Abstract

It is known that the touristic employment in Egypt is thick, but the majority is not clever enough. This fault affects negatively, the egyptian touristic activity and the mental image about Egypt abroad. The touristic service presented through the employees in the touristic field can affect positively or negatively the mental image about the touristic destination through spreading the tourist's impression about this destination to his relatives abroad. Thus, the study problem appears. It searches in the impact of the performance of the egyptian touristic employment on the mental image about Egypt abroad.