

Tourist Role Preference in Cyprus

Georgia Yfantidou, Doctoral Candidate, Greece, gifiantid@phyed.duth.gr

Alexis Polemitis, Research Associate of European University Cyprus, Cyprus

George Costa, Associate Professor, Greece

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Abstract

Tourism as a special form of leisure has its own special characteristics, while another research suggests that specific types or forms of tourism can be verified based on leisure behavior (Moore et al. 1995). One third of global income from tourism is generated in the Mediterranean