



Contents lists available at [EKB](#)

Minia Journal of Tourism and Hospitality Research

Journal homepage: <https://mjthr.journals.ekb.eg/>



An assessment of the quality of safety and security measures at tourist sites in Luxor

Omaima Hagag Youssef ^a

, Sabreen G. Abd Eljalil ^b

Aya Mohamed Magdy ^c

^a B.Sc. Of Tourism studies department, faculty of tourism and hotels, South Valley University

^b Professor, Tourism Studies Dep., Faculty of Tourism & Hotels, Luxor University

^c Assistant professor, Tourism Studies Dep., Faculty of Tourism & Hotels, Minia University

Keywords

Quality_ Safety _Security
_Tourist sites

Abstract

This study reviewed the multidimensional concept of risks related to safety and security in tourism. The purpose of this study is to evaluate the quality of safety and security measures at tourist sites in Luxor. This study has five objectives. To achieve this, the study used a quantitative approach based on a questionnaire administered to a sample of tourists consisted of 406 tourists from different sites in Luxor. Moreover, interviews were conducted with representatives from various tourism authorities, such as managers of tourism companies, guides, antiquity inspectors, and tourism officers. Statistical Package for the Social Sciences (SPSS, version 22) was used for data input and analysis in the descriptive statistics. Further, according to the questionnaire results, tourists were aware of the safety and security services of the destination. Overall, the largest percentage of the sample was satisfied with the quality of safety and security services inside Luxor's tourist sites. Furthermore, this study presented recommendations for the local community, guides, archaeologists, tourism police authorities, and Ministries of Tourism and Antiquities to improve the quality of safety and security measures. The study recommended applying different programming of training for tour guides, and inspectors, on how to handle sudden accidents of safety and to learn more about security procedures. **Moreover**, Conducting awareness campaigns about safety and security procedures, by tourism experts.

1. Introduction

According to **Mulwa and Owiyo (2018)**, the success or failure of a tourism destination depends on its ability to provide visitors with a safe and secure environment. The study problem focuses on the risks that may represent obstacles to the travel motivation of potential tourists to Luxor. Some of these risks are related to safety and security.

The factors influencing tourists' choice of destination have been discussed in a large growing body of literature. These include economic (income or prices), geographic (distance, temperatures, or coasts), historical (colonial origin), cultural (language, religion, or ethnicity), and unfavorable factors, such as rising insecurity in the destination that lowers tourist demand (**Fourie et al., 2020**). Safety and security have proven that they play an essential role in the tourism industry. It passes through a complete series of components. These components are such as: tourist offices, airlines, land transport, cruise lines, transfers, events, tour coaches, and tourist attractions (**Beirman, 2016**).

The triumph or downfall of a tourist destination depends on its capability to offer secure and impregnable surroundings for tourists and guarantee their well-being. (**Amir et al., 2015**). Security and safety include political security, public security, health and hygiene, and personal data security. Moreover, security and safety include tourist legal protection, consumer protection, communication security, disaster management, environmental security, and service quality assurance (**Péter et al., 2019**).

Tourism has always tackled quality difficulties. Quality in the travel industry is anticipated to emerge as a fundamental economic sector by the year 2000. Quality in travel has transformed into one of the forthcoming international travel policy challenges (**Țițu et al., 2016**). Further, "Quality is a dynamic state associated with products, services, people, processes, and environments that meets or exceeds expectations and helps produce superior value" (**Goetsch and Davis, 2014, p3**). Furthermore, the concept of quality and management standards has been in existence for a considerable period; nevertheless, they have often been addressed separately. Moreover, these two aspects are occasionally perceived as unrelated. Both have a different concept and purpose. (**Omachonu and Ross, 2004**).

Luxor is famous for its ancient monuments. It was one of the most important cities in ancient Egypt. It was the capital of Egypt during the New Kingdom era. It contains lots of temples such as: Karnak Temple, Luxor Temple, the necropolises of the Valley of the Kings, and the Valley of the Queens, Thebes is a striking testimony to Egyptian civilization at its height (**Abd El Moniem et al., 2021**).

The main aim of the research is to evaluate the quality of the safety and security services provided at the sites of Luxor in light of some goals as follows:

1. Describing the current situation of safety and security services in Luxor's tourist sites.
2. Identifying to what extent safety and security are important in the tourist travel decision to Luxor's tourist sites.
3. Identifying the impact of high-quality safety and security services of Luxor's tourist sites on tourist's satisfaction.
4. Highlight to what extent the officers, guides, inspectors, and local residents are friendly and care about guests' safety and security inside Luxor's tourist sites.
5. Identifying the policy that is followed to provide safety and security inside Luxor's tourist sites.

2. Literature Review

2.1. Quality in Tourism

Quality is seen as a competitive characteristic. Customers can be pleased by enhancing and controlling quality (**Adediran and Adedrian, 2009**). Quality Management (QM) is described as a methodology intended for generating high-quality goods or services, with a primary emphasis on the ongoing enhancement of procedures and the avoidance of defects at every level, with the goal of surpassing customer expectations (**Franco et al., 2020**). "Total Quality Management (TQM) is a management philosophy which focuses on the work process and people, with the major concern for satisfying customers and improving the organizational performance" (**Adedrian and Adedrian, 2009, p1**).

Furthermore, Parasuraman, Berry, and Zeithaml defined the quality of service as the difference between the expected service and the perceived service. Initially, they had proposed 10 dimensions of service quality. Subsequently, they concluded with 5 dimensions. According to these dimensions the questions of the questionnaire were planned. The dimensions are known as follows (**Goula et al., 2021, p3**):

1. "Tangibles: physical facilities, equipment and appearance of personnel.
2. Reliability: ability to perform the service accurately and dependably.
3. Responsiveness: willingness to help customers and provide prompt service.
4. Assurance: employees' knowledge, courtesy and ability to convey trust and confidence.
5. Empathy: caring and individualized attention provided to customers".

The enhancement of tourism industries in developing nations is heavily influenced by the quality of tourism and the ongoing efforts to improve it. The quality of tourism and its continuous improvement rely on effective management and a range of strategies. These strategies are crucial in attaining high standards in tourism enterprises (**Wanderi et al., 2015**).

