Evaluating the Relationship between Socio-demographic Variables, Travel Experience and Probability to return to Destination

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EVALUATING THE RELATIONSHIP BETWEEN THE SOCIO-DEMOGRAPHIC VARIABES, TRAVEL EXPERIENCE AND THE PROBABIIITY TO RETURN TO DESTINTATION THE CASE OF FRENCH TOURISTS IN EGYPT

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This exploratory study was conducted in order to investigate the impact of socio-demographic variables "age, sex, familial situation, qualification, profession, income per capita", travel characteristics and levels of satisfaction concerning the quality of tourist services offered to French travellers to Egypt, the prices and security in Egypt on the probability to return to Egypt in the future in period of chocks represented in the periods following the Sharm el-Sheikh attacks, Dahab attacks and during the aviant flu epidemic crisis which hit Egypt. This probability was estimated using the probit model.

Keywords: *socio-demographic variables, satisfaction, quality, prices, security, crisis.*

INTRODUCTION

Consumers, when they purchase tourism products and services, demonstrate a high level of involvement in the process of purchase and high levels of commitment. The nature of tourism, characterized by intangibility, means it cannot be seen, tasted or smelled before purchase. It is also characterized by heterogeneity "i.e. it is difficult for the tourism supplier to give the same level of service at every consumption time". It will be very difficult for the consumer to judge the potential quality of the experience they will gain when they purchase the tourism product.

It is apparent that the tourist product is complex. Goodall (1991) notes that "holidays comprise bundles of attributes": destination, accommodation type, travel mode, activities, etc. The product ranges from inclusive tours with one price for the composite commodity to

holidays arranged by individuals where all the different elements such as travel, catering and accommodation are priced separately (Swarbrooke and Horner, 1999).

The intangible nature of tourism products and services means that the consumer can often have high levels of insecurity during purchase. He cannot try out the product or service before purchase and will therefore be looking around for reassurance about their choices. This will mean that their behaviour patterns will be very complex and will probably involve many people. The individual may take advice from his friends, family and travel agent, for example, before making the decision to travel (Swarbrooke and Horner, 1999).

Sonmez and Graefe (1988) found that perceptions of risk or safety concerns are of paramount importance in the decision-making process of tourists since they can alter rational decision-making as it pertains to travel modes and choice of a destination (Floyd, *et al.*, 2003).

Sonmez and Graefe (1998) demonstrated a tangible link between attitudes and behaviour for the travelling public in terms of the destinations they ultimately choose. For example, their study found that risk perception level was a strong predictor for travel decision-making (Lovelock, 2003).

The inherently logical connection between past travel experience and future travel behaviour has not been studied widely, put past travel experience has been found to influence future behavioural intentions. Mazursky (1989) stated that future travel is influenced not only by the extent but also by the nature of past travel experience and even suggested that personal experience may exert more influence on travel decisions than information acquired from external sources. Therefore, it can be inferred that personal experience with travel in general or a destination in particular can affect risk or safety perceptions, which in turn can influence the likelihood of future travel and the desire to avoid that destination (Sonmez and Graefe, 1998).

Oliver (1981) believes that consumer satisfaction is a mental comparison between the actual outcomes of a service and the perceived outcomes. If the outcomes are congruent with the expected outcomes, then satisfaction is achieved (Curie and Gagnon, 1999).

Satisfaction or dissatisfaction with a previous experience is crucial because it may affect expectations for the next purchase and thus influence customer retention or motivate consideration of switching "brands"; this means that favourable perceptions and attitudes are potentially important; note that the impact of satisfaction on repeat business and customer loyalty is not the same for all industries.

Satisfying the consumer in tourism is important for three main reasons, namely:

1- It leads to positive word of mouth recommendation of the product to friends and relatives, which, in turn, brings in new customers;

2- Creating a repeated customer by satisfying them with their first use of the product brings a steady source of income with no need for extra marketing expenditure;

3- Dealing with complaints is expensive, time-consuming and bad for the organization's reputation (Swarbrooke and Horner, 1999).

The aim of this study is to estimate the effect of terrorist attack on the Egyptian tourism after

Sharm-el-Sheikh and Dahab attacks in addition to the crisis of the aviant flu epidemic.

Two murderous events have been produced in Egypt during the period July 2005 to April 2006.

