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THE IMPACT OF TOURISM ON THE SOCIOCULTURAL STRUCTURE OF CYPRUS

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This paper is based on evaluating tourism development in Cyprus, a European nation, and its impacts on the socio-cultural structure of the island. The principal concern of this research is aid in sustaining the resource base on which the tourism development in Cyprus depends on. The paper concludes that in spite of all the negative and positive impacts of tourism on Cyprus it is not yet clear whether the benefits outweigh the costs. The reason for this uncertainty is that most of the research is done on an estimate as there is no empirical data available as yet to support either side of the equation.

Keywords: *sustainability, carrying capacity, natural resources, agro-tourism*

INTRODUCTION

The impact of tourism on the host destination is an area that has been greatly researched by many tourism related authors. Tourism can have both positive and negative impact on the host destination's socio-cultural structure. This presents a challenge to decision makers in regard to the type of tourism that a destination is trying to attract, in order to determine whether the gains to some within the community outweigh the losses to others.

A major problem in regard to tourism's impacts is the fact that they are difficult to measure as they are persistent, involving a series of products/services consumed through time. However there are no universally accepted comprehensive measures of overall tourism impact and the fact that specific areas on tourism impacts on host destination have been globally ignored throughout time increases the danger of attempting any predictions on the side of the host destinations.

The importance of this research is vital to the development of Sustainable Tourism in Cyprus, in order to meet the needs of the present without compromising the socio-cultural structure for future generations.

THE STUDY

Facing the lack of recent statistical data, the researcher was forced to base this study on past statistical records instead of present figures, which would enable the conclusions to be more accurate. In addition, various relevant studies were unavailable as they have not yet been put into action or their impacts have not yet been assessed.

In order to minimize these problems and obtain specific quantitative and qualitative information from a sample of the population and tourists, the researcher applied the use of Semi Structure Interviews as well as Journals, Articles, Conference Papers, etc. The Semi Structure Interviews were used to encourage individuals to discuss more easily and provide not just answers, but also the reasons that underline the answers, as the specific area of interest is a sensitive issue. Some interviews confirmed what was already acknowledged but also provided the opportunity for learning (See Figure Table 1 for the list of all the interviewees).

BACKGROUND STUDIES

The positive and negative impact of tourism on the host destination's socio-cultural structure has been an issue for a long time. Lundberg (1980); Foster (1985); Inskip (1991); Witt (1991); Cooper (1989); Friges (1996); Matheison and Wall (1982) all contribute to the account of Social Positive and Negative Impacts on the host destination.

In the words of Matheison and Wall (1982:24), social impacts can be thought of 'as changes in the lives of people who live in destination communities, which are associated with tourist activity' in regard to moral conduct, creative expressions. Cultural impacts can be thought of as the changes in the arts, traditional ceremonies, customs and rituals and architecture of people that result from tourism activity. Witt (1991) claims that the greater the difference between the host community and the tourists, the greater will be the affect of tourism on society. This presents a challenge to decision makers in regard to the type of tourism that a destination is trying to attract.

The issue becomes even more difficult when the scope of decision making is broadened to include the attitudes of, and benefits accruing to, the tourists' themselves. Thus, for example, at the national level a specific development might be justified on the grounds that it is positive for the society as a whole (such as when benefits accrue to domestic tourists) even if on average it is not positive for the host community. In such

circumstances local dissatisfaction may alienate residents from their resource base as more generally ‘when new users arrive... members of the initial community feel threatened and may fail to enforce their self restraint, or they may even join the race to use up resources’. The government must therefore determine whether the gains to some within the community outweigh the losses to others. Ostom et al (1999: 280) and Eber (1992) suggest that this can be minimized with the involvement of local participants in decision making for sustainable tourism development