Satisfaction is considered one of the most vital factors because it is a measure of the success of a performance or quality given to a person or group. Satisfaction is also an important consideration for tourism services (**Akbar et al., 2020**). Moreover, tourist satisfaction depends on loyalty. This indicator takes into account the proportion of

people who say they will not change suppliers, intend to change suppliers, or are willing to pay more for the goods they want (Castillo and Jimber, 2018).

In addition, there is a relationship between tourist satisfaction and quality, as shown in Figure. 1 there is an expected standard or level of quality the clients expect to get with their items. Therefore, they were satisfied with the results. If they do not achieve this level, they will be dissatisfied. In brief, customers assume that the product will have a basic level of quality (Pyzdek and Keller, 2013).

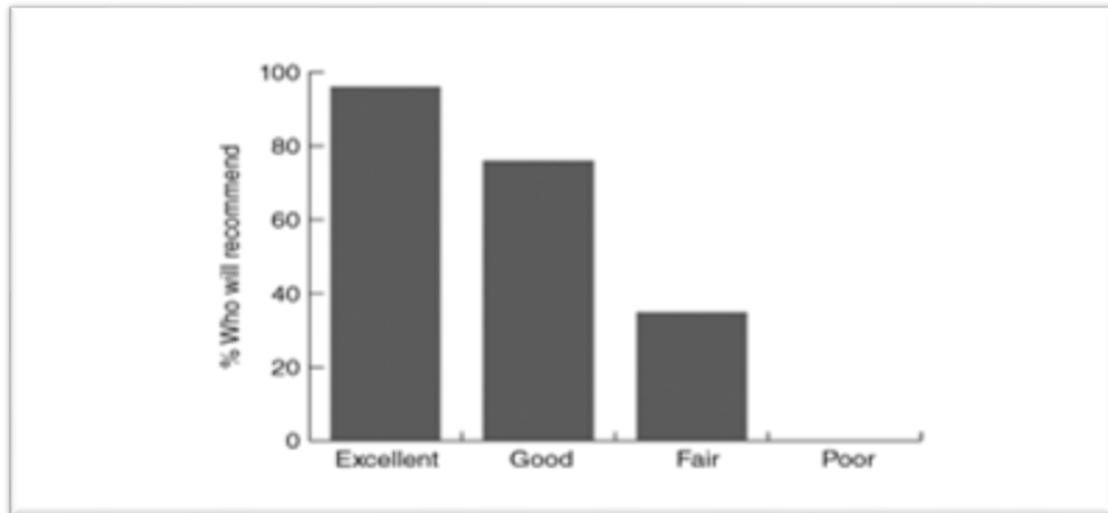


Figure. 1 Customer satisfaction and sales
Source: Pyzdek and Keller, (2013, P.23)

2.2. Safety and Security in Tourism

Tourism and travel Particularly in the case of Egypt, where they contribute significantly to national GDP and create jobs, tourism and travel play a key role in the local economy (Polyzos et al., 2023). Tourism is an economic sector, as a source of income for many nations, like Egypt in the Arab world and Spain in Western Europe, where tourism accounted for 15.2% of their GDP (Gross Domestic Product), (Salameh and Hourani, 2022)

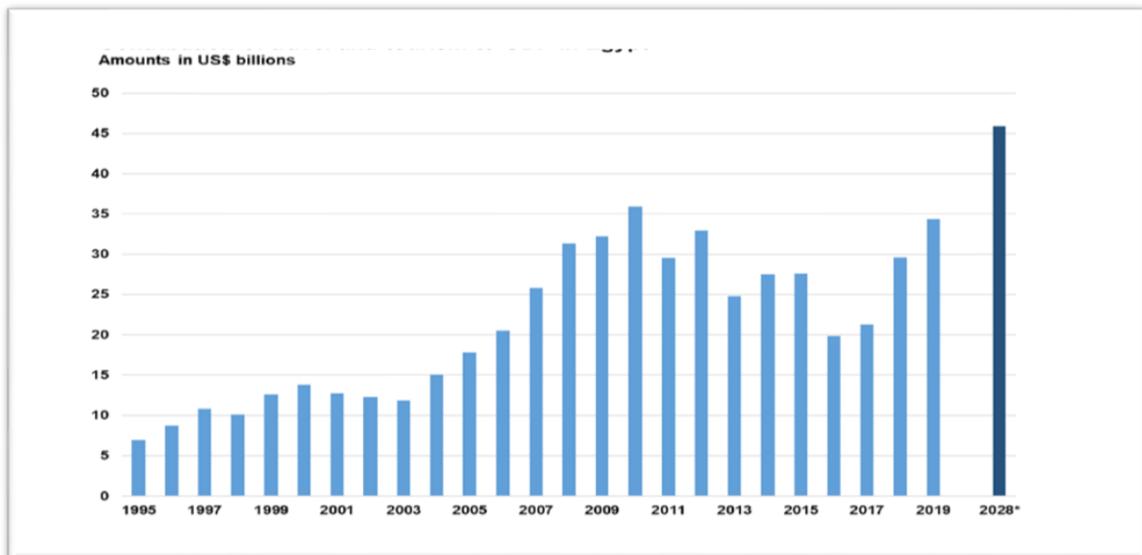


Figure.2 Total contribution of travel and tourism to GDP in Egypt from 1995-2019

Source: Polyzos et al., (2023, p7)

Figure. 2 depicts the total contribution of tourism and travel to Egypt's GDP from 1995 to 2019 along with a forecast for 2028. Since 2017, the contribution has increased, and by 2028, it is anticipated that this growth will have doubled.

Security and safety included different phases such as political security, public security, health and hygiene, personal data security, tourist legal protection, consumer protection, communication security, disaster management, environmental security, genuine information acquisition, and service quality assurance (Péter et al., 2019). As the success or failure of a tourism destination relies upon being able to supply a protected and invulnerable environment for visitors and ensuring their safety to them (Amir et al., 2015). Tourism is one of the world's growing industries and has been affected by political instability and terrorism. Terrorist activity undermines the image of countries under the threat of terrorism, and such terrorist activities discourage tourists from visiting (Péter et al., 2019). Thus, personal safety is an important concern for tourists.

