

Investigating the Impact of the Political Change regarding the Dominance of the Muslim Brotherhood on Tourists' Intentions to Visit Egypt before the 2013 Regime Alteration

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

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