Table 1. List of interviewees

Respondent Number	Name	Profession	Duration	Date	Type: Local/Tourist
Respondent 1	Anna	Computer Lab Assistant	18m	01/07/03	Local
Respondent 2	Mary	Public Servant	15m	02/07/03	Tourist
Respondent 3	Andreas	Public Servant	12m	02/03/07	Local
Respondent 4	John	Teacher	18m	03/07/03	Tourist
Respondent 5	Andrew	Bank Manager	17m	04/07/03	Tourist
Respondent 6	Martha	Housewife	12m	08/07/03	Local
Respondent 7	George	Civil Engineer	28m	12/07/03	Local
Respondent 8	Costas	Public Servant	20m	14/07/03	Local
Respondent 9	Andréa	Primary Teacher	12m	15/07/03	Local
Respondent 10	Marios	Public Servant	18m	18/07/03	Local
Respondent 11	Mark	Doctor	10m	19/07/03	Local
Respondent 12	Anon	Public Servant	33m	19/07/03	Local
Respondent 13	Roula	Retired Headmistress	13m	20/07/03	Local
Respondent 14	Anon	Lecturer	26m	22/07/03	Local
Respondent 15	Liana	Designer	22m	22/07/03	Local
Respondent 16	Christina	Travel Agent	28m	25/07/03	Local
Respondent 17	Chris	Accountant	30m	28/07/03	Tourist
Respondent 18	Anon	Hotel Manager	28m	29/07/03	Local
Respondent 19	Julie	Self Employed	10m	30/07/03	Tourist
Respondent 20	Peter	Unemployed	12m	01/08/03	Tourist
Respondent 21	Angela	Housewife	14m	03/08/03	Tourist
Respondent 22	Michael	Doctor	12m	04/08/03	Tourist
Respondent 23	Rita	Architect	18m	06/08/03	Tourist
Respondent 24	Costa	Lecturer	24m	08/08/03	Local
Respondent 25	Dinos	Building Contractor	10m	10/08/03	Local
Respondent 26	Nicos	Army Officer	9m	11/08/03	Local
Respondent 27	Panayiotis	Accountant	11m	13/08/03	Local
Respondent 28	Janet	Waitress	17m	16/08/03	Tourist
Respondent 29	Anon	Public Servant	10m	18/08/03	Local
Respondent 30	Anon	Bank Manager	13m	19/08/03	Local
Respondent 31	Michael	Front Office Manager	20m	22/08/03	Tourist
Respondent 32	Amanda	Housewife	9m	23/08/03	Tourist

All travellers seek tourism experience, yet very different goals and objectives are sought through many different roles and behaviours. This occurs because there are many different types of tourists as Valenene, (1989) states.

Different types of tourists have different effect on the social fabric of a destination. Each type of traveller can be expected to behave differently while visiting a destination. For example the photo taking, souvenir buying, superficial short-term visitor is the tourist of human resentment and stereotype. Certain groups can be seen as more exploitive and less sensitive to social and cultural values. Explorers blend into the community life as local people do and stay longer-but have contact with fewer people than members of a charter tour that moves through a community for shopping or sight seeing. Contact's with other people and cultures is a motivation and goal, and subsequently, an effect or outcome.

The social and cultural dimensions of tourism involve members of the host community, the traveller, and the providers of travel services, who may or may not be local residents.

Government should be aware of possible resentment between the local people and the tourists because of the income difference. Cases such as these are seen in the 'Bahamas, Puerto Rico, Jamaica, and other Caribbean Islands' (Lundberg, 1980:211).

Lundberg (1980:16) states that some governments are aiming for the 'so called 'Quality Market, the affluent usually in the fifty-plus age' while others prefer a mix of tourist' ranging from 'working class markets, low cost, tour groups and students' (Lundberg, 1980:211).

In the case of Cyprus, the tourist policy of the Cyprus Tourism Organization (CTO) aims to attract middle and high-income class tourists in order to minimize possible resentment between locals and tourists. According to statistics released by 'Eurostat', (Cyprus Mail, 2002, January 31st), Cypriots enjoy a higher standard of living than several regions in the UK, France, Germany, Belgium and the Netherlands, while Turkey, Latvia, Bulgaria and Romania are the EU candidate countries with the lowest percentage of average GDP at 28, 28, 27 and 25 respectively. However it cannot be proven that this is totally the result of tourism development on the island and not a natural development of the overall economic state of the island.

Researchers have proposed several models to explain the social impacts of tourism, such as the 'Irridex' by Doxy and 'adjustment' model by Dogan, (1989) and Friges, (1996:92-95). The attitudinal model developed by Bjorklund and Philbrick (1972) is applied to tourism (tourist-host relationship) by Butler (1980) as cited in Matheison and

Wall, (1982:139). The two dimensions of analysis are the attitudes of local residents towards tourism (positive - negative) and their behavioural responses (active - passive). Attitudes and reactions of individuals change in time, according to the process of tourism development in an area.