More and above, tourists seek safe destinations and avoid places suffering from terrorism. They approved that there is a short-term impact for most of crisis, suggesting that international tourism is resilient to terrorism (Liu and Pratt, 2017). The Safety Management System (SMS) could be known as a group of technical systems with financial and human resource management. This group is used in all activities, especially in the aviation sector. Besides, the goal of the safety management system is to keep the organization away from hazards and risks related to safety.

Consequently, a SMS has a continuous aim of improvement and development to the total standard of safety which requires controlling risks (Müller et al., 2014).

Human security means protecting fundamental freedoms. It means protecting people from critical severe and pervasive widespread threats and situations. It means creating political, social, environmental, economic, military, and cultural systems that together give people the building blocks of survival (Williams, 2012). Moreover, there are four main types of security incidents that could have bad influence on tourist destinations, the tourists, and the tourism industry itself. These types are the incidents related to crime, terrorism, war and civil political unrest (Pizam and Mansfeld, 2006).

Over and above that, threats and risks to personal security and safety affect and influence the tourism industry more than any other factor. Terrorism could affect the global travel movement, and this could be noticed when wars or terrorism accidents occur. As it is noticed that the levels of international travel reduced especially in developing countries (Eagles et al., 2002).

2.3 Some of World Tourism Catastrophes and Crises

Tourism has seen a range of catastrophes and crises over the previous ten years, including terrorist attacks, political unrest, an economic downturn, and natural calamities. These catastrophes and crises have made it extremely difficult for the tourism sector to survive and rebuild. One of the main things preventing the sustainable growth of global tourism now is disasters (Ma et al., 2020)

A. Health Related

Numerous studies have examined the general link between tourism and pandemics in various contexts since the inception of the industry: in 2003, the SARS virus pandemic caused a 3 million-tourist decline in international arrivals, negatively affecting the growth rate of international arrivals. The issue with the following two outbreaks (MERC. Cov.) 2012 in the Middle East substantially impacted nations like Saudi Arabia; the virus spread during the pilgrimage (Al-Hajj), which resulted in a fall in the number of travelers to Saudi Arabia as well as the rest of the Middle East (Selim et al., 2020)

B. Natural Disasters

Regarding natural disasters, the 1999 Taiwan earthquake resulted in a 15% drop in foreign visitors from September to December. More than 225,000 people were murdered in the region on December 26, 2004, when a tsunami hit the Indian Ocean. The Maldives had a major fall in visitor numbers (69.7%) as a result of this tsunami disaster, which caused the most fatalities worldwide (including visitors and tourism workers) in the last 200 years. Moreover, the earthquake in Japan in 2011 and the continual earthquakes in New Zealand in the period of 2010–2016 (Ma et al., 2020).

C. Terrorist Attacks

Terrorist acts have an impact on residents' sense of security and confidence; they are a violent expression of a political conflict that results in the dissolution of order. Terrorist attacks throughout the world are still happening and have potential to increase in recent years, coupled with the expansion of social networks in the current decade. As a result, it's important to pinpoint the locations of the attacks as well as potential attack sites (**Huamaní et al., 2020**).

Following the terrorist attacks in Mombasa, Kenya, in 2003, there was a 7% drop in local leisure travelers and a 31% drop in overnight travelers, from 2.766 million to 1.89 million (**Fletcher and Morakabati, 2008**).

The effects of political unrest and terrorist attacks on the number of travelers arriving and spending the night in Tunisia. The findings demonstrated that, in comparison to political violence (the Jasmine Revolution, 8 months), terrorist attacks have more severe and protracted effects on tourism activity (1 year and 2 months) (**Lanouar and Goaid, 2019**).

2.4 Historical Sites in Luxor

Cultural and heritage tourism has become a noteworthy source of income for some countries and states worldwide. In addition to the fact that it creates employment, it has the capability of obtaining the required income from outside society or the country and animating the neighborhood economy past the limit of its own inhabitants. Numerous conditions and assets are required for progress (**Rosenfeld, 2008**).

One of the biggest, wealthiest, and most well-known archaeological sites in the world is Thebes in Luxor, which is located about 900 kilometres south of Cairo along the banks of the river Nile (**Elfadaly et al., 2017**). Luxor is famous for its important ancient monuments. It is one of the most important cities of ancient Egypt. It was the capital of Egypt in the era of the New Kingdom. It contains the temples such as Karnak temple, Luxor temple, the necropolises of the Valley of the Kings, the Valley of the Queens, Thebes is a striking testimony to Egyptian civilization at its height (**Abd El Moniem et al., 2021**). In addition, the growth of the cultural tourism industry in this decade has had a significant impact not only on the economic sector but also on the manufacturing industry, transportation, and other services (**Suranto et al., 2020**).

3. Methodology

The main aim of this research is to evaluate the quality of the safety and security services provided at the tourist sites of Luxor. The main goal was achieved by discussing some side goals such as: Describing the current situation of safety and security services in Luxor's tourist sites. Identifying to what extent safety and security are important in the tourist travel decision to Luxor's tourist sites. Identifying the impact of high-quality safety and security services of Luxor's tourist sites on tourist's satisfaction. Highlight to what extent the officers, guides, inspectors, and residents are friendly and care about guests' safety and security inside Luxor's tourist sites. Identifying the policy that is followed to provide safety and security.

Further, the researcher used a descriptive-analytical approach in which mixed methods were employed. Firstly, the quantitative approach is used in this study based on a questionnaire that was developed and directed to a sample of tourists who visited the tourist sites in Luxor. Secondly, the qualitative techniques based on interviews were adopted and conducted with some specialists and workers in the tourism sector in the tourist sites in Luxor.

Further, there are several important factors to consider while creating the best survey questionnaire designs. These factors are as follows; establishing essential details, study aims and objectives, data gathering techniques, questionnaire clarity and writing style, question structure, appearance and experience, arrangement, and pretesting questions (**Ikart, 2018**). In this study, questionnaires were distributed to tourists at different tourist sites in Luxor during different periods between January 2020 and October 2020. The total number of visitors to Luxor City during 2019 was 142819 visitors. This number of visitors was used by the researcher to calculate the sample size using the Stephen Sampson equation. The output of the equation was 384 guests. However, 420 questionnaires were collected, 406 of which were valid and formed a sample unit.