First, three bombs exploded in Sharm El-sheikh, which committed on July 23, 2005, at the tip of the Sinai Peninsula, killing 67, including one American. Hundreds of Egyptians and a number of foreign tourists were also injured as a result of the blasts.

One vehicle penetrated security positions along the driveway of a hotel and detonated in the lobby area. Another vehicle-borne improvised explosive device "VBIED" exploded on a street in the old section of Sharm El-Sheikh. A third bomb was concealed in a bag that exploded in a pedestrian area frequented by tourists. There was no evidence these attacks were directed at Americans, but they were widely regarded as targeting the Egyptian tourism industry.

In material terms there were damages in two hotels, various commercial establishments, a bus station, and several private vehicles. The destination has 132 hotel establishments with a total capacity of 30,000 beds. The initial reaction of some tourists was to go home. But as was the case on previous occasions, a significant part decided not to leave the destination and there continued to be new arrivals and bookings.

Second, five suicide bomb attacks hit the Sinai Peninsula in late April, 2006, three rocked the Southern Sinai resort of Dahab on April 24, 2006 and two occurred at Al-Gurah in North Sinai on April 26.

The Dahab bombing killed 20 people, including six foreigners, and injured some 90 others, among them 27 foreigners, while the Al - Gurah bombing killed no one but the two bombers themselves.

The Dahab Attacks came less then a week following Cairo's claim of having dismantled yet another obscure terrorist organization called al Ta'

efa al - Mansoura" the victorious sect". This group was reported to be planning a series of attacks against tourist sites and energy infrastructure.

The latest bombings were followed by Twin suicide attacks targeting members of the multinational force and observers "MFO" peacekeeping mission near the "MFO" base in the town of Al-Gura, approximately 15 miles west of Gaza. The "MFO" was established following the 1979 Gamp David Accords. The first attacker ran in front of a passing vehicle carrying Egyptian police and MFO officers. The second attacker rode a bicycle and detonated a bomb he was carrying after Egyptian police rushed to the scene following the initial attack. In both instances, only the bombers were killed.

Two of Europe's biggest travel agencies, TUI and Thomas Cook, said only a handful of holidaymakers cancelled trips after the Dahab blasts.

TUI which sent around 700,000 tourists to Egypt in 2004/2005, said that even if there was an impact from Dahab, things would probably return to normal in a few weeks or so.

A self-administered questionnaire was distributed on a random basis and collected from French tourists visited Egypt at different places "Cairo airport, El Ahram Region, on plane "Egypt Air", Hotel Mercure, hotel Aton At El Menia City".

This research investigates French tourist behaviour in period of risky situations. This study was conducted in the Egyptian tourist destination. The objective is to apply the non-compensatory model, through three determinants, which could form the experience of respondents, which are as follows:

o   Evaluation of prices' levels of Egyptian tourist services during their trips in Egypt.

o   Evaluation of satisfaction's level of Egyptian tourist services during their trips in Egypt.

o   Evaluation of safety and security's level in Egypt.

In fact, these three variables are selected to be the main determinants of the decision making of revisiting Egypt in the future. In this case, the researcher doesn't compare between two tourist destinations according to preferences of respondents according to some attributes, but the researcher adapt these models in order to serve the subject of the study which treats only one destination "Egypt", and considered that the intention to return to Egypt in the future is a result of his experience which could be evaluated through these three determinants. In fact, according to this model, the consumer put a minimum limit to accept the

product; therefore, the products, which do not exceed this limit, will be eliminated automatically.

In this case the model predicts that the consumer will not give up in the process of purchase any mark which really satisfying him. In other words, this model is characterized by a process of elimination. The tourist establishes a list of criteria without arranging them, but for each criterion, he fixes a threshold to determine whether he will accept the product or not.

So, we want to evaluate the tourist behaviour before visiting Egypt in periods of risk and crises. In fact, four questions were used to serve this purpose, the first one is related means of reservation, the second, is related to with whom tourists came to Egypt, the third is related to sources of information used and the fourth one concerns their motivations.

The sample and variables

The questions posed to respondents are given in the appendix C. The first wave of the survey was during November- December 2005, after the terrorist attacks of Sharm el-Sheikh which committed on July 23, 2005. The second wave of this survey was about 21 days after the Dahab attacks.

