

# Marketing Cyprus as a tourism destination for the United States: theory, marketing and public relations strategies

Andrew Yiannakis, University of New Mexico  
 John Douvis, University of Peloponnese  
 Pinelopi Athanasopoulou, University of Peloponnese  
 Alex Lyras University of Louisville  
 Ioannis Assiouras, ESC Toulouse Business School

## Abstract

This paper provides a framework for segmenting Cyprus as a tourism destination and discusses ways for reaching various target markets in the United States. Prior research using multi-dimensional scaling demonstrates (Yiannakis & Gibson, 1988, 1992, 2002; Gibson 1994; Foo, McGuiggan & Yiannakis, 2004) that when tourists go on vacation they seek a balance among three fundamental or core push factors: familiarity-strangeness, structure-independence and stimulation tranquility. When the above are matched with various product categories (pull factors) that represent what Cyprus has to offer (e.g., heritage/cultural tourism, escapist tourism, sport tourism, eco-tourism and the like), we are able to develop a targeted framework that can help us market Cyprus as a tourism destination to various markets in the United States. The authors also discuss some of the major selling points that make Cyprus attractive as a tourism destination and suggest how these may be employed in an overall strategy for reaching the relatively untapped markets of the United States. The authors make a number of recommendations involving new market exploration and discuss strategies for increasing the island's exposure through both marketing, as well as public relations activities. In closing, the authors recommend that in addition to economic impact studies Cyprus needs to assess the socio-cultural and environmental impacts of tourism on the island and its people. Such findings may help the tourism industry and the people of Cyprus determine the kind of tourism product they want, and the type of tourist they would prefer to attract to the island.

Keywords: Cyprus, Tourist Roles, Tourism Destination, Marketing

## From Theory to Application

A considerable amount of research exists that speaks to tourist motivation, tourist roles/styles, needs satisfaction, and the like (Moore et al. 1995; Yiannakis and Gibson, 1988; Smith, 1989; Murdy, 2001; Baidal, 2004). Based primarily on the works of Cohen, (1972), among others, Yiannakis and Gibson (1992) found that when tourists go on vacation they are motivated by a balance of stimulation-tranquility, familiarity-strangeness and structure-spontaneity. These three dimensions may not be surface motivators but they are important latent push factors that drive tourists in making decisions about the kinds of destinations they want to visit in order to satisfy their needs. And, we argue, vacation selection is about optimizing the likelihood of

satisfying needs that life back home fails to provide for. After plotting their findings in three dimensional space, representing the three dimensions alluded to above, (Yiannakis & Gibson, 1988, 1992, 2002; Gibson 1994; Foes, McGuiggan & Yiannakis, 2004) the results revealed that different tourist roles are associated with varying degrees of balance between stimulation-tranquility, familiarity-strangeness and structure-spontaneity. Yiannakis and Gibson (1992), developed a comprehensive classification of leisure tourists and they designed their Tourist Roles Preference Scale TRPS. The same researchers presented again the latest version of TRPS in 2002 (Table 1).

Table 1. Tourist Roles Preference Scale (Yiannakis & Gibson 1992; 2002)