Furthermore, the questionnaire consists of three parts as follows: The first part contained demographic data for tourists who visited Luxor, including: age and gender. The second part identified some questions related to the quality of safety and security services inside tourist sites in Luxor. The third part included measuring tourists' satisfaction with the quality of security and safety services provided within tourist sites in Luxor.

Moreover, the 'Likert' scale was used as a non-comparative scaling technique in this study. Likert-scale questionnaires are the most used instrument for measuring affective variables that allow researchers to gather large amounts of data (**Nemoto and Beglar, 2014**). The unique Likert scale uses a sequence of questions with five response options: strongly approve (1), approve (2), undecided (3), disapprove (4), and strongly disapprove (5) (**Boone and Boone, 2012**). More and above, For the questionnaire data analysis, statistical tools of the statistical package social science (SPSS version 22) were used for data input and analysis using correlations, and Chi-Square Tests. As well as the interview was analyzed manually.

Furthermore, there are many approaches to organizing interviews. Unstructured personal interviews were conducted with a sample of different representatives in the tourism sector. These representatives were chosen because of their various tourism-related experiences that would aid in fulfilling the objectives of the study. The numbers of interviewees varied based on their availability in the various tourism authorities in Luxor. They were as follows: five tour guides, two employees from the tourism police authority, two managers of tourism companies, and five representatives from the Ministry of Antiquities. Additionally, the interviews took place in 2020 and were conducted in different places. Some were inside Tourist Guild in Luxor, others were inside tourist temples such as Karnak temple and the tombs of the western mainland, others were inside the Tourism Police Authority in Luxor, and others were

by phone. The time during which the interviews were conducted varied between a quarter of an hour and an hour.

A set of open inquiries were created and conducted with the respondents to provide their opinions. These responses helped generate information about the current situation for the quality of safety and security measures in Luxor's tourist sites. Through this interview, the researcher sought in-depth information to reach ideas and a clear understanding of the safety and security services in Luxor's sites. In addition, the interviewer attempted to find ways to overcome the barriers that might be found.

Moreover, SPSS Statistics 22 software was used to conduct a reliability test to examine the reliability of all scales. Cronbach's alpha is a global scale used to measure the level of internal consistency of the study tools used to collect and analyze data. When the value is between 0 and 1, with 0 indicating no internal consistency and 1 indicating perfect internal consistency reliability. A value above 0.7 means acceptable, whereas a value over 0.8 means better.

Over and above, the value of Cronbach's alpha for the three dimensions: security, safety and the satisfaction dimension, were as following: the first-dimension safety was .837 and the second-dimension security was .907, and the satisfaction was .733, and since the Cronbach's alpha coefficient is acceptable and indicative of stability if the value is greater than .70, then All dimensions are valid, consistent and fixed. Which means that the stability coefficient is high. Thus, the validity and reliability of the study's questionnaire was confirmed and valid for analysing the results and answering the study questions.

4. Results

4.1 Theme one: The Questionnaire analysis

Concerning tourists' personal demographics, Frequencies and percentages were used for all variables, including age, gender, employment status, and the way the tourist knows the destination. Regarding employment status, the largest percentage of the sample was employed (50.7%), followed by other choice (29.6%), followed by students (7.9%), retired (6.9%), and unemployed (4.9%). The gender percentage of respondents (60.6%) was female and (39.4%) was male. Moreover, the age percentage of respondents were from 20:30 the highest percentage with (37.4%), then from 31:4 with (31.0%), followed by from 41:50 with (16.3%), after that from 51:60 with (9.4%) and finally more than 60 with (5.9%).

Regarding the source of data about Luxor: the first axis was through friends and relatives (40.9%). Then the internet (25.1%). The third was (13.8%). Media was ranked fourth (11.3%). In addition, the travel agency was the last (9%). The analysis of the preceding point leads us to the conclusion that word-of-mouth advertising is crucial for promoting tourist destinations, notably Luxor. Visitors were questioned about how they became familiar with Luxor as a tourism destination. The greatest rate

answered through friends and relatives. From here, it is evident how crucial word-of-mouth is to promoting tourist destinations.

Regarding the tourist’s interest in the safety criterion when choosing one destination. It was found that "strongly agree" was ranked the highest (52.7%). Then, "agree," came second (42.4%). It was ‘neutral’ third place, where (3.4%). Then disagree" with (1.5%). From the previous paragraph, we concluded the importance of the safety index within tourist destinations for tourists when choosing their tourist destinations, as most of the respondents indicated the importance of safety within the destination they visited. This result agreed with the opinion of **Amir et al. (2015)**, who admitted that the success or failure of a tourism destination to attract tourists relies on being able to supply protected and invulnerable environments for visitors and ensure their safety. These results achieved the second objective of identifying the importance of safety in tourist travel decisions.

Regarding if the destination security if is it considered an important indication or not when travelling to a specific destination? The answers varied. The largest sample strongly agreed with (50.7%). Then (35.5%) agreed on the importance of security indication while travelling. And neutral with (7.9%). And a small portion of all (3.9%) disagreed. And the remaining sample (2%) answered with strongly disagree.

The previous result clarified the second part of the second objective of the study which is to what extent the axis of security within tourist destinations is considered important for tourists in choosing their tourist destination in traveling. And this result is agreed with the opinion of **(Pizam and Mansfeld, 2006)** who mentioned the importance of security and the impacts of security accidents on the tourism industry, destinations, communities, and the tourists themselves. As it has very negative impacts not only for destinations but also for tourists themselves who tend to have their trips in times of crisis and accidents.

