

## **Security crises and their impact on the mental image of Egypt as a tourism destination**

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### **Abstract**

Security crises are one of the most important crises facing societies, It act a major challenge to society, Because of the penetration of the security factor in the community, This is makes the security crisis impact on the individual and society more than other crises, it is also one of the most influential elements in shaping the mental image of the tourism destination

Therefore, the current research aims to identify how to confront these security crises and develop solutions to them. By standing on some of the security crisis experienced by Egypt since 25 January 2011 and so far , And the impact of these crises on the mental image of Egypt as a tourist destination and propose some solutions and recommendations for this problem In order to meet the above mentioned objectives, the descriptive analytical method was adopted. Such a method requires a comprehensive data analysis. The data were precisely and objectively compiled through questionnaire forms distributed to the tourists. The sample size was (284) tourists at the rate of answer (80%) or (203) questionnaire was fully answered. The study distributed questionnaire forms through the interview with the respondents different hotels in the study. The collected data were analyzed by the statistics program " SPSS Version16". A number of results was found of which the most remarkable Security crises afflicting Egypt have Negatively affect the movement of tourism and this is evident in the statistics of the numbers of tourists and tourist nights and also in the volume of tourism revenues and also affect the reputation of tourism Egypt, So It must be addressed and work continuously to confront the crises and reduce the imminent danger of them through coordination between the concerned parties and each other and join efforts to achieve growth and advancement in the tourism industry

**Key Words** :Security crises- Tourist mental image- Tourism media