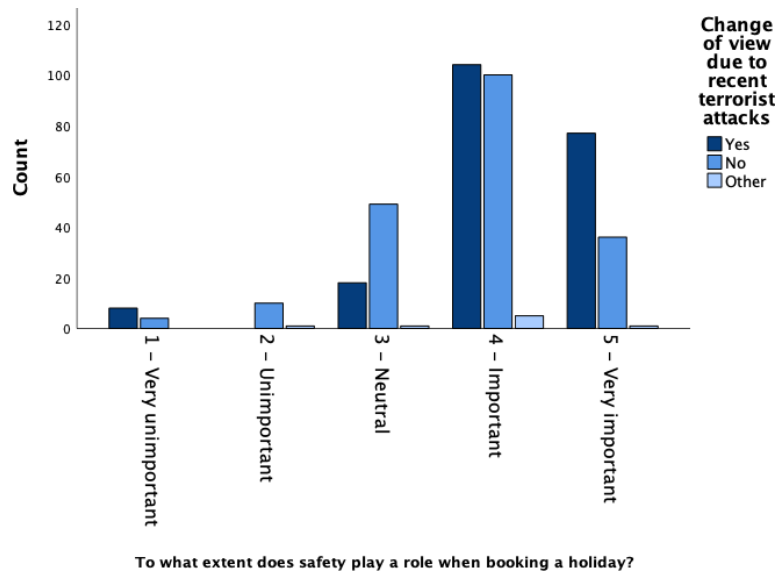
Safety

The respondents were asked, “To what extent does safety play a role when booking a holiday?”. The respondents who state that the degree of safety is unimportant, make up a small portion of the total sample size. Only 2,7% (n = 11) of respondents state to find safety unimportant, and 2,9% (n = 12) express that safety is very unimportant. Over half of the respondents, 50,5% (n = 209) declare that safety is important when booking a holiday, while 27,5% (n = 114) find it very important. The remaining 16,4% (n = 68) of the respondents reveal to have a neutral attitude toward the importance of safety. In terms of division of gender, it can be said that women generally value safety when booking slightly higher than men. The mean of women’s responses is 4.03, whereas the mean of men’s is 3.86. The number of men and women that find the safety of importance of booking almost perfectly aligns with the division of gender among the sample group, since 68,4% (n = 143) of women chose this option, whereas men make up 31.1% (n = 65). One observation is that 3,6% (n = 10) of the respondents who state that safety is very unimportant consist of women. In addition, proportionally more men than women tend to have a neutral attitude towards the importance of safety when booking, since 24,4% (n = 33) of men choose this option compared to only 12,7% (n = 35) of women.

Figure 3. Importance of Safety When Booking per Gender



The importance of safety when booking a holiday compared to whether respondents travel with children shows a positive weak correlation according to Pearson ($r = -.122$ $p = .045$). The correlation is significant at a .05 level in a 2-tailed test. The variables show a weak association that travels in opposite directions. This means that when respondents take their children with them on holiday, the importance of safety when booking tends to increase. Besides the importance of safety when booking a holiday, respondents were asked if recent terrorist attacks have changed their view on safety. Half of the respondents mention that their perception of safety has changed because of recent terrorist attacks 50% (n = 207). The respondents that do not think that their safety perception has changed make up 48,1% (n = 199). The other 1,9% (n = 8) specified their opinion under the option other. However, of the respondents that state to have no change of view, 24,6% (n = 49) have a neutral attitude towards the role of safety when booking a holiday compared to only 8,7% (n = 18) that do have a change of view.