The following tables (1,2) use the correlation. To examine the relationship between the level of safety and security at Luxor's tourist destinations and the level of danger as follows:

Table (1) Correlation for Safety of Sites

Variables		Luxor’s tourist sites apply procedures of safety	Luxor’s tourist sites apply procedures of safety	Luxor sites apply procedures of safety
Luxor’s tourist sites apply procedures of safety	Pearson Correlation	1	-.240-**	-.122-
	Sig. (2-tailed)		.001	.082
	N	406	406	406
There is no danger inside sites you visited	Pearson Correlation	-.122-	-.9604-	1
	Sig. (2-tailed)	.08	.960	
	N	406	406	406

** . Correlation is significant at the 0.01 level (2-tailed).

Table (2) Correlation for Security of Sites

Variables		Luxor’s tourist sites apply procedures of security	Luxor’s tourist sites apply procedures of security	Luxor sites apply procedures of security
Luxor’s tourist sites apply procedures of security	Pearson Correlation	-.240-**	1	-.004-
	Sig. (2-tailed)	.001		.960
	N	406	406	406
There is no danger inside sites you visited	Pearson Correlation	-.122-	-.9604-	1
	Sig. (2-tailed)	.08	.960	
	N	406	406	406

** . Correlation is significant at the 0.01 level (2-tailed).

Accordinging tables **1 and 2** there is a strong negative relationship between safety and security of sites in the east and the degree of danger as ($r=-.122-$) and $p>0.001$). In addition, there is also negative relationship between security of sites in the west bank and the degree of danger as ($r=-.004-$) and $p>0.001$). This research aims to determine whether there is a correlation between quality of safety and security measures inside tourist sites of Luxor and how tourists choose a destination without danger. And the result of the previous table is agree with the opinion of **(Sönmez et al., 1999)** who stated that, Tourists are mature enough to avoid destinations and sites with bad atmosphere of fear.

The following table (3) uses the correlation. To examine t the relationship between safety and security indications and tourist in choosing or repeating a visit to Luxor

Table (3) Tourist travel decision related to safety and security.

Correlations Spearman's Rho		
Variables		Is this your first visit to Luxor
Destination security is considered important indication to you when you decide to visit a destination.	Correlation Coefficient	1
	Sig. (2-tailed)	0.0001
	N	406
Your Personal safety is considered important indication to you when you decide to visit a destination.	Correlation Coefficient	.504**
	Sig. (2-tailed)	0.0001
	N	406
Is this your first visit to Luxor?	Correlation Coefficient	-.010-
	Sig. (2-tailed)	.884
	N	406

The findings of table **3** were as follows: There is a strong positive relationship between security indication and tourist repetition of visit as ($r=**$ and $p<0.001$). In addition, there is a positive relationship between safety indication and tourist repetition of visit to Luxor as ($r=.504**$, and $p<0.001$). This research aims to

determine whether there is a correlation between safety and security indication and repetition of visit to the same destination. And the previous result is agree with the opinion of (Eagles et al., 2002) who clarified that people who plan for trips they tend to choose and compare among different destinations to finally choose one secure destination. Once a destination has a negative reputation, it becomes very difficult to rebuild visitor confidence; and such negative perceptions of a country will also affect it. Similarly, (Mthembu, 2009) claimed that to be success and good competitor in tourism industry ,tourism industry has to secure and protect the visitors.

The following tables 4 and 5 show the effect of high quality of safety and security measures on tourist’s satisfaction as follows:

Table (4) Value of Chi-Square tests for tourist satisfaction with quality of safety services

			You are very satisfied with safety procedures provided in Luxor’s sites.		Total	
			low <3	3		
General quality of this tourist destination safety is very high.	1	Count	10	4	14	
		% within code_You are very satisfied with safety procedures provided in Luxor’s sites.	6.7%	1.6%	3.4%	
	2	Count	28	24	52	
		% within code_You are very satisfied with safety procedures provided in Luxor’s sites.	18.7%	9.4%	12.8%	
	3	Count	66	76	142	
		% within code_You are very satisfied with safety procedures provided in Luxor’s sites.	44.0%	29.7%	35.0%	
	4	Count	38	104	142	
		% within code_You are very satisfied with safety procedures provided in Luxor’s sites.	25.3%	40.6%	35.0%	
	5	Count	8	48	56	
		% within code_You are very satisfied with safety procedures provided in Luxor’s sites.	5.3%	18.8%	13.8%	
	Total		Count	150	256	406
			% within code_You are very satisfied with safety procedures provided in Luxor’s sites.	100.0%	100.0%	100.0%

Table (5) Value of Chi-Square tests for tourist satisfaction with quality of security services

		Code (low, high) You are very satisfied with security procedures provided in Luxor's sites.			
		low <3	More 3	Total	
Security facilities in this destination arranged to a high standard.	1	Count	20	8	28
		% within code_You are very satisfied with safety procedures provided in Luxor's sites.	13.3%	3.1%	6.9%
	2	Count	64	64	128
		% within code_You are very satisfied with safety procedures provided in Luxor's sites.	42.7%	25.0%	31.5%
	3	Count	42	56	98
		% within code_You are very satisfied with safety procedures provided in Luxor's sites.	28.0%	21.9%	24.1%
	4	Count	24	88	112
		% within code_You are very satisfied with safety procedures provided in Luxor's sites.	16.0%	34.4%	27.6%
	5	Count	0	40	40
		% within code_You are very satisfied with safety procedures provided in Luxor's sites.	0.0%	15.6%	9.9%
Total	Count	150	256	406	
	% within code_You are very satisfied with safety procedures provided in Luxor's sites.	100.0%	100.0%	100.0%	

The previous tables (4&5) showed the significant value; it was 0.01 or less than 0.05. Accordingly, there is a relationship between visitor satisfaction and the quality of security and safety services provided in tourist attractions. It is concluded that, there is a strong relationship between the general quality of the destination and its impact on visitor satisfaction.

Moreover, there is a positive significant relationship between the quality of service and the degree of satisfaction as (Pearson Chi-Square = .359) and $p < 0.001$). There is a significant relationship between the tourist's degree of satisfaction and the quality of the security and safety services provided in the tourist attractions.

These results are agreeing with the opinion of **Pyzdek and Keller, (2013)** argued **through using**, Kano Model which is about a model that showed the relationship between customer satisfaction and quality. As this model approved that, there is an expected standard or level of the quality the clients are expecting that they will get

with their items. Therefore, they will be satisfied. And if they did not get this level, they will be dissatisfied.