The population consisted of French tourists visited Egypt during the periods "November-December 2005" and "May-June 2006". A total 134 randomly selected from different places in Egypt as mentioned at the beginning. Only 112 questionnaires are valid. During the first wave of the survey, questionnaires were distributed and collected by the researcher. During the second wave of it, the rest questionnaires were distributed by tourist professionals "tour guides, personnel at hotel Mercure and Atone at El Menia city".

The survey instrument consisted of three sections; the first one measures surveyed profile (socio-demographic characteristics), purposes of their visit to Egypt, their preferred modes and classes of accommodations, and their length of stay; the second one measures tourist behaviour before visiting Egypt: Sources of information used to be informed about Egypt, modes of reservation "travel agency, internet, other" and with whom tourists visited Egypt. Finally the third one measures individuals' perceptions of levels of satisfaction related to quality of tourist services offered during the trip in Egypt, their prices and the feeling of safety and security in Egypt

Profile of respondents

Table 1 gives some descriptive statistics about socio-demographic and economic variables. One counts more women than men having answered the questionnaire**.** One person out of two is married "or lives with somebody". Hardly 5% of the French travellers of stay in Egypt are without diploma. More than 4 individuals out of 5 are at least titular of baccalaureat. The people travelling abroad are thus rather graduate.

Table 1. Descriptive statistics about socio-demographic variables

	Number	Percent
Sex		
Female	59	52.7
Male	53	47.3
Age		
Less than 36 years old	31	27.7
Between 36 and 45 years old	28	25.0
Between 46 and 55 years old	23	20.5
More than 55 years old	30	26.8
Familial situation		
Bachelor	28	25.0
Married – concubain	59	52.7
Widow – divorced	25	22.3
Qualification		
Without diploma	6	5.4
Bac ; bac+2	44	39.3
Bac+3 ; bac+4 ; bac+5	35	31.2
PhD, Post Doc	16	14.3
Other diploma	11	9.8

Table 2 gives some descriptive statistics about professional variables. Persons belonging to the superior class, the heads of enterprises, the workers and the employees are those who travel more than other categories. One can note that one person out of three is out of labour force.

Table 2. Descriptive statistics about professional variables

	Number	Percent
Income (in 1000 €)		
Less than 10	18	16.1
Between 10 and 20	28	25.0
Between 20 and 27	18	16.1
Between 27 and 40	20	17.8
More than 40	18	16.1
No answer	10	8.9
Professional status		
Worker – employee	30	26.8
Artisan – commercant – farmer	11	9.8
Liberal profession	6	5.4
Superior cadre – chef of a company	29	25.9
Out-of-labour force	36	32.1

Table 3 gives some statistics concerning their trips in Egypt. French being in Egypt and having answered the questionnaire prepared their trips with the assistance of a travel agency "60%".

Nearly 39% of the holiday makers having come for cultural tourism. Generally, these French do not travel alone. They are accompanied by friends, member of the family or came with a group "organized trips or inclusive tours".

The average lengths of stay are in the most cases one or two weeks and the occupied hotels are rather luxurious "70% stay in four or five stars hotels". The sources of information the most used are the travel agencies, internet and the friends. One finds then the television and the offices of tourism.

It is seen well that the individuals have between 2 and 4 sources of information.

This means that respondents before travelling to Egypt used at least two or more sources of information in order to travel to Egypt. One could say that there was not a very extensive search of information. Moutinho (1987) defined information seeking as the "expressed need to consult various sources prior to making a purchase decision". This definition identified three major factors emphasized in the tourism information seeking literature; motives, determinants and sources, the individual's primary motive for seeking information in the course of travel planning is to enhance the quality of the trip (Fodness and Brian, 1997).