These models can be very useful in evaluating how successful an NTO is in attracting the right type of visitors for the benefits of the host community. Witt, (1991:44) comments, that as a result of the CTO policy to attract similar income classes, the culture of the people has not been modified greatly. However this view has been questioned by a large sample of tourists and locals who participated in the Interviews. Respondent 15 argues that the type of tourist that visits the island is not the typical high and middle class income tourist but mostly youngsters who tend to reach their limits once they are abroad. Respondent 24 also adds that 'the effects of tourists' behaviour and activities on young people in the area are very noticeable. The increase in drug trafficking and crime are the two major effects of tourism on the local community.... young people tend to spend a lot of their free time away from their families and from community activities since they spend more time in the tourist areas going out clubbing or at bars. As a result, we have an increase in the number of school dropouts and in the number of people smoking at early stages of their age. It is the CTO that has to make sure that this type of tourist is discouraged from visiting the island'.

Richardson disagrees with this view and comments that Cyprus isn't a Spanish Costa or Corfu, it is 'sensitive about its tourism image and determined to keep the quality that so many destinations now, rather belatedly, aspire to' (1989:17). It is considered to be 'one of the few destinations that has controlled tourism well, and it is now repaying the benefits'. Cyprus attracts the right kind of people who have the money to spend' says Richardson (1989:29).

Laffeaty (1993) supports both Clements and Richardson's view and comments that 'Cyprus is still an up market sunshine destination offering a friendly atmosphere and high quality service'. It is seen as being always popular with 'empty nesters aged 45-60' as well as 'professional couples in their thirties'. Cyprus has always marketed itself 'as a prestige resort' (Clements, 1989: 89). Respondent 30 also agrees with this view as he sees 'tourists as a breath of fresh air into the society, economy and life of the locals'. These comments show that the locals have different attitudes towards tourists as the 'attitudinal model of Bjorklund and Philbrick (1972) shows.

The CTO is aware of the fact that if the 'Cyprus overall image declines' as it happened 'in parts of Portugal, Spain, Italy and Corfu, up

market arrivals will dry up' (Piommer, 1990). Therefore the organization is aiming to maintain its high quality and consequently it's up market clientele by offering excellent facilities and different types of tourism activities such as Agro Tourism, Bird Watching, Cycling, etc. To achieve this selective advertising and promotion are adopted in order to attract this type of customer.

IMPACTS OF TOURISM ON THE SOCIO-CULTURE OF CYPRUS

It can be granted that the development of the Tourist Industry led to a progress in the standard of living for the local people in several areas as tourism expenditure increases the income of the area and thus raises the income of those in the region and improve the standard of living and the quality of life for the locals (Foster, 1985: 17). Tourism also contributes greatly to the development of infrastructure and superstructure with the building of new roads, airports, hospitals, restaurants and attraction to enable maximum number of citizens to benefit from the cultural, recreational and leisure activities of the tourism sector and finally it encourages cultural exchange between tourists (Inskeep, 1991: 172).

Most studies found a sup positive relationship between opportunities for shopping and recreation and attitudes toward tourism (Allen, Long Perdue and Kieselbach, 1988; Davis et al 1988).

Tourism has also aided in arising the interest for art festivals and crafts, i.e. weaving, embroidery, wood crafting, pottery etc that have been practiced in small villages for hundreds of years (Witt, 1991: 44). Respondent 1 comments on the significance given to the culture of the island and on the fact that 'tourists have allowed the locals to get to know their culture through the various festivals that are now being very popular around the island'. Respondent 2 adds that you would have to visit villages to get to know the various crafts available; now it is better known because of tourists.

The impact of tourism on the conservation of old buildings is also both positive and negative. Respondent 12 comment that "tourists look for and appreciate local architecture and authentic traditional style, so a lot of buildings are being renovated or conserved as mainly tourist attractions, which would have been destroyed by eager owners". On the other hand, old buildings do not have enough capacity to provide accommodation for the growing number of tourists, so they are destroyed to give room to new and large guest houses with appropriate capacity and tourist facilities.