<b>Table 1: A Typology Of Tourist Roles</b> (Data reflect multiple role enactment)	
N=1241-1272	
<b>1: SUN LOVER (SNL) 33.8% *</b>	Interested in relaxing and sunbathing in warm places with lots of sun, sand and ocean
<b>2: ACTION SEEKER (ACT) 7%</b>	Mostly interested in partying, going to night clubs and meeting people of the opposite sex for uncomplicated romantic experiences
<b>3: ANTHROPOLOGIST (ANT) 31.3%</b>	Mostly interested in meeting the local people, trying the food and speaking the language
<b>4: ARCHAEOLOGIST (ARC) 24.9%</b>	Primarily interested in archaeological sites and ruins; enjoys studying history of ancient civilizations
<b>5: ORGANIZED MASS TOURIST (OMT) 13.8%</b>	Mostly interested in organized vacations, packaged tours, taking pictures/buying lots of souvenirs
<b>6: THRILL SEEKER (TRS) 6.2%</b>	Interested in risky, exhilarating activities which provide emotional highs for the participant
<b>7: EXPLORER (EXP) 9.6%</b>	Prefers adventure travel, exploring out of the way places and enjoys challenge in getting there
<b>8: JETSETTER (JST) 1.8%</b>	Vacations in elite, world class resorts, goes to exclusive night clubs, and socializes with celebrities
<b>9: SEEKER (SKR) 6.3%</b>	Seeker of spiritual and/or personal knowledge to better understand self and meaning of life
<b>10: (a) INDEPENDENT MASS TOURIST I (IMT-I) 16.9%</b>	Visits regular tourist attractions but avoids packaged vacations and organized tours
<b>(b) INDEPENDENT MASS TOURIST II (IMT=II) 16.5%</b>	Plans own destination and hotel reservations and often plays it by ear (spontaneous)
<b>11: HIGH CLASS TOURIST (HCT) 12.6%</b>	Travels first class, stays in the best hotels, goes to shows and enjoys fine dining
<b>12: DRIFTER (DTR) 0.9%</b>	Drifts from place to place living a hippie-style existence
<b>13: (a) ESCAPIST I (ESC-I) 20.9%</b>	Enjoys taking it easy away from the stresses and pressures of home environment
<b>(b) ESCAPIST II (ESC-II) 9%</b>	Gets away from it all by escaping to peaceful, deserted or out of the way places
<b>14: ACTIVE SPORT TOURIST (AST) 20%</b>	Primary emphasis while on vacation is to remain active engaging in favorite sports
<b>15: EDUCATIONAL TOURIST (EDT) 6.7%</b>	Participates in planned study tours and seminars to acquire new skills and knowledge.
* Read as: 33.8% of all tourists engage in this role "Frequently" or "Always"	
NOTE: Since most tourists play multiple roles above figures exceed 100%	
(FN:Typology7.doc)	

Using these findings, and based on our knowledge and understanding of Cyprus as a tourism destination, we are proposing the following tourism product categories that may be appropriate for marketing Cyprus to US markets. Clearly, marketing all these product categories as separate niche markets may not be cost effective and considerable bundling may be required.

#### **Product Categories and Associated Tourist Roles**

1. Religious/Pilgrimage Tourism (monasteries, churches, history, religious sites, museums, with

side trips to Israel and Egypt). Searchers, Drifters, Educational tourists, Anthropologists.

2. Historical/Archaeological Tourism (castles, archaeological sites and ruins in Cyprus with possible side trips to Egypt and Israel). Amathus, Kolossi Castle, Dhali, Limassol Castle, Sanctuary of Apollo, Kourion, Kouklia, Kition, Paphos (Tombs of Kings), Soli, Nicosia and more). Anthropologists, archaeologists, educational tourists, explorers.

3. Romantic Tourism targeting honeymooners (Pissouri, Paphos, Latsi, Coral Bay and

## African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)

ISSN: 2223-814X

possibly Protaras for the younger generation), and older populations celebrating anniversaries, and the like (Limassol, Larnaca, Troodos, Paphos, etc.) Sun lovers, escapists, high class tourists, action seekers.

4. Family Tourism (Limassol, Paphos, Larnaca). Offering a poolside lifestyle, good service, shopping, attractions for kids, relaxation, sunbathing, family restaurants, water sports escapists, sun lovers, shoppers.
5. Sports Tourism (water sports). Limassol, Larnaca, Pissouri, Coral Bay, Protaras, Ayia Napa  
Sport Lovers, Action Seekers, Thrill Seekers, Independent Tourists.
6. 4S Tourism (sun, sand, surf, sex). Emphasizing good night life, dancing, beaches, singles scene, shopping, attractions, restaurants in a festive atmosphere (Protaras, Ayia Napa, Nicosia?) and sports  
action seekers, thrill seekers, independent tourists, sun lovers.
7. Escapist Tourism (seeking peace and quiet; getting away from it all). Latsi, Coral Bay area, Pissouri Bay, Troodos, the northwest corner.
8. Heritage/Cultural Tourism (pottery, local wines, attractions, antiques, shopping, local foods/produce, festivals, ancient plays at such places as Kourion, music and more) archaeologists, anthropologists, educational tourists, high class tourists, mass tourists.
9. High Class Tourism. 5 star hotels offer relaxation, fine dining, excellent service, fine beaches, night life, sailing, tennis, golf, horseback riding and the like.
10. Nature Tourism emphasizing nature trails, wildlife, local vegetation, lakes and rivers, secluded beaches and off-the-beaten path places (Pissouri, Troodos, Latsi and more) escapists, educational tourists, anthropologists, explorers, seekers, independent tourists.