4.2 Theme Two: The interviews analysis

Additionally, the interviews took place in 2020 and were conducted in different places and by different ways as follows:

Table (6) Interviews table

No	Authority	Time of Interview	Type of the Interview
1	Tourism police authority (Two employees)	It took about half an hour for both	It took place inside the Tourism Police Authority in Luxor face to face interview.
2	Two managers of tourism companies	It took about a quarter of an hour for each one	By phone
3	Five tour guides from Luxor’s Tourist Guild,	It took about an hour for all as it was a group interview.	It took place inside Tourist Guild in Luxor. It was face to face interview
4	Five of representatives of Ministry of Antiquities	It took about a quarter of an hour for each one	It took place inside Luxor’s tourist temples such as Karnak temple and the tombs of the western bank

On the other hand, there were seven inquiries sent to the selected interviewees. These inquiries are designed in the light of the objectives and questions of the study as follows:

I. The current situation of safety and security services inside Luxor’s tourism sites

In this part, the interviewees were asked about the current situation for the safety and security services inside tourist’s sites in Luxor. **This inquiry is to achieve the first objective of the study.** The answers are as follows:

100% of the interviewees admit that most of the historical sites in Luxor are safe to visit nowadays. In addition, they admit that the current situation is reasonable. They referred to Luxor as a safe destination especially after January 25th, as lots of strategies and security measures were taken by the government. Moreover, they referred to the existence of police officers at tourist’s sites. As the tourists will find police officers with a special badge on their shoulders that says, “Tourism Police”.

II. Luxor's tourist-unsafe sites; and the most secure east bank or west bank

In this part, the interviewees were asked about Luxor's tourist-unsafe sites, the answers varied as follows:

First, seven of the interviewees with a rate of 50 % answered that the king's valley was the site of Luxor that they considered not safe enough.

Second, two interviewees (14.28 %) answered that noble tombs were the most common site of Luxor that they considered unsafe.

Third, 5 of interviewees with a rate of 35.71% answered noble's tombs that they considered not safe.

More and above, all the interviewees with 100% agreed that east bank is most secure and safe than the west bank. All referred to the abilities' existence in east bank especially in Karnak temple.

I. Involvement of police officers, inspectors, tour guides and residents in the safety and security process

All interviewees with 100% admit that the Egyptians are incredibly friendly and always, they go out of their way to make sure the tourists have a good experience.

II. The accidents happened before in Luxor's sites. And the current situation for security.

In this part of the interview, the inquiry was about the interviewee's experience about the accidents that happened before in Luxor's sites. Moreover, the current situation for security in Luxor. All the answers were summarized and demonstrated as follows:

- 100% of the interviewees mentioned the terrorism attack and killing of 62 people, mostly tourists, on November 17, 1997, at Deir el-Bahari, which is an archaeological site on the west bank in Luxor, Egypt. Moreover, they admitted that tourism in Luxor suffered many years later.
- 64 % of the interviewees mentioned that on February 26, 2013, a hot air balloon crashed near Luxor, Egypt, killing 19 out of the 21 people on board. A fire developed in the basket due to a leak in the gas fuel system of the balloon.
- 35.71 % of the interviewees talked about the accident in April 2009. As 16 people had been hurt when a balloon crashed during a tour of Luxor. After the crash, the flights were grounded for six months.
- Two mentioned that a suicide bomber blew himself up on Wednesday just steps away from the Karnak Temple in Luxor. As in June 10, 2015 Egyptian security forces and civilians stand at the scene of an attempted suicide attack.

III. The availability of modern security and safety technology inside tourist's sites

71.42 % of the interviewees admit that sites in Luxor depend on modern technology in its safety and security system, but the others with a rate of 28.57% said that Luxor needs more types of different instruments in its safety and security.

IV. The suggestions and ideas to promote Luxor as a secure and safe tourist's site.

There are many suggestions from the interviewees to promote Luxor as a secure and safe site they were summarized in ten points as follows:

1. Hiring Security Officers

One of the most effective ways to keep your construction site secure is to hire security officers to patrol the property at night. Security officers will not only deter any trespassers, but they will be able to stop thieves and vandals in the act.

2. Put Up Signs

Signs that say "Keep Out" or "stay away" in sites that is not secured. These signs help in protecting tourists, especially the aged ones.

3. Have a Security Risk Assessment

One of the best things you can follow to protect your construction site is to have a security risk assessment performed from a professional security company.

4. Install Watching Systems

some admit that one of the best ways to promote security in sites is to install a watching system. Surveillance cameras will monitor entire construction site and protecting equipment. Consequently, when an event does occur, the person monitoring your equipment can act or alert the authorities to address the problem.

5. Install Lights in tourist's sites.

Keeping sites lit at night can help improve security, especially in some tombs and sites which are built deep in mountains.

6. Community involvement

Involving the community and developing awareness programs for the safety and security of tourists.

7. Cooperation

The cooperation of the security services and the ministries of antiquities and tourism in developing a strategy to spread security and safety in all tourist's sites.

8. The availability of medical personnel and firefighting equipment inside the tourist attractions.

9. The use of alarms and modern devices for monitoring inside all tourist attractions.

10. The use of international protection programs followed in securing and protecting tourists and developing alternative plans for safety and security in emergency situations.

V. The policy that is followed to provide safety and security inside tourist's sites.

This inquiry was directed to some police officers in tourism. Consequently, **achieved the fifth objective of the study in identifying the policy that is followed to provide safety and security**. The interviewees referred to a strategy applied inside sites for safety and security as follows:

1. A private security company for security inside temples of Luxor is called **“care service”**. This company cooperates with the public sector to provide safety and security.
2. There are check points at every tourist site, mall, museum etc. besides, inside the tourist's sites there are police officers with a special badge on their shoulders that says, **“Tourism Police”**. These officers are designated specifically to make sure that visitors to Egypt are safe.
3. Moreover, the availability of the medical and firefighter crews inside all tourist sites.
4. Periodic training programs for employees inside sites on how to protect tourists.
5. Antiquities and tourism sector cooperation with the police sector in the tourist programs.

5. Conclusions and Recommendations

Safety and security have always been indispensable to travel and tourism. However, it is an incontestable fact that safety and security issues have gained much greater importance in tourism in the last two decades. Global changes over the last two decades have been enormous. Due to terrorist acts, local wars, natural disasters, epidemics, and pandemics, security has significantly decreased.

The main aim of this study was to identify the current state of safety and security in Luxor tourist's sites. It also aimed to determine the extent to which visitors were satisfied with the safety and security of Luxor tourist's sites. The study also analyzed the relationship between travel decisions, overall satisfaction, and the ability to repeat visits. For this purpose, a mixed approach methodology was used to conduct the study using mixed techniques. The first is the quantitative approach, which is a distributed questionnaire (420) there were 14 questionnaires not valid for analysis and the valid were (406). Whereas the qualitative approach which is represented in unstructured personal interviews that were conducted with a sample of five tour guides, two from Two employees from tourism police authority, two directors of tourism companies and five representatives from the ministry of Antiquities.