Table 3. Descriptive statistics about travel

	Number	Percent
Go back to Egypt		
Yes	74	66.1
No	38	33.9
Way of reservation		
Travel agency	67	59.8
Internet	19	17.0
Other	26	23.2
Reason of the travel		
Cultural holiday	43	38.4
Pleasure tourism	38	34
Sportive tourism	3	2.7
Business tourism	11	9.8
Visiting friends	3	2.7
Others reasons	14	12,5
The individual travels		
Alone	27	24.1
With a friend or a family member	32	28.6
With a group of people	40	35.7
other	13	11.6
Duration of the stay		
Less than one week	19	17.0
Between one and two weeks	67	59.8
More than two weeks	26	23.2
Hotel classification		
Less than 4 stars	30	26.8
4 stars	37	33.0
5 stars	41	36.6
Other type of accommodation	4	3.6
Source of information about Egypt		
Travel agency	57	50.9
Internet	66	58.9
Television	35	31.3
Friends	67	60.0
Brochures	21	18.8
Books	24	21.4
Tourism office	34	30.4
Other	40	35.7

In relation to the matter of risk, negative events, active information search can be identified by the threshold value of personal risk acceptance. This is confirmed, on the one hand, by the generally high interest of tourists to be informed about the probability and extent of negative events. Generally, this phase is particularly critical because a far greater amount of alternatives is available to the tourist; smaller well-known events ensure that the products become excluded from further considerations (Glaessar, 2003).

Two French travellers out of three are ready to return to Egypt in the future. These statistics are compatible with the level of satisfaction of the travellers "table 4".

In fact, four respondents out of five are satisfied with their trip; one person out of five is even very satisfied with the stay which he is spending. From the points of views of the customers, the prices of tourist services offered during their trips are reasonable, one individual out of five even perceived that these levels of prices are very low. Lastly, safety does not seem a source of problem for the French tourists in Egypt since nearly seven travellers out of ten found that Egypt is rather safe.

Table 4. Descriptive statistics about satisfaction level

Satisfaction level concerning the travel		
Bad	23	20.5
Good	63	56.3
Very good	26	23.2
Satisfaction level concerning price		
Good	36	32.1
Low	49	43.8
Very low	27	24.1
Satisfaction level concerning security		
Good	76	67.9
Low	17	15.2
Very low	7	6.2
No answer	12	10.7

Relatively low prices, good conditions of trip and absence of apparent insecurity thus let suppose a possible return to Egypt. It is this

probability of return in Egypt which we will measure in the following section.

Econometric analysis of the probability of going back to Egypt

The objective of this research is to measure the probability of returning to Egypt, following a terrorist attack or during the crisis of the epidemic of the aviant flu. Knowing that respondents lived the Experience of travel in Egypt in an actual way. This probability was estimated using the probit model.

A particular attention will be paid to safety. Studies showed that the individuals wishing to travel, personal safety is an important factor in the choice of the destination (Pearce 1988; George 2003; Car 2001b). To measure this probability of returning to Egypt, three types of characteristics were introduced into the model.

The first type of variables is associated with the individuals' characteristics. Glaesser (2003) or Lovelock (2003) showed that a certain number of personal determinants such as the family structure or the social class can influence on the perception of risk and its evaluation and consequently on the choice of destination.

Moreover, Roehl and Fesenmaier (1992) highlight that, according to their characteristics, the individuals do not evaluate all in the same way a risky situation. The risks do not have the same importance according to individuals, the aversion for the risk being different from one individual to another. The personal variables having been introduced into modelling are sex, age, marital status, profession and level of income.

The second type of variables relates to the characteristics of the trip. Money and Crottes (2003) show that the individuals living in countries which are very sensitized to the question of the risk and safety tend to pass by travel agencies. A less risky strategy would be to travel within the framework of organized trips, with groups rather than to travel alone. Their trips would be planned from a long time in advance in order to be well informed about the destination to be visited.

Information such as the mode of reservation, the length of stay, the classification of the reserved hotel and the motivation of travel was introduced into the model.

Lastly, the last type of variables is related to the level of satisfaction in terms of trip and safety. Dimanche and Lepetic (1999) show that perceptions of the risk and the feeling of insecurity during a trip abroad have an influence on the probability of returning to the country.

The degree of safety felt by the tourist during a trip determines his interest for a future travel. Consequently, when a tourist feels not very safe and threatened during his stay, it is not likely to return to this destination. The information considered in this modelling is the perception of the trip and safety during the stay in Egypt.

One can think that the level of satisfaction of the trip plays a fundamental role. Indeed, if the trip previously taken in Egypt is not satisfactory, the probability of returning to Egypt should be weaker.

In spite of the lack of satisfaction, if travel in Egypt takes place within a professional framework, the return to Egypt can be more frequent. One should thus observe that the probability of returning to Egypt is higher as the level of satisfaction is large, that the trip being taken for professional reasons and that the level of safety felt is high.

