

EFFECTS of EGYPT'S REVOLUTION "25 JANUARY ON TOURISM

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Tourism plays an important role in Egypt's economy. It makes up 11.4% of its GDP and accounts for 10% of jobs. The 2011 revolution which resulted in the toppling of the country's 40 year dictatorship led by Hosni Mubarak had a significant impact on Egypt's tourism industry throughout the year. Visitor numbers declined by some 37% to reach close to 9 million compared to over 14 million in 2010. This has had a direct impact on all other areas, from travel accommodation to car rental, air transportation, health and wellness and tourist attractions, with value growth rates across the board declining to double digit territory, Egypt's January 25 Revolution and the events that followed in its wake have had an adverse effect on the tourism sector and related businesses, prompting many workers and business owners to change their activity in search for profit.

However, Egypt's tourism has been largely hindered. Egypt had to pay a heavy price for the pro-democracy movement. The violence across the country scared tourists away in the beginning of 2011, many countries around the world issued travel advisory and asked their citizens to leave Egypt immediately including Russia and Italy, many other countries suggested their citizens to avoid traveling to Egypt, and UK airlines, British Airways, and Jet2 cancelled their flights to Sharm el-Sheikh.

Aim of work: this paper aims to evaluate the effect of Egypt's revolution on tourism, suggest the solutions to manage this crisis.

Keywords: Egypt's revolution, tourism industry and crisis.