Figure 4. Importance of Safety per Change of View due to Recent Terrorist Attacks

Travel Behavior After Terrorist Attacks

The respondents were asked to specify if their travel behavior has been influenced by recent terror attacks. Over one-third of the respondents, 36,2% (n = 150), state that terror attacks have impacted their travel behavior. A total of 60,9% of respondents specify that recent attacks have no impact, while 2,9% chose to indicate their opinion with the option other. Of 150 respondents who have experienced a change in travel behavior because of terror attacks, reasons for this behavioral change have been specified. The first two reasons share the same percentage, as 52% (n = 78) state visit the country once the Ministry of Foreign Affairs allows it, and the respondents are more aware of their safety (and others) during traveling. In addition, 48% (n = 72) of respondents that experienced a change in travel behavior would only travel once they estimate the country as safe enough for travel. The respondents that would temporarily avoid traveling to the direct area where terrorism took place are 34,6% (n = 52). However, 22% (n = 33) state to avoid these areas without the specification of this being temporary. Finally, 22,6% of respondents would avoid countries where terrorism took place and would avoid traveling to Islamic countries.

Impacts of Terrorism

To determine if respondents would feel safer traveling to a country that has been affected by terrorism if they have PTE to that destination, the following statement has been established “I would feel safer visiting a country affected by terrorism if I have visited this country before”. The results state that 43.7% (n = 181) of respondents agree, followed by 24.2% (n = 100) of respondents that have a neutral opinion. The respondents that disagree make up 21% (n = 87), whereas strongly disagree and strongly agree to make up 5.6% (n = 23) of respondents. As the majority of respondents would feel safer with PTE, it could be stated that it is likely that PTE positively impacts visiting a post-conflict destination.

The majority of the sample shows agreement with the statement “My trip would be negatively affected if Egypt were hit by a terrorist attack during my holiday in that country”. The largest

group of respondents belongs to the 35.7% ($n = 148$) that strongly agree with the given statement, followed by 35% (145) that agree. Following, the group that states to have a neutral opinion on the statement consists of 69 respondents (16.7%). However, 7.7% ($n = 32$) of the respondents disagree with the statement, whereas 4.8% ($n = 20$) even strongly disagree. Among the demographic variables, the highest level of a finished education, age, and traveling with children variables show associations with the statement. All the associations prove to have weak correlations which prove to be significant at a 0.01 level. The correlation between taking children on holiday and the given statement shows that it becomes more likely that the trip would be negatively affected by terrorism ($r = -.227, p = <.001$). In terms of age, both variables are moving towards each other, which means that the age of respondents is likely to increase as the trip would be negatively affected by terrorism during a holiday in Egypt ($r = -.252, p = <.001$). The level of finished education is likely to become higher as respondents would be negatively affected by terrorism during their holidays ($r = .155, p = .002$).

Risk Perception of Traveling to Egypt

To determine how current travel advisories influence (potential) Dutch travelers, the respondents were asked to specify their opinion on the statement “because the Ministry of Foreign Affairs labels Egypt with an orange to red travel advice, I will currently not consider traveling to this destination”. More than one-third, 35% ($n = 145$), of the respondents agree with this statement. After that, 26.8% ($n = 111$) indicates to strongly agree with the statement, followed by 14% ($n = 14$) completely disagreeing and 12.8% ($n = 53$) disagreeing. The option which has been chosen the least amount of times accounts for 11.4% ($n = 47$) of the respondents. This means that over half of the respondents would agree not to consider traveling to Egypt due to the current travel advisory from the Dutch Ministry of Foreign Affairs.

A negative moderate correlation, of significance at 0.01 level, has been established between the statement about the current travel advisory of Egypt and the consideration of the destination and the safety perception of Egypt. The inverse relationship between variables indicates that as respondents agree with the statement, meaning they would not consider Egypt under current circumstances, the safety of Egypt is perceived negatively ($r = -.536, p = <.001$). In terms of age distribution, a positive correlation of weak nature has been determined ($r = .169, p = <.001$). This means that respondents of a higher age are more likely to perceive Egypt as a safe country. The highest finished level of education, on the other hand, shows a weak negative correlation with the safety perception of Egypt ($r = -.127, p = .010$).