Moreover, the main result is that Luxor tourist's sites are qualified to attract tourists who seek safety and security when choosing the countries or destinations they tend to visit. However, cooperation among different authorities is required. Adding and developing new services and policies that improve and ensure the safety and security of tourists. It was found that there was a strong positive relationship between the

cooperation of supervisors and police officers inside sites for fulfilling safety and security for tourists. In addition, it was found that the price of visits to one destination affects tourist satisfaction, as there is a positive relationship between tourist satisfaction with safety procedures and the price of visits. There is a relationship between visitor satisfaction and the quality of security services and safety services provided at tourist attractions.

6. Reviewing the theoretical and empirical study, the study concluded the following recommendations:

1. The improvement of safety and security policies should be a priority for the ministries of tourism and antiquities to improve the activity, providing training in charge of these policies and the growth of the safety and security services
2. More advertising and promotion of real security are needed in order to promote a realistic picture of increasing tourist numbers.
3. There should be direct tourist helplines numbers to be called for help in case of any troubles that the tourists encounter.
4. Private security officers can be used to support tourism police and to maintain tourism security
5. The Tourism Police Authority should establish specialized crews for the site's safety and security in Luxor and provide adequate training for the staff.
6. In addition, there must be regular examinations for tourist site's activity, asking local authorities to improve safety and security measures, and checking the identity of the staff before their hiring.
7. Setting a plan for safety and security, caring for the infrastructure, restoring the roads, facilitating means of transportation, and making them more safe and secure.
8. Conducting awareness campaigns about safety and security procedures, by the tourism experts, at schools, besides holding symposiums in youth canter.
9. There should be a cooperation among workers inside sites and work on developing them with safety and security training courses and motivating them financially and morally.
10. Moreover, participation of the local community in setting regulations and guidelines for managing the tourist visit to the destination.

There are some obstacles to the current study. These limitations can be described as follows:

- 1- Scarcity of some needed references in the theoretical part of the study.
- 2- This study was limited to Luxor 'sites. Therefore, the result may not be generalized to other destinations.
- 3- The survey directed to visitors inside the tourist attractions was distributed during different periods due to the conditions of Covid 19, so the distribution began from January 2020 to October 2020, on Luxor Tourist sites

7. References

Abd El Moniem, S., Ziedan, E., & Rizkalla, S. (2021). Accessibility at Archaeological Sites in Luxor (Karnak Temple, Luxor Temple, Luxor Museum). *International Journal of Tourism and Hospitality Management*, 4(1), 141-150.

Adediran, O., & Adedrian, O. (2009). Total quality management: A Test of the Effect of TQM on Performance and Stakeholder Satisfaction. *Blekinge Institute of Technology*, 1-65.

Akbar, F. H., Pasiga, B. D., Samad, R., Rivai, F., Abdullah, A. Z., Awang, A. H., & Pratiwi, D. (2020). The relationship between service quality, culture similarity to satisfaction and loyalty of medical (dental) tourism. *Systematic reviews in pharmacy*, 11(12), 19-30.

Amir, A. F., Ismail, M. N. I., & See, T. P. (2015). Sustainable tourist environment: Perception of international women travelers on safety and security in Kuala Lumpur. *Procedia-Social and Behavioral Sciences*, 168, 123-133.

Beirman, D. (2016). Tourism risk, crisis and recovery management guide (for tour wholesalers). , *UTS Business School University of Technology-Sydney with material contributed by Bert Van Walbeek and Ken Scott ISBN 978-0-9945587-0-1*

Boone Jr, H. N., & Boone, D. A. (2012). Analyzing likert data. *The Journal of extension*, 50(2), 48.

Castillo Canalejo, A. M., & Jimber del Río, J. A. (2018). Quality, satisfaction and loyalty indices. *Journal of Place Management and Development*, 11(4), 428-446.

Eagles, P. F., McCool, S. F., & Haynes, C. D. (2002). *Sustainable tourism in protected areas: Guidelines for planning and management* (No. 8). Iucn.

Elfadaly, A., Wafa, O., Abouarab, M. A., Guida, A., Spanu, P. G., & Lasaponara, R. (2017). Geo-environmental estimation of land use changes and its effects on Egyptian Temples at Luxor City. *ISPRS International Journal of Geo-Information*, 6(11), 378.

Fletcher, J.; Morakabati, Y. Tourism Activity, Terrorism and Political Instability within the Commonwealth: The cases of Fiji and Kenya. *Int. J. Tour. Res.* 2008, 10, 537–556.

Fourie, J., Rosselló-Nadal, J., & Santana-Gallego, M. (2020). Fatal attraction: How security threats hurt tourism. *Journal of Travel Research*, 59(2), 209-219.

Franco, S., Caroli, M. G., Cappa, F., & Del Chiappa, G. (2020). Are you good enough? CSR, quality management and corporate financial performance in

the hospitality industry. *International Journal of Hospitality Management*, 88, 102395.

Goetsch, D. L. & Davis, S. B. 2014. Quality management for organizational excellence, Pearson Upper Saddle River, NJ. Retrieved January 12, 2021, from http://Quality_management.pdf.

Goula, A., Stamouli, M. A., Alexandridou, M., Vorreakou, L., Galanakis, A., Theodorou, G., ... & Kaba, E. (2021). Public hospital quality assessment. Evidence from Greek health setting using SERVQUAL model. *International journal of environmental research and public health*, 18(7), 3418.

Huamaní, E. L., Alva, M. A., & Roman-Gonzalez, A. (2020). Machine learning techniques to visualize and predict terrorist attacks worldwide using the global terrorism database. *International Journal of Advanced Computer Science and Applications*, 11(4).

Ikart, E. M. (2018). Questionnaire Pretesting Methods: A Comparison of Cognitive Interviewing and Respondent Debriefing Vis-à-vis the Study of the Adoption of Decision Support Systems by Knowledge Workers. *International Journal of Business & Information*, 13(2).

