

# Abstract

## **Tourists' Souvenir Buying Behaviour and Retailers' Consciousness of Egypt Visitors Souvenir Buying Profile**

Abstract Risk is an inherent component of travelers' product &#97;&#110;&#100; destination choice. Individuals have different perceptions of possible destination choices, &#97;&#110;&#100; tend to be risk-averse risk- taking to different degrees. Destinations differ in many respects their location, historical experience, to political instability, ethnic conflicts &#97;&#110;&#100; crime. Given these differences, the analysis of destination risk &#97;&#110;&#100; its components is of substantial interest. A random sample of foreign tourists visiting Cairo was surveyed in addition to a mail survey. The study aimed to measure visitor's perspective on issues they consider before &#97;&#110;&#100; after visiting Egypt after the 25th revolution circumstances. It revealed that risk perception is affected by media &#97;&#110;&#100; marketing communication messages. &#97;&#110;&#100; that a need to develop innovative approaches to risk management &#97;&#110;&#100; assessment has become vital helping in risk mitigation &#97;&#110;&#100; disaster recovery. Keywords: political instability, risk perception, decision making, destination choice, media, Egypt.