An area that presents a challenge to decision makers is the development of a casino on the island. It is an idea that has been given attention throughout the years but it was always put down due to the overall implications to the host community. Respondent 6, comments that 'Gambling is already an issue for Cypriots. If a casino opens many families will be ruined'. Respondent 17 adds 'that it is up to the government to take the necessary actions to protect its citizens if this idea is put into action'. Respondent 20 argues that 'we need this; every major tourist destination has one'. Another view on the subject is also given by Respondent 26 who sees the development of the casino as necessary in order to 'stop tourists and locals from visiting the casino in the occupied area. Is it better for us to spend our money in the occupied area?'

The general idea was that if someone wants to gamble there are all sorts of ways available (internet casino, cruise line casinos, lucky games); what is so different about this one. Respondent 3 sees the positive side for the host community and comments that it will be great entertainment for us that it wouldn't be considered if it was not for the tourists; they help the island move towards progresses. The decision makers must determine whether the gains within the community outweigh the cost to the community.

An analytical technique that can help in this case is Lindberg's , Dellaert's and Rassing's (1999), Ben-Akiva's and Lerman's (1985) 'Modeling Technique', that was used to conduct a survey in regard to the affects of the increase in ski slopes to the welfare of tourists and residents at a winter tourism community in Sweden. The central hypothesis is that such an increase could provide non-negative benefits to tourists, as well as to some residents, especially those who like to ski and/or wish to see an expansion in the Local tourism sector. On the other hand; the increase would overall generate negative benefits (costs) for other residents. To evaluate this, choice modelling was used in surveys of both tourists and residents that helped to highlight the values accruing to community residents. In addition, a model of resident preferences for additional slopes is presented to facilitate understanding of what factors may affect whether respondents view such development as positive or negative.

Even though tourism has helped Cyprus prosper, the Cypriot society still has concerns about the negative aspects of tourism, most importantly the influence of tourism on the culture and crime related to tourism (Peristianis and Warner 1996). The Interview respondents have indicated their opinions about the social impacts of tourism and development and the concern for the Carrying Capacity in two major tourist towns, Paralimni and Agia Napa. Witt (1991: 41) comments that tourism causes

under utilization of the infrastructure due to seasonality and in addition it makes it difficult for those employed in the industry to find alternative jobs during the off peak season which also creates an unbalance of the structure of local employment.

The media have described the major tourist town as a round-the-clock neon-lit cosmopolitan mini-metropolis and topless sex capital of Cyprus (Peristianis and Warner, 1996). The majority state that tourists have a negative effect on the Cypriot way of life; that tourism changes the traditional culture; and it decreases the lifestyle quality of Cypriots who live in tourist areas. Respondents 2 and 16 commented that during the summer months you do not hear the Greek Cypriot language spoken, as the whole of the island is filled with tourists. The extreme concentration of tourists resulted in the modification of social attitudes among young people, particularly towards sexual behaviour (Witt, 1991: 44). Respondent 14 adds 'it is not our way of life here in Cyprus that gets these youngsters to behave in this way'.

It is widely accepted that there have been changes in the lifestyle, tradition, social behaviour and moral standards especially of the younger generation. This situation has been perceived with some disapproval by the older generation, leading to conflicts. A numbers of factors have been identified to contribute to these changes, namely tourism, mass media and trips Cypriots take abroad.

The degree to which the Respondents held tourism or any other factors responsible for these changes varied within the research areas and from person to person. The majority of Respondents suggested that it is very difficult to isolate the role of individual factors, in inducing changes in social behaviour and values. In fact, there is a consensus that in many cases all of the above factors have cumulatively been responsible for these changes. The emphasis of the Respondent has been to support tourism that preserves traditional values and customs, i.e. by promoting agro-tourism, Cypriots attempt to prevent cultural changes stemming from tourism. (Tsoudis, 2001). The European way of living has altered the Cypriot society as younger generations are seeking different values than their families', and thus resulting in weaker family bonds.