The analysis was carried out "all things being equal". The results are given in the table 5. These results show that the individuals' characteristics have relatively weak effects on the probability of returning to Egypt.

Sex, income and socio-professional category do not have a significant effect on the probability of returning to travel to Egypt. The single persons and the oldest ones "more than 55 years" have a weaker probability to return to Egypt.

As a whole, the characteristics of travel have an effect on the probability of returning to Egypt. Only the mode of reservation does not have a significant effect on the studied probability. The means of obtaining information about Egypt can have an influence. Those who obtain their information by internet and through books or booklets have a larger probability to return to Egypt than those who are informed by television.

The individuals having requested information from the travel agencies have weaker probabilities to make a trip to Egypt in the future.

Simple descriptive statistics show that there is a correlation between age, motivation of travel, length of stay and persons accompanying the respondents. The individuals having used the travel agencies are primarily those travelling in groups "organized trips, for 95% of them" with the family members or with friends "50%". They came to Egypt for cultural tourism "2 out of 3" and rather of a certain age "6 out of 10 have between 45 and 55 years and 8 out of 10 have more than 55 years".

The probability of not returning to Egypt increases with the length of stay and the number of hotels stars. These two variables are correlated: the individuals staying for a long time in Egypt "at least two weeks" occupy rather luxurious hotels "4 or 5 stars".

Consequently, more the length of stay is long and, more the occupied hotel is comfortable, more the probability of returning to Egypt will be weak. This result could be paradoxical.

But, one can note that motivation of travel to Egypt play a significant role. Having gone to Egypt for cultural tourism and within the framework of the businesses increases the probability of returning to Egypt. The results obtained make it possible to define two great types of travellers.

Table 5. Probability to come back to Egypt

	coefficient	*Standard error*	*t-stat*
Intercept	*4,40*	*1,32*	*3,33*
Familial situation (reference: Bachelor)			
Widow – divorced	*1,79*	*0,58*	*3,06*
Married – concubain	*1,31*	*0,44*	*2,99*
Gender (ref: man)			
Woman	0,38	0,31	1,25
Age (Ref: less than 36 years)			
Between 36 and 45 years	-0,67	0,52	-1,29
Between 46 and 55 years	-0,75	0,50	-1,5
More than 55 years	*-2,03*	*0,63*	*-3,23*
Income	0,00	0,22	-0,02
Source of information about Egypt			
Travel agency	**-0,81**	**0,42**	**-1,92**
Internet	*1,12*	*0,35*	*3,23*
Television	-0,11	0,37	-0,29
Friends	*-0,76*	*0,19*	*-3,92*
Brochure	*0,74*	*0,46*	*1,61*
Books	*0,78*	*0,42*	*1,87*
Tourist office	0,24	0,31	0,78
Others	-0,32	0,37	-0,86

Source of reservation (ref: internet)			
Travel agency	0,80	0,55	1,45
Others	-0,27	0,54	-0,5
Hotel classification	**-0,88**	**0,34**	**-2,61**
Reason of the travel (ref : holidays)			
Cultural	*1,47*	*0,32*	*4,64*
business	*2,40*	*0,89*	*2,71*
Length of Stay	*-0,86*	*0,24*	*-3,65*
Level of satisfaction about security (ref : bad)			
Good	*3,52*	*0,52*	*6,82*
Level of satisfaction about sojourn (ref : bad)			
Good	*1,33*	*0,36*	*3,69*
Very good	*0,63*	*0,39*	*1,6*

Note: Coefficients significance levels: *10 per cent*, **5 per cent** and *1 per cent*.

On the one hand, those who aim to discover the greatest number of possible destinations carry out a tourist trip with their friends and occupy rather luxurious hotels. A little long stay enables them to take time to visit many tourist destinations in Egypt during their trips. That thus explains why their probability of returning to Egypt is weaker.

In addition, one finds that respondents having a particular interest for Egypt: businessmen and tourists come to Egypt for the cultural inheritance. Lengths of stays are rather long. The hotels occupied by the businessmen are rather luxurious.

Lastly, the levels of satisfaction concerning the quality of tourist services offered during the trip and the level of safety have an effect on the decision of travel to Egypt in the future. The awaited predictions are checked. The persons satisfied "even very satisfied" with their stay as well as those not having felt an insecurity have a larger probability to return to Egypt.