The likelihood of (re)considering Egypt as a holiday destination is only strengthened by the safety perception ($r = .630, p = <.001$). The moderate to strong correlation is significant at a 0.01 level and suggests that as the safety of Egypt is perceived as positive, the likelihood of (re)considering Egypt increases. The current travel advisory of the Dutch Ministry of Foreign Affairs shows a significant negative association with the level of comfort to travel to Egypt within 12 months ($r = -.582, p = <.001$). This means that as respondents would not travel to Egypt due to the current travel advisory, their likelihood of traveling to Egypt within 12 months decreases.

Past Travel Experience

Out of the 414 respondents that filled in the survey, 58.7% (n = 243) stated to have visited Egypt before. The remaining 41.3% (n = 171) of respondents have never been to Egypt. Of the 243 respondents that have been to Egypt, 61.3% state to have visited Egypt 3 or more times. Almost one-fourth of respondents 23.9% (n = 58) have visited Egypt only once, whereas 14.8% (n = 36) have visited Egypt twice. An association can be found between whether respondents have or have not visited Egypt before and how the safety in Egypt is perceived ($r = -.318, p = <.001$). The moderate negative correlation between these two variables proves to be significant at a 0.01 level. This means that as respondents have visited Egypt before, it becomes more likely that they perceive Egypt to be safer than the respondents who have not visited Egypt before (see Table 1).

Table 1. Correlation Between Past Travel Experience to Egypt per Safety Perception of Egypt

Items	Correlation Coefficient	Sig. (2-tailed)	N
How many often have you visited Egypt	1.000	<.001	243
How (un)safe does Egypt seem	.444**	<.001	243
	1.000		

Note. ** correlation is significant at the 0.01 level (2-tailed)

Another association can be found between whether respondents have visited Egypt before and their level of comfort to travel to Egypt within 12 months. The weak to moderate correlation means that respondents who have visited Egypt before, are more likely to feel comfortable traveling to Egypt within 12 months ($r = -.359, p = <.001$) (see Table 2). Moreover, it becomes more likely that a respondent who has visited Egypt before perceives the destination to be more attractive than ones who have not visited Egypt, as a weak correlation has been found between both variables ($r = -.265, p = <.001$).

Table 2. Correlation Between Past Travel Experience to Egypt x Traveling Within 12 Months

Items	Correlation Coefficient	Sig. (2-tailed)	N
How comfortable do you feel to travel to Egypt in the next 12 months	1.000	<.001	243
If so, how many times have you visited Egypt	.431**	<.001	243
	1.000		

Note. ** correlation is significant at the 0.01 level (2-tailed)

Discussion

Several studies show that whether children are involved in travel, there could influence factors such as travel behavior and risk perception (Isaac & Velden, 2018; Liu et al., 2016; Roehl & Fesenmaier, 1992). Findings from this research state that (potential) Dutch tourists are less likely to take risks when traveling with children. On the other hand, the level of comfort to travel to Egypt is likely bound to decrease when children are taken on holiday. In terms of traveling with a fully or partially negative travel advisory, (potential) travelers are less likely to take the chance when children are joining them during traveling. When a destination is lacking in perceived safety, it becomes more likely that tourists are bound to avoid this destination (Kozak et al., 2007; Seabra et al., 2018). Although the majority of (potential) Dutch tourists specify that their travel behavior has not been influenced by recent terror attacks, the majority declare that safety is of importance

when booking a holiday. Half of the sample group even states that their perception of safety has changed because of recent terrorist attacks.

At the conduction of the study, Egypt receives an orange and red color code from the Dutch Ministry of Foreign Affairs. This means that travelers are urged to only travel when necessary and that certain areas within Egypt are strongly advised against visiting. This means that Egypt currently could be seen as a destination that could be perceived as unsafe. The results from the questionnaire imply that the majority of the sample size has not visited a destination that could be perceived as unsafe within their social circle. In addition, a correlation has been found between gender and whether perceived unsafe destinations have been visited. Based on these findings, women are less likely to have visited a destination that could be perceived by others.