A number of researchers examined the link between the perception that tourism contributes to increase in crime and the support for its development; however, findings have shown to be contradictory and not conclusive (Lankford, 1996 in Gursoy et al 2002: 83). While several researchers reported that crime is related to resident perceptions of tourism development (Belisle and Hoy 1980; Lankford, 1996; Liu et al 1987; Long et al 1990; Milman and Pizam and Pokela 1985; Rothman

1978; Runyan and Wu 1979; Sethna 1980), others were not able to confirm the relationship between crime and tourism. Allen et al 1993; Jurowski et al 1997; McCool et al 1985, 1994; Martin 1994; Pizam 1978; as well as Lundberg 1980; claim that there is an increase in prostitution and rise in criminal activity and possible resentment between local and tourists. Lankford's, (1996) research based on a socio-demographic perspective showed that rural population, long term residents, farmers, and younger segments perceive tourism as contributing to an increase in crime (in Gursoy et al, 2002).

This issue was an area of concern in this study and particularly in the area of Ayia Napa which has been the target of many commentators who investigate the role of tourism in the increased crime in the area. It is advertised as a place of great consumption of alcohol, sex, drugs and crime. It is not apparent from available statistical analysis to whether it is mainly tourist or locals, which cause the most crimes in a tourist area. Respondent 17 indicates that 'there is great damage caused by thousands of topless beach goers in a country where traditional values are emphasized'. Moreover 'the massive arrival of youngsters changed the image of the area from a fun relaxing atmosphere to more of a nightlife entertainment with many nightclubs and discos. As a result, we had an increase in drug trafficking and crime' (Respondent 24).

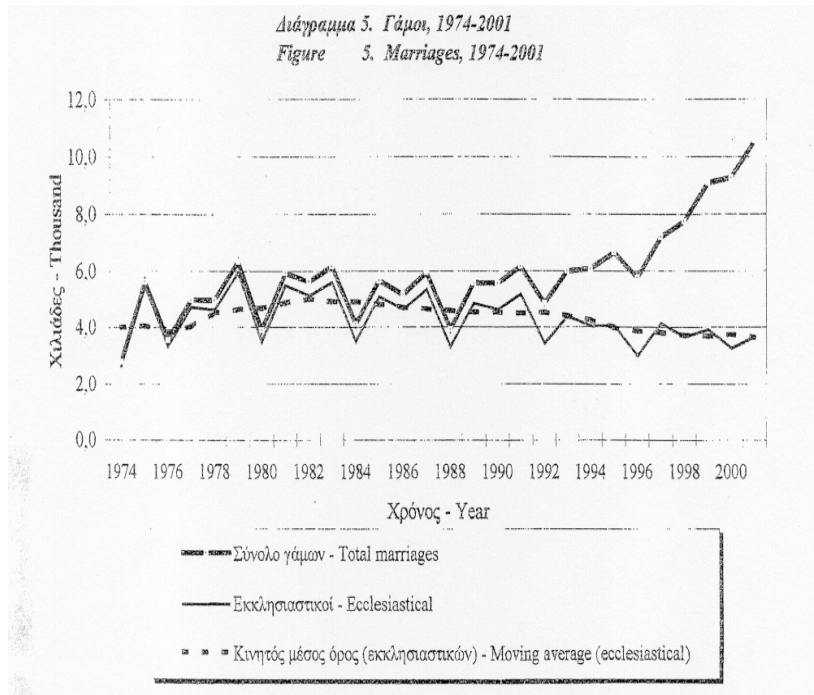
The young generation in Cyprus has started to adopt different set of values on morality and style of dressing which is not acceptable by the older generations (Witt, 1991: 44). Respondent 5,6,7 agree with this view as they say, tourists have altered the Cypriot values and beliefs especially among the young generation, for example the dress code has changed, nudity is much more acceptable now.

Respondents 19, 20, 24 also attribute the increase in the use of drugs and sexual freedom to tourism. Nevertheless this allegation cannot be proven as there are no empirical data available to prove that crime is the result of increased tourism; it may be more the case of adverse publicity of the press which tends to present tourism as the cause of all evils. This is the case with increased crime, independence of the sexes and stress in the relationship of young people and their parents. Can tourism though be blamed for this development or is it again the normal cycle of evolution in a modern economy, which is affected by so many external influences?