From these two variables we can estimate probabilities of return to Egypt. Three profiles of individuals will be defined starting from the

reason of travel in Egypt which seems to be an important variable. For each profiles two extreme situations are considered:

The levels of satisfaction and sense of security are, either good, or bad. The estimated probabilities are given in the table 6. The other variables were considered with their average value.

Table 6. Estimated probability to come back to Egypt

	Type of the travel		
Niveaux de satisfaction et de sentiment de sécurité	Tourist	Cultural	Business
All is OK	1	1	1
Satisfaction OK but security bad	0.40	0.83	0.95
All is bad	0.08	0.52	0.84

It is noted that, whatever the reason of travel to Egypt, the fact of being well accommodated and not to have felt an insecurity lead respondents to answer with a probability 1 which they consider to return to Egypt in the future.

That doesn't mean that they will return really again to Egypt. But, they are satisfied with their trip, they in turn will tell their entourage about their good stay in Egypt. They have a good opinion about the country which they visited.

When the perception of satisfaction of trip which is represented in the quality of services is good but that the feeling of insecurity is present, the probabilities of return to Egypt decreases relatively for the business trips "5%" and the cultural trips "17%".

When the level of satisfaction of the trip in Egypt which is represented in the quality of services offered and level of security are bad, the probability of returning to Egypt decreases further. It becomes almost null for the tourists "less than 10% planned to return", decreases by half for the cultural tourists "one out of two is ready to return to Egypt". With more than 80% this probability remains relatively high for the business trips whose destinations are surely difficult to modify.

CONCLUSION

This exploratory study was implemented with the objective to look at the impact of socio-demographic variables "age, sex, familial situation,

qualification, profession, income per capita", travel characteristics and levels of satisfaction concerning the quality of tourist services offered to French travellers to Egypt, the prices and security in Egypt on the probability to return to Egypt in the future in period of chocks represented in the periods following the Sharm el-Sheikh attacks, Dahab attacks and during the aviant flu epidemic crisis which hit Egypt. This probability was estimated using the probit model.

These results show that the individual characteristics have relatively weak effects on the probability of returning to Egypt.

Sex, income and socio-professional category do not have a significant effect on the probability of returning to Egypt. The single persons and the oldest ones "more than 55 years" have a weaker probability to return to Egypt.

On could note that the lower level of the probability of this two categories could be explained, from the point of views of single persons who don't have a family may don't think to return to the same destination which they visited before. This result illustrates the importance of the family members on the decision making process of purchase as in our case single ones have only one decision (no return), but if there were children and one of the couple in the household the decision could be changed with regard to the decisions of all members of the family.

From the other hand, the senior persons "more than 55", regardless their experience of travel in Egypt and their levels of satisfaction, they decide not return to Egypt again. Three explanations could be brought in mind.

The first one that their last trip to Egypt was not the first one and so they were saturated with the Egyptian Destination. Consequently they think to search for an alternative destination which could satisfy them another need or another motif missed in the trip taken in Egypt. The second one is related to their health and advanced age as they could give up travelling abroad at all in the future. The third one is related to the familial status, persons at this age have no children or may lost one of the couple, so another trip to Egypt will not be motivated.

As a whole, the characteristics of travel have an effect on the probability of returning to Egypt. Only the mode of reservation does not have a significant effect on the studied probability. The means of obtaining information on Egypt can have influence. Those who obtained their information by internet and through books or booklets have a larger probability to return to Egypt than those who are informed by television.

The people having requested information from the travel agencies have weaker probabilities to make a trip to Egypt in the future.

That there is a correlation between age, reason of travel, length of stay and people accompanying the respondents. The individuals having used the travel agencies are primarily those travelling in groups "organized trips, for 95% of them" with the family members or with friends "50%". They came to Egypt for the cultural tourism "2 out of 3" and rather of a certain age "6 out of 10 have between 45 and 55 years and 8 out of 10 have more than 55 years".

The probability of not returning to Egypt increases with the length of stay and the number of stars of hotels. These two variables are correlated: the individuals staying for a long time in Egypt "at least two weeks" occupy rather luxurious hotels "4 or 5 stars".

Consequently, more the length of stay is long and, more the occupied hotel is comfortable, more the probability of returning to Egypt will be weak. This result could be paradoxical.