Although most people within the sample size state to have a neutral perception of Egypt's safety, the majority of remaining respondents would perceive Egypt to be safe. Despite this, over half of the sample size would not consider traveling to Egypt due to the current travel advisory of the Dutch Ministry of Foreign Affairs. A correlation performance shows that the likelihood of (re)considering Egypt as a holiday destination is increased as the safety of Egypt is perceived as positive. In addition, past travel experience to Egypt finds a significant correlation with how the safety of Egypt is perceived. Because the majority of the sample size states to feel safer visiting a country affected by terrorism if the country has been visited before, it could be concluded that it is likely that PTE positively influences whether Egypt will be visited again. Most studies admit the impact of PTE on tourists' risk perceptions and travel behaviors (Kozak et al., 2007; Liu et al., 2016; Ritchie et al., 2017), stressing that tourists feel more familiar, and confident with a destination that they have visited before due to the experience they collected.

The conceptual framework of the tourism decision-making process states that a destination image is gained from external sources. Among the information sources the (potential) Dutch tourists use to determine the safety of a destination, the travel advisory of the Ministry of Foreign Affairs has been chosen most frequently. This is in line with the study conducted by Isaac and Velden (2018). In addition, keeping up with the news and the advice of friends, family and acquaintances are deemed to be useful sources. A correlation performance between the use of sources and the reliability of sources shows that it becomes more likely that a source is being used when determining the safety of the source is perceived to be reliable.

Conclusions

This study aims to analyze how terrorism influences the risk perception and travel behavior of (potential) Dutch tourists toward Egypt. In terms of (re)considering Egypt as a destination, the experience or advice from friends, family, and acquaintances shows a correlation. This means that as (potential) Dutch tourists make use of this source of information, it becomes more likely that Egypt is to be (re)considered. The opposite effect has been found when the news is used as an information source, implying that keeping up with the news negatively impacts the likelihood of (re)considering Egypt. The likelihood of showing a higher level of comfort visiting Egypt within 12 months increases when own travel experience is being used to determine the safety of a destination.

The travel advisory of the Ministry of Foreign Affairs is the most used information source to

determine the safety of a destination. However, the percentage of (potential) Dutch tourists who state to trust the information provided by the travel advisory is lower. This could imply that even though the information provided by the travel advisory is taken into account, it might not be considered trustworthy in every case. Nevertheless, (potential) Dutch tourists are generally not likely to visit a destination that has fully negative travel. The likelihood of people listening to the travel advisory increases when it is stated that this source is used to determine the safety of a destination. In terms of a partially negative travel advisory, the majority of the sample group would consider traveling under these circumstances. Whether (potential) Dutch tourists use the travel advisory does not seem to influence the likelihood of listening to the Ministry of Foreign Affairs, when it concerns a partially negative advisory. While gender shows no association with the likelihood of traveling to a destination with a fully negative advisory, there is an association to be found with a partially negative advisory. In addition, tourists traveling with children are less likely to visit a destination with either a fully or partially negative advisory.

The likelihood of visiting a destination with either fully or partially negative travel advice shows a significant association with the importance of safety. This means that as the importance of safety rises, it becomes less likely that traveling would be considered under fully or partially negative travel advice. In addition, of the people who have experienced a change in travel behavior because of terror attacks, the majority of this group would only visit a country again once the Ministry of Foreign Affairs allows it. Whether (potential) Dutch tourists have visited destinations that could be perceived as unsafe, becomes less likely as respondents choose to avoid traveling to destinations that have a fully or partially negative travel advisory. Furthermore, the level of comfort to visit Egypt within 12 months shows a negative association with whether the travel advisory is being used to determine the safety of a certain destination. This means that an increase in use would likely result in (potential) Dutch tourists not considering traveling to Egypt within 12 months. These findings could imply that the travel advisory weights how Egypt is being perceived in terms of safety.

The findings state that it is more likely that older people would consider traveling under current circumstances more often than younger people. This finding is also in line with the safety perception of Egypt, as (potential) Dutch travelers of higher age are more likely to perceive Egypt as a safe country. The age of the travelers is also likely to affect the time they would wait until they would (re)visit a country affected by terrorism. The correlation indicates that as (potential) Dutch tourists are younger, it becomes more likely that they would wait longer to visit the country post-conflict.

