

# **Abstract**

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## **Tourists' risk aversion and willingness to take risks: the case of tourists visiting Egypt after 25th January revolution**

**ABSTRACT:** Tourism is one of the most important sectors in Egypt's economy. More than 14.7 million tourists visited Egypt in 2010, providing revenues of nearly 12.5 billion dollars which provided Egypt with 20% of its return in foreign currency. It employs about 12 percent of Egypt's workforce employment. Egypt has many constituents of tourism attractions, mainly cultural and historical. The government actively promotes international tourism since it is a major source of revenue and investment. Religious matters have always influenced the touristic behavior. In spiritual societies and particularly in Muslim communities such as the case of Egypt, some religious mandates have plagued the quantity and quality of tourism, especially after Muslim brotherhood won the majority in the parliament. Considering the collaboration between religion and the tourism industry this paper clarifies the effect of religion on the tourism industry in Egypt. In this respect it studies the relationship between Islam and tourism, and finally the international relationship in Islamic tourism industry.