But, one can note that the reasons of the visit in Egypt play a significant part. To have gone to Egypt for a cultural trip and also for business reasons increases the probability of returning to Egypt.

Lastly, the levels of satisfaction concerning the quality "reception" of the trip, the level of safety have an effect on the decision to travel. The satisfied individuals "even very satisfied" with their stay as well as the people not having felt insecurity have a larger probability to return to Egypt.

Whatever the motif of travel to Egypt, the fact of being satisfied with services offered during trip and feeling in security lead respondents plan to return to Egypt in the future.

This result illustrates that the cognitive component of the attitude represented in the positive evaluation of both the level of quality of services and the level of security perceived through the experience of travel in Egypt and the conative component which is represented in the positive decision to return to Egypt in the future are conformed.

When the perception of satisfaction of trip which is represented in the quality of services but that the feeling of insecurity is present, the probabilities of return to Egypt, decreases relatively little for the business trips (5%) and the cultural trips (17%).

When the levels of satisfaction of trip which is represented in the quality of services and of security levels are bad, the probability of returning to Egypt decreases further. It becomes almost null for the tourists "less than 10% planned to return", decreases by half for the cultural tourists "one out of two is ready to return to Egypt". With more than 80% this probability remains relatively high for the business trips whose destinations are surely difficult to modify.

The result concerning to the 50% of cultural tourists and the 80% of business tourists who declared that they would return to Egypt in the future despite the feeling of insecurity. In this case we see the non conformity between the attitude's components available in the study "the cognitive and the conative component". This result has two reasons from the one hand; it could be that those cultural tourists expressing their desire to return to Egypt have a very positive emotion and a good affection towards the Egyptian destination, so they will not be influenced by the level of security perceived as bad. From the other hand, it could be deduced that the professional constraints dominate the decision of the 80% of business travellers as they may have businesses in Egypt which require their existence there.

As noted before in the purpose of the study, that according to the non compensatory model, the consumer put a minimum limit to accept the product; therefore, the products, which do not exceed this limit, will be eliminated automatically. In this case the model predicts that the consumer will not give up in the process of purchase any mark which really satisfying him. In other words, this model is characterized by a process of elimination.

This study was also implemented to evaluate the decision of pre-travel to Egypt conducted by French tourists in period of risk, three questions were posed to the respondents represented in the mode of reservation, with whom the travellers came to Egypt and the extent of information sources used before travelling to Egypt to know if these travellers used an extensive search of information in order to confirm them about the situation in Egypt in order to take their decision to travel to Egypt in spite of the incidence of two terrorist attacks in addition to the aviant flu crisis.

With regard to the mode of reservation French being in Egypt and having answered the questionnaire prepared their trips with the assistance of a travel agency (60%).

This result is very normal, as according to the literature tracing consumer behaviour proved that more the probability of risk is great, more the travellers seek to reserve through a travel agency. This travel agency in this case is considered as an important reference group which has more experience and more information about the risky destination, so customers consider it as the best way to avoid exposing to risk and difficulties.

In addition, those who travel through the assistance of the travel agency visit Egypt within an organized trip or an inclusive tour which was well prepared in advance from a long time. This organized tour could

give the traveller a higher level of safety as he feels that he is not alone but also with other persons. One consider that these types of persons as organized mass tourists who buy a package holiday to a popular destination where the familiarity dominates and largely prefers to travel around with a large group of other tourists following an inflexible predetermined itinerary in other words the itinerary and reservations are well prepared. In general such tourists tend not to stay far from the beach or their hotel.

The sources of information the most used are the travel agencies, internet and the friends. One finds then the television and the offices of tourism.

It is seen well that the individuals have between 2 and 4 sources of information. This means that respondents before travelling to Egypt used at least two or more sources of information in order to travel to Egypt. On could say that there were not a very extensive search of information.

This could explain to us that these persons may be visited Egypt before. In this case they did not need to search more information about a destination they visited before. In the same context, if this precedent experience was good it could be considered as one of the main determinants of the decision of travel to Egypt despite the risk perceived.

On the other hand, on could deduce that these French tourists who travelled to Egypt in spite of the perceived risk are rather risk-adverse or may be are obliged to travel to Egypt for business reasons as the case of business travellers.

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