A number of Respondents also commented on the fact that tourism became the reason for many marriages breaking up. Let us take a look at the statistics available for marriages in Figure 2. In 2001, marriages increased to 10.574 from 9.282 the year before. The crude marriage rate was calculated at 15, 1 per thousand citizens from 13, 4 in the previous

year. Marriages are compiled by the staff of the Statistical Service from the Registers at the six ecclesiastical districts of Cyprus. The Armenian, the Maronite and the Catholic Churches report their marriages directly to the Statistical Service. Final data concerning civil marriages are obtained from the Ministry of the Interior and the Ministry of Justice and Public Order.

Figure 1. Marriages in Cyprus, 1974-2001



The number of ecclesiastical marriages increased from 3.272 in 2000 to 3.684 in 2001, as 2001 was a leap year. In Cyprus there is still prejudice against marriages celebrated during leap years. Thus, the number of marriages follows a four-year cycle with a trough during leap years and peaks in the years preceding and succeeding the leap year.

Civil marriages increased from 6.010 in 2000 to 6.890 in 2001. Only 123 cases or 1,8% of civil marriages concerned Cypriot couples. In most cases marriages were between foreign nationals (82,7%), in 2,4% the

groom was of foreign nationality and the bride Cypriot, in 13, 1 % the bride was of foreign nationality and the groom Cypriot. British and Israeli were the main nationalities who had a civil marriage in Cyprus in 2001. It must be noted though, that a great number of foreigners who married in Cyprus was not residing in Cyprus. This affects the crude marriage rate, which appears to be significantly higher than the true rate for residents of Cyprus.

The divorce rate in Cyprus has been increasing by 1% during the past 10 years namely from a 0,51% that was the rate during 1991 has risen to 1,86% during 2002 (Cyprus Statistical Service). The number of divorces prior to 1991 was between 0, 27%-0/50. These numbers if compared to tourist arrivals can indicate some correlation: because the tourist arrivals were increasing, so were the divorce rates. However it is quite difficult to make a connection between tourism and the rate of divorces in Cyprus, as the Statistical service does not have the number of divorces within each district that can pinpoint a possible difference between the tourist areas and the non-tourist. In addition it must be said that there are also other factors that have an affect on divorce rates such as extra marital relationships, marriage between different nationalities and religions that lead to divorces. The numbers looked at, refer to only ecclesiastic marriages as according to the Christian Orthodox, the main religion followed by Cypriots, the ecclesiastic marriage is the only form of marriage acceptable by the church. The numbers used in this research are based on The civil marriages were not included in these numbers, as this would also include an additional number of tourists who visit the island for the sole purpose of getting married or tourists who have decided on the spur of the moment to get married. The only problem with exclusion of these numbers is that, there is also a certain number of Cypriots married to foreigners in the Civil Court rather than in the church (See following Table 2 for more details).

Divorces are obtained through family courts. According to the new legislation, the choice of civil marriage in lieu of ecclesiastical marriage is permitted among the Greek community and divorces come under the jurisdiction of family courts since 1998. Now family courts deal also with divorces of civil marriages between foreigners, which up to 1998 were dealt by the Supreme Court, and District Courts.

By comparing these numbers with the tourist arrivals we can see that tourism cannot be considered the only factor responsible for the large number of divorces during the year of 1999. A member of the clerical body commented that 'during that year it was the stock market that had the greatest impact upon marriage dissolutions'. As we can see, the tourist

arrivals in comparison to the previous year did not have too much difference (see Table 13) although divorce numbers have increased in comparison to previous years.

Table 2. Divorces issued from each Districts bishopric

District	1999	2000	2001	Tourist Location of stay 2001	2002	2003	Comments
Larnaca	120 apr	97 apr	94 apr	14.64%	80 apr	69 apr Present day	Larnaca District: including the villages and the hill resort area
Nicosia	451 apr	321 apr	300 apr.	2.86%+ 26.59= 29,45%	300 apr	300 apr. Present day	Nicosia district: including the villages Free Farmagusta Area Agia Napa and Paralimni
Limassol	212 apr	195 apr	169 apr	19,00%	182 apr	105 apr. Present day	Limassol District: including the villages and the hill resort area
Pafos	69 apr	70 apr	69 apr	34,73%	63 apr	65 apr. Present day	Including the villages and the Polis area
Total	852	683	632		625	539	

Source: District bishopric

What is interesting to comment is that the place of residence of the couples that were issued a divorce was predominantly urban versus couples residing in villages. The most dominant grounds for divorce were mostly 'Irretrievable breakdown of the marriage' and 'Irretrievable breakdown of the marriage due to 5 years separation'.