All the findings surrounding age could imply that lower levels of risk perception of Egypt among Dutch tourists are found when there is an increase in age. Higher levels of education are associated with the likelihood that the comfort to travel to Egypt decreases. In addition, the level of education shows a correlation with the safety perception of Egypt. As (potential) Dutch travelers show a higher level of a finished education, the safety of Egypt is likely to be perceived as lower. Within the findings of this research, women were less likely to visit destinations that could be perceived as unsafe by others. However, when comparing which aspects are of importance when booking a holiday, more men than women state the importance of safety.

Theoretical and Practical Implications

This research contributes to fulfilling intriguing gaps in the literature on the impacts of terrorism on risk perception and travel behavior of the Dutch market. To the best of the author's knowledge, this paper is the first on the impacts of terrorism on the risk perception and travel behavior in the Dutch market. Therefore, this study has set the first step in closing this gap in the literature. Companies such as EgyptAir have included the Dutch market in their marketing plans (Egypt Today, 2018). To further foster Egypt's tourism flows back to health by attracting more Dutch tourists, it was vital to determine the risk perception of the Dutch market regarding Egypt since this influences travel behavior and their attitudes towards Egypt as a holiday destination.

To foster tourism in Egypt back to steady tourism flows, Egyptian stakeholders such as the Egyptian government, travel agencies, and DMOs could use the findings from this research to gain a better insight into the Dutch market. The determined issues in safety perception could be of importance to the Egyptian government to combat the current perceived image by making security a priority. Not only would this promote better tourist flows, but it would also ensure the safety of inhabitants. Egypt must pay attention to the country's image as a safe destination. The reality of having a safe destination for travelers may not translate into positive perceptions about the same place since the image is so subjective (MacKay & Fesenmaier, 1997). The Egyptian government could consider national branding strategies, but also preventative measures to ensure safety within the country. When Egyptian marketers appreciate how Dutch consumers react to safety, and risk perceptions regarding terrorism, they can create a more effective marketing campaign to influence consumers' expectations and decision-makers. Examples of branding strategy could include intensified marketing, discounting of airfares, and efforts to favorably influence media coverage. The Egypt government should offer reassurance regarding safety and security.

Conducting press conferences, sending out press releases, responding to journalists after the crisis, and informing them about upcoming events. This strategy also includes fam-trips for journalists organized by a country's DMOs after the crisis. Egypt can also invite travel writers and journalists from the Netherlands and participate in press trips. Finally, Egypt can host sports and cultural events. Spotlight events focus the media's attention on a particular location for a short, such as the cultural attractions of the Pyramids, allowing Egypt to promote certain chosen images that can be used to advance a risky image, create positive news, and shift international media attention from a negative to a positive representation of the country. Furthermore, the government could take it upon themselves to sufficiently address points of concern among foreigners by providing information on the status quo in Egypt. Travel agencies in Egypt could use the findings from this research to gain a better understanding of the Dutch market. DMOs could also use the insights from this study to determine how the Dutch market should be addressed within marketing campaigns. An example could be laying focus on children-friendly vacationing, as this seems to be a point of interest within the Dutch market.

Limitations and Future Research

Even though the number of respondents is representative of the population according to the calculated sample size, the first limitation of this research relates to the demographic distribution of the sample size. The results from this research have a potential bias because of disproportionate numbers in gender and age. For instance, females account for 66.7% of the respondents, whereas

males make up 32.6% of the sample size. The results indicate that terrorism does have an impact on the risk perception and travel behavior of the Dutch market. This, however, impacts the likelihood of (potential) Dutch tourists considering Egypt as a destination. Accordingly, future research could consider exploring which factors cause the correlations to take place, as correlation does not necessarily imply causation. A future study could also focus on crisis management and recovery marketing. As Heath (1998, p. 26) states “crisis management is as much about dealing with human perceptions about the crisis as it is about physically resolving the crisis.”

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