Lanouar, C.; Goaid, M. Tourism, terrorism and political violence in Tunisia: Evidence from Markov-switching models. *Tour. Manag.* 2019, 70, 404–418

Liu, A., & Pratt, S. (2017). Tourism's vulnerability and resilience to terrorism. *Tourism Management*, 60, 404-417. Retrieved March 18, 2021, from <https://www.sciencedirect.com/journal/tourism-management>

Ma, H., Chiu, Y. H., Tian, X., Zhang, J., & Guo, Q. (2020). Safety or travel: Which is more important? The impact of disaster events on tourism. *Sustainability*, 12(7), 3038.

Mthembu, N. (2009). Tourism crime, safety and security in the Umhlathuze District Municipality, KwaZulu Natal (Doctoral dissertation).

Müller, R., Wittmer, A., & Drax, C. (2014). Aviation risk and safety management. *Cham: Springer*, 45-48.

Mulwa, J. M., & Owiyo, V. (2018). Safety and security in tourism destinations: Its moderating role in the destination competitiveness determinants and destination competitiveness nexus in Western Kenya circuit. *International Journal of Research in Management & Business Studies (IJRMBS 2018) Vol. 5*

Nemoto, T., & Beglar, D. (2014). Likert-scale questionnaires. In *JALT 2013 conference proceedings* (pp. 1-8). Retrieved February 18, 2021, from https://jalt-publications.org/sites/default/files/pdf-article/jalt2013_001.pdf

Omachonu, V. K., & Ross, J. E. (2004). *Principles of total quality*. Crc Press. International Standard Book Number 0-57444-326-7

PÉTER, E., NÉMETH, K., KATONA, A., GÖLLÉNY-KOVÁCS, N., & Lelkóné

- Tollár, I. (2019). How people in Zala County see security in tourism. *DEUROPE*, 11(1), 95-116.
- Pizam, A., & Mansfeld, Y. (2006). Toward a theory of tourism security. In *Tourism, security and safety* (pp. 1-27). Routledge.
- Polyzos, S., Papadopoulou, G., & Xesfingi, S. (2023). Examining the link between terrorism and tourism demand: the case of Egypt. *Journal of Policy Research in Tourism, Leisure and Events*, 15(1), 69-87.
- Pyzdek, T., & Keller, P. (2013). *Handbook for quality management: A complete guide to operational excellence*. McGraw-Hill Education.
- Rosenfeld, R. A. (2008). Cultural and heritage tourism. *Municipal Economic Tool Kit project*.(pp.1-14)
- Salameh, M. T. B., & Hourani, I. (2022). The Impact of Terrorism on Tourism: Pilot Study 2007–2017:(Case Study of Jordan, Egypt, Spain and France). *Dirasat: Human and Social Sciences*, 49(1), 639-658.
- Selim, M., Aidrous, I., & Semenova, E. (2020). International tourism: Prospects for development in the post coronavirus world (egyptian example). *International Journal of Management (IJM)*, 11(7), 1145-1155.
- Sönmez, S. F., Apostolopoulos, Y., & Tarlow, P. (1999). Tourism in crisis: Managing the effects of terrorism. *Journal of travel research*, 38(1), 13-18.
- Suranto, J., & AD, S. L., & Jatmika, S.(2020). A study on the impact of cultural tourism on indonesian society. *International Journal of Innovation, Creativity and Change*, 11(5), 72-86.
- Țițu, M. A., Răulea, A. S., & Țițu, Ș. (2016). RETRACTED: Measuring Service Quality in Tourism Industry.
- Wanderi, E. N., Mberia, H., & Oduor, J. (2015). Evaluation Of Factors Influencing Total Quality Management Implementation in Rwadan Construction Companies: A Case of Fair Construction Company. *European journal of business and social sciences*, 4(3), 14-28.
- Williams, P. D. (Ed.). (2012). *Security studies: An introduction*. Routledge, 1st -ed.



المحتوى متاح على بنك المعرفة المصري EKB

مجلة المنيا لبحوث السياحة والضيافة

رابط المجلة <https://mjthr.journals.ekb.eg/>



تقييم جودة إجراءات الأمن والسلامة بالمواقع السياحية في الأقصر

اميمه حجاج يوسف¹ أ. د / صابرين جابر عبدالجليل²

أ. م / اييه محمد مجدي³

¹ بكالوريوس الدراسات السياحية - كلية السياحة والفنادق - جامعة جنوب الوادي

² أستاذ - قسم الدراسات السياحية - كلية السياحة والفنادق - جامعة الأقصر

³ أستاذ مساعد - قسم الدراسات السياحية - كلية السياحة والفنادق - جامعة جنوب الوادي

المستخلص

استعرضت هذه الدراسة المفهوم متعدد الأبعاد للمخاطر المتعلقة بالسلامة والأمن في السياحة. وكان الغرض الاساسي من هذه الدراسة هو تقييم جودة خدمات الأمن والسلامة بالمواقع السياحية في الأقصر. كما اشتملت هذه الدراسة علي خمسة أهداف. ولتحقيق تلك الاهداف ، استخدمت الدراسة منهجًا كميًا قائمًا على استبيان تم إجراؤه على عينة من السياح مكونة من 406 سائحًا من مواقع سياحيه مختلفة في الأقصر. علاوة على ذلك، أجريت مقابلات مع ممثلين من مختلف الهيئات السياحية، مثل مديري وكالات السياحة والسفر، المرشدين السياحيين، ومفتشي الآثار ، ومسؤولي السياحة من الهيئة الشرطةية. كما تم استخدام الحزمة الإحصائية للعلوم الاجتماعية (SPSS ، الإصدار 22) لإدخال البيانات وتحليلها في الإحصاء الوصفي. علاوة على ذلك ، وفقًا لنتائج الاستبيان ، كان السياح على دراية بخدمات السلامة والأمن في الوجهة. و بشكل عام، كانت النسبة الأكبر من العينة راضية عن جودة خدمات الأمن والسلامة في الأقصر. علاوة على ذلك ، قدمت هذه الدراسة توصيات للمجتمع المحلي والمرشدين وعلماء الآثار وسلطات شرطة السياحة ووزاراتي السياحة والآثار لتحسين تدابير السلامة والأمن.

الكلمات الدالة

الامن -السلامة
المواقع السياحية - الجودة