We can assume that tourism cannot be considered a major contributing factor in divorces in Cyprus. The number of tourist arrivals during 2000 and 2001, which were the highest ever in the history of Cyprus can also support this. The increase in tourist arrivals didn't affect the number of divorces, which have remained at almost a steady level.

Another area of concern in regard to tourism is crime. In 2000 there has been an increase by 3% than in 1999, in the number of serious offences reported to the Police (and found true) 4,340 crimes in total (Cyprus Statistical Data 2002). However the difference of tourist arrivals between 1999 (2,434,285 tourist arrivals) and 2000 (2,686,205 tourist

arrivals) was not substantial. Therefore it cannot be proven that it was the result of this small increase in tourist arrivals.

Various Respondents have commented that not only tourists bring this change about. Cypriots also travel to other destinations bringing with them a little bit of that culture. Respondent 9, comments that 'the Cypriots are also to blame for the cultural change, not just the tourists'. He agrees that the island has changed but he also states that "it is not as though it was a quiet place. It has never been just a place for fishing and rest. Tourists did not bring pubs and discos to Cyprus. It is the Cypriots who travel overseas and study overseas and have their minds opened to other cultures'. Respondent 15 also adds that 'characteristics of other cultures are not always negative: they can also be positive things, things that we too as the host country enjoy. Who can say that they haven't tried a Big Mac?

CONCLUSIONS

This paper has reached to some conclusions which in a certain extent are controversial. In spite of all negative and positive impacts of tourism on the socio-cultural structure of Cyprus it is not yet clear whether the benefits outweigh the costs. The main reason for this uncertainty is that most of the research is done on an estimate as there is no empirical data available as yet to support either side of the equation. Therefore there is a pressing need for further statistical analysis in regard to tourism impacts in general to aid in creating a more complete picture.

In general, the residents of Cyprus have a positive attitude toward tourism. Since the success of tourism depends very much on the human factor, i.e. the attitudes and behaviour of the residents of a destination towards tourists, this seems to be an encouraging result for the future of tourism development. Residents recognize a range of potential positive and negative impacts of tourism however, current attitudes are generally quite positive and there is support for future modest increase in tourism.

New tourism developments should be planned together with municipalities to minimize conflicting activities. All planning should be accompanied by widespread public information dissemination and provide opportunity for discussion leading to integrated coastal zone management. This will also benefit in another area as already mentioned in minimizing the local's resentment and alienation in regard to tourists and the use of their resources.

The tourism development strategy should aim to protect local culture, respect local traditions and promote local ownership and management of programs and projects so as to foster community stewardship of the natural resource base. As integrated processes take time, tourism umbrella organizations should start with voluntary self-restraint, until locally adapted objectives have been reached.

However, all these efforts will be in vain, unless carrying capacity limits can be agreed upon. These limits have to follow sustainability criteria on the development objectives in order to protect the natural and cultural values of the island. Management efforts for sustainable development cannot allow an ever increasing growth, which will destroy and, in fact, already has to a certain extent the resources that guests have come to see and experience.

The results of this study are mainly confirmed by similar international studies conducted on other similar tourism destinations such as the socio-cultural impacts of tourism in Lake Balaton Hungary. However quantitative measures of tourism penetration have been relatively crude and one-dimensional until the studies done by McElroy and de Albuquerque (1998), who constructed the Tourism Penetration Index (TPI). This study is considered as an early warning signal for measuring tourism penetration as it integrates socio-economic and environmental impacts into a single measure.

Therefore it can be concluded that in order to make the results of this study applicable it would be necessary to carry out a more exhaustive and comprehensive investigation and analysis taking into consideration the overall impacts of tourism on the island including economical, environmental and social.

Tourism planners must realize that these three concepts, 'the environment, the economy and the society are inextricably linked... like a spider's web- touch, one part of it and reverberations will be felt throughout' (Hall, 2000:4:51).

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