### The American Market

The American market holds great promise for Cyprus. It is vast, it is culturally diverse, it is relatively untapped, and American tourists possess the resources to travel anywhere in the world.

In 1995 (1996 US Dept. of Commerce Report), just over 19 million Americans traveled abroad. They traveled to the UK (2.8 million), to Italy (1.4 million), to Japan (839, 000), to Australia (496, 000), to Spain (610, 000), to Greece (457, 000), and to Israel (343, 000), among others. This figure represents less than 7% of the American population. However, from 1985-1995, the number of Americans who travel abroad has risen steadily from 12,696,000 million to 19,059,000 million, an increase of approximately 33%.

In 2009 the US dept. of Commerce (2010 Report) reported that over 30 million Americans traveled abroad. Of these close to 26 million traveled as tourists, or to visit friends or relatives. 83% visited at least two overseas destinations. 35% (or just over 9 million) visited Western Europe; 4% (or just over 1 million) visited Eastern Europe; 3% (or 776,000) went to Africa; 6% (or just over 1.5 million) visited the Middle East; 2% visited Israel; and 19% (close to 5 million) visited various countries in Asia. Clearly, despite the cost of travel and the various political uncertainties around the world Americans are willing to travel even to the most unstable destinations.

The three largest originating regions for American Overseas Travelers are:

1. The Mid Atlantic States (New York, New Jersey; Pennsylvania (39%)
2. South Atlantic States ( Florida, Virginia, Georgia, Maryland (19%)
3. Pacific Coast (California; 14%)

To attract American tourists to Cyprus, therefore, Cyprus will have to be marketed in a way that presents the island as a safe destination that is relatively easy to get to, where American tourists will feel welcome. Cyprus will have to be marketed as a friendly place where English is spoken, where hotels, restaurants and the various destinations that they visit understand and are capable of catering to their needs. Over

## African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)

ISSN: 2223-814X

85% of all Americans now possess computers (closer to 98% among the college educated and professional ranks), and surfing the internet is becoming a popular pastime for checking out and exploring the rest of the world.

### Some Factors That Help Make Cyprus a Good Destination for Americans

International travel has, in some ways, improved considerably and access to formerly remote destinations has become much easier. Since Cyprus is serviced by numerous international carriers flying to Cyprus from the USA is no longer the ordeal that it used to be several years ago.

The cost of air travel in the United States is sometimes comparable with destinations abroad, which often makes foreign travel an attractive option. For example, the cost of coach travel during the high season from the Eastern Seaboard of the United States from such points as Boston, New York, Atlanta and Miami to Cyprus varies from \$1600 to \$2200 per person.

The US Dept of Commerce, Office of Travel and Tourism Industries (2010) provides the following information (Tables 2-8) on the characteristics of Americans who travel overseas. This information should be used in developing a marketing strategy:

Table 2. How Americans Book Their Overseas Trips

Personal Computer	(42%)
Travel Agency	(32%)
Airline directly	(16%)

Source: US Dept of Commerce, Office of Travel and Tourism Industries (2010)

Table 3. How Americans Obtain Their Overseas Destination Information

1. Personal Computer	(46%)
2. Travel Agency	(29%)
3. Airline	(27%)
4. Friends/Relatives	(16%)
5. Tour Company/Travel Guides	(10%)
6. Magazines/Newspapers	(1%)

Source: US Dept of Commerce, Office of Travel and Tourism Industries (2010)

Table 4. Top Activities American Tourists Engage In On Vacation

N= 25,876,000 (tourists)

1. Dining	(82%)
2. Shopping	(74%)
3. Visit historical places	(53%)
4. Visit small towns/villages	(45%)
5. Sightseeing in cities	(44%)
6. Visit cultural heritage sites	(35%)
7. Touring the countryside	(35%)
8. Water sports and sunbathing	(28%)
9. Museums/Art Galleries	(26%)
10. Night clubs/dancing	(23%)
11. Guided Tours	(18%)
12. Ethnic heritage sites	(13%)
13. Amusement/theme parks	(12%)
14. Visit national parks	(12%)
15. Concerts/plays	(12%)
16. Casinos/gambling	(8%)

Source: US Dept of Commerce, Office of Travel and Tourism Industries (2010)

Table 5. Amount Spent by American Tourists on Vacation

## African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)

ISSN: 2223-814X

1. Per visitor = \$2,469 or 1,913 euro
2. For airfare per visitor = \$1,012 or 784 euro

Source: US Dept of Commerce, Office of Travel and Tourism Industries (2010)

Table 6. Average Length of Overseas Vacation

17.7 nights

Source: US Dept of Commerce, Office of Travel and Tourism Industries (2010)

Table 7. Occupation of American Overseas Vacationers

1. Professional (38%)
2. Managerial (19%)
3. Retired (12%)
4. Student (11%)

Source: US Dept of Commerce, Office of Travel and Tourism Industries (2010)

Table 8. Average Annual Household Income of American Overseas Travelers in 2009

\$105, 900 or \$83,000 Euro (as of September 2010)

Source: US Dept of Commerce, Office of Travel and Tourism Industries (2010)

The American market is a huge, vastly untapped source of revenue which several countries in Europe and Asia have begun to cultivate. Cyprus has a lot to offer, including the basic hotel infrastructure, which would appeal to many Americans. And, given that Cyprus has a limited carrying capacity for tourism (given its size, resources and facilities), it would not need to attract vast numbers of American tourists. That is, with an effectively targeted campaign in the United States, Cyprus could achieve a higher conversion rate (as a ratio of cost to net profit) by drawing a more upscale clientele. A clientele that comes to Cyprus specifically to enjoy the product categories that were presented earlier in this paper. These product categories are grounded in earlier theoretical and quantitative work on tourist roles (Yiannakis and Gibson 1992, 2002).

For most Americans, the tourist product categories that Cyprus has to offer, may take on considerably more value if they are marketed as multiple options rather than as discrete entities, although single product categories for the "specialist tourist" should also be available. Thus, it should be possible to combine Heritage Tourism with Historical and Pilgrimage Tourism, and so on.

### Upscale Tourism and the American Market

Existing markets for Cyprus appear to be mostly European and Eastern Bloc countries (Russia in particular) and the emphasis seems to be

primarily on mass rather than niche, or upscale forms of tourism. Focusing on the development of more upscale tourism is worth considering for a number of reasons and this should be a strategy that the Cyprus Tourism Organization and the hotel industry should pursue further. Some of the reasons include:

- (i) Greater return on investment. Such tourists are willing to pay more for the right kinds of products and services
- (ii) Percentage-wise they make up a smaller segment of the market and, as such, they stress and degrade destinations and the environment to a lesser degree than mass tourists
- (iii) More upscale tourists spend more on car rentals, hotels, food and attractions and are likely to stay longer
- (iv) After visiting Cyprus more upscale tourists are more likely to "invest" in the host country by purchasing property, summer villas, and the like

It is clear that the further tourists have to travel from their home the more they'll need to spend to get there. But, there is another component; the further they have to travel, the more likely they are to move away from the comfort and familiarity of their own environments to new, different and even "strange" locations (the notion of familiarity and strangeness Cohen (1972)). In developing new markets, therefore, we need to know the characteristics of segments from different originating regions that are most likely

**African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)**  
**ISSN: 2223-814X**

to be interested in visiting Cyprus. In fact we shall need to develop a complete profile of such segments in terms of what they read, listen to, watch, their demographics, their vacation motivation, their prior traveling profile, and the like. From what we know already about the different profiles of tourist segments it is clear that more upscale tourists would be a better fit for Cyprus. In fact, such tourists tend to be:

- (i) in the top 75% in terms of income
- (ii) they are better educated
- (iii) they tend to be over thirty
- (iv) they are likely to have fewer children
- (v) they like to travel (and can afford to) more than other market segments
- (vi) and they are more likely to be drawn to new destinations so long as the pull factors of a destination align with their vacation motivation (push factors).

Research indicates (Moore et al. 1995; Baidal, 2004; Murdy 2001) that such tourists:

- (i) prefer to stay mostly in four and five star hotels
- (ii) they enjoy visiting archaeological sites and ruins
- (iii) they are into the heritage and culture of a visited destination
- (iv) many Americans enjoy a good night life with bouzouki music
- (v) they like to try local foods and wines
- (vi) they like to explore, usually by rental car

**Cyprus as a Tourism Destination for Americans: Some Major Selling Points**

Cyprus has a number of additional selling points that would make it attractive to Americans, and more upscale tourists, in general. These include:

1. Population speaks English
2. Food and hotels reasonably priced
3. Excellent service in hotels and restaurants
4. People are friendly and helpful
5. Guaranteed sunny weather
6. Easy access to almost all parts of the island
7. Easy access for one or two day trips to Israel or Egypt
8. Island steeped in history and tradition
9. Island serviced by several large carriers (British Airways, Lufthansa, KLM, Olympic, Cyprus Airways and the like.
10. The island is relatively free of crime

11. Cyprus has one of the most advanced telecommunications systems in Europe, which makes communication within, and outside the country, entirely hassle-free. This is extremely attractive asset for most upscale American tourists who travel with their laptops wherever they go

12. Some of the history and mythology of Cyprus can be tied directly to the American experience and should be used to market the island accordingly.

For example:

- (i) Shakespeare's "Othello" takes place in Cyprus
- (ii) The birth of Aphrodite (near Petra tou Romiou)
- (iii) Richard the Lionheart and the Crusades
- (iv) A piece of the cross at Stavrovouni
- (v) The Apostle St. Paul in Paphos
- (vi) The relics in the Church of Lazarus in Larnaca are all topics that Americans have read about or watched on TV. They may not associate them with Cyprus, but when such association is made for them through effective marketing communications their interest in the island will undoubtedly increase.

13. Cyprus over the centuries has been host to many cultures; from conquerors to peaceful settlers from all over Europe, the Aegean and the Middle East. Their sojourn has left its mark on the island and it is part of what gives Cyprus its rich history and culture. Thus, where else in the world can a tourist experience such a mosaic of the cultures from Europe and the Middle East but on the Island of Cyprus?

**How Should Cyprus Be Promoted to More Upscale North Americans**

While this paper presents general ideas that bring together what we consider to be the major assets that Cyprus has to offer, it should be clear that a final strategic plan must be modified to include findings from market research in the United States. At the very least information is needed in the following areas:

- (i) motivations for taking vacations

## African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)

ISSN: 2223-814X

- (ii) expectations of a vacation
- (iii) demographics (income, age, gender, marital status, education)
- (iv) what they read watch and listen to
- (v) previous travel/vacation history. Previous destinations visited
- (vi) their general leisure interests in the home country
- (vii) what they like to do on vacation
- (viii) familiarity with Cyprus, if any (history, geography, etc.)
- (ix) degree of interest in tourism product categories of Cyprus
- (x) predisposition to travel to Cyprus.

A two pronged approach is recommended: This should include: (i) a marketing approach as well as (ii) a public relations approach

In order to access and open up the American market several elements need to be put in place. In order, these are:

1. Conduct research in the United States to identify the characteristics of Americans who may want what Cyprus has to offer. Then, develop a marketing strategy for accessing the various segments of this market. As part of this process, a strategic plan targeting the United States for the development of a differentiated marketing effort needs to be developed (or modified) for Cyprus
2. Cyprus needs to increase its presence on the internet. Since the percentage of Americans who own home PC's is increasing dramatically, creating a presence on the internet would be an efficient and inexpensive way of marketing the island. And, let us not forget that most Americans book their travel online!
3. Given that most Americans know very little about Cyprus, they will need to see what Cyprus looks like, and what it has to offer before committing to what will be a moderately expensive vacation (return Bus. Class air fare runs about \$3800 per person from Boston, New York or Miami.
4. Seek cooperation of major carriers and expand service from major US cities. Nonstop service may not always be desirable for most since this makes for a long trip
5. (about ten hours from the east coast of the US). Rather, consider a short layover (several hrs) at major European cities such as Paris, Rome, London, Athens, Amsterdam, and the like. Additionally, consider one or two day layovers in the above cities to permit tourists to spend a little time exploring, shopping and the like. For some this may add value to the overall vacation.
6. Put together packages as indicated earlier in this paper and sell the island using this niche market approach. That is, by matching product categories with specific upscale market segments.
7. Establish links with major tour operators in the USA and secure their interest and cooperation.
8. Invite tourism writers from the USA to visit Cyprus and have them write feature articles in such magazines as Conde Nast Traveler, Travel and Leisure, in airline magazines and the like.
9. Invite selected American movie stars to vacation in Cyprus and publicize their visits after the fact.
10. Greece, Italy, Turkey, Israel, Egypt and other Mediterranean countries are featured in many international movies but the only time Cyprus makes the news is when violence occurs. In comparison there is more violence in other EU countries than in Cyprus and the murder rate in the United States per 100, 000 eclipses anything that happens in Cyprus. These facts need to be brought out and publicized (very diplomatically) so as to position the island in the minds of Americans as a safe destination.
11. The kind of market that is of interest to Cyprus consists of mostly college educated individuals with combined household incomes averaging \$100K (approx 77,000 euro), and higher. As a group they would be interested in mostly Four and Five Star Hotels. In particular they would expect:
  - (i) good size hotel rooms with all the amenities

**African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)**  
**ISSN: 2223-814X**

(ii) air conditioning in rooms, corridors, elevators and the like

- (iii) roomy and well-lit bathrooms
- (iv) room service
- (v) fitness centers
- (vi) ensuite internet access

Most hotels in the Four and Five Star Category meet most, if not all of these requirements so in this regard the Cyprus hotel industry is well situated to begin receiving more Americans in the near future. We recommend that efforts be made to address the remaining areas and upgrade accordingly where appropriate.

11. Secure the services of marketing/advertising agencies in the United States to market/PR Cyprus on TV, and in selected relevant print media. Radio may not be a very good medium today because most upscale Americans are not frequent radio listeners.

#### **Potential North American Target Markets**

A suggested starting point may involve a two phase marketing strategy:

Phase I: Tapping Existing Travel Markets in North America

1. Marketing Cyprus to Greek and Greek Americans living in North America
2. More affluent and more educated experienced travelers to established/well known destinations (30+, married) who may be motivated to try a lesser known destination, such as Cyprus
3. More affluent and more educated experienced travelers to lesser known destinations worldwide (35-49). This market segment, with an understanding of reliable pull-push (product categories and needs) factors should be relatively easier to attract to Cyprus
4. Younger, well educated, more affluent and more adventurous types with previous travel experience worldwide (25-40yrs). This group has both the travel experience to out of the way and lesser known destinations that, given the right pull factors (product categories) would be relatively easy to attract to Cyprus.

Phase II: Exploring New Markets in North America

Marketing Cyprus to North Americans who have never traveled outside North America, or who may have only limited travel experience to Europe and the Mediterranean. Cyprus is a lesser known destination in what some North Americans consider a relatively unstable part of the world. However, political instability has never deterred those who enjoy visiting far away, strange or off-the-beaten-path destinations. Examples include Chile, Mexico, Iran, Jordan, Cambodia and Viet Nam, among many others. Clearly, political instability, real or imagined, rarely deters explorers, thrill seekers, archaeologists, anthropologists, seekers and educational tourists when the pull factors in a destination are of sufficient value to them. Therefore, it should not be a major obstacle for Cyprus to market itself to the various market segments mentioned above.

#### **Bundling Destinations**

For some American tourists, visiting Cyprus as a sole destination may not satisfy their needs for variety, exploration, education, and the like. Thus, offering opportunities to visit Cyprus, with options for side trips to Egypt or Israel, for example, will undoubtedly add value to their experience.

#### **Uncoupling Marketing and Public Relations**

Uncoupling marketing and public relations strategies may be a more effective way of facilitating the process of reaching and motivating American tourists to visit Cyprus. While many see Public Relations activity as a sub-category of Marketing, we feel that in the case of Cyprus the two concepts should be treated differently. In marketing the goal is to match product categories with suitable market segments and sell these through appropriate advertising channels. Public Relations on the other hand, has a different purpose. Its goals are to create an interest, overcome resistance and generate good will toward the country being visited. A particular strength of public relations activities is their persuasive impact because "they are not usually perceived as commercial messages" (Morrison, 2002) by the targeted markets.



## African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)

ISSN: 2223-814X

To accomplish this it is necessary to create a package of public relations activities that includes the following:

1. Travel articles on Cyprus by leading travel writers to include color photos in such American magazines as Conde Nast Traveler, National Geographic Traveler and Travel a& Leisure
2. Extensive internet presence with striking photos and live video
3. Invite movie stars to vacation in Cyprus and publicize their visits after the fact
4. Encourage Hollywood (and other companies) to make movies in Cyprus with international stars such as Tom Cruise, Harrison Ford, Angelina Jolie, and others. Provide financial and tax incentives
5. Assist in the production of tourism/travel videos
6. Finance the publication of an academic textbook about tourism in the Mediterranean (in which Cyprus is featured) that universities and colleges in Europe and other countries may adopt and use in tourism classes. This will help provide exposure for Cyprus to thousands of college students every year. This is a long term strategy, but an important one, since it can help position Cyprus in the minds of thousands of students who, one day, may wish to vacation in Cyprus, or recommend it to others.

### An Examination of Potential Impacts of Tourism on Cyprus

At some point Cyprus will have to conduct both economic and a socio-cultural impact studies to determine how tourism is affecting the island and its people. For example, economically how much is tourism actually contributing to the island? Who is benefiting the most? How is tourism affecting the environment, the people and the culture of Cyprus? These are important

questions that, sooner or later, will have to be addressed. Answers to such questions will help the tourism industry and the people of Cyprus determine the kind of tourism they want and the type of visitor they may wish to attract to the island.

### References

Baidal J.I. (2004). Tourism Planning in Spain. Evolution and Perspectives. **Annals of Tourism Research**, Vol.31, No.2: pp.313-333.

Cohen, E. (1972). Towards a Sociology of International Tourism. **Social Research** 39: pp.164-182.

Foo Jo-Ann, McGuiggan R. & Yiannakis A. (2004). **Annals of Tourism Research**, Vol.31, No.2: pp.408-427.

Gibson, H. (1994). Some Predictors of Tourist Role Preference for Men and Women over the Adult Life Course. PhD dissertation in sport, leisure, and exercise science, University of Connecticut.

Gibson H. & Yiannakis A. (2002). **Annals of Tourism Research**, Vol.29, No.2: pp.358-383.

Moore K., Cushman G. & Simmons D. Behavioral conceptualization of tourism and leisure. **Annals of Tourism Research**, Volume 22 No.1: 67 – 85, 1995.

Morrison EW (2002). Information seeking within organizations. **Human Communication Research**. Vol. 28, No.2: 229-242.

Murdy J. (2001). Predicting Tourist Roles Preference Across the Life Course. A Dissertation submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy at the University of Connecticut.

Smith, V. (1989). Hosts and Guests: **The Anthropology of Tourism** (2nd ed.). Philadelphia: University of Pennsylvania Press.

Yiannakis, A. & Gibson H. (1988). Tourist Role Preference and Need Satisfaction: Some Continuities and Discontinuities over the Life Course. Paper presented at the International Conference of Leisure Studies Association. Brighton, England.

**African Journal of Hospitality, Tourism and Leisure Vol. 2 (1) - (2012)**  
**ISSN: 2223-814X**

Yiannakis, A. & Gibson H. (1992). Roles Tourist Play. **Annals of Tourism Research** 19: pp.287–303.

The US Dept of Commerce (1996), **Office of Travel and Tourism Industries**, Annual Report.

The US Dept of Commerce (2010), **Office of Travel and Tourism Industries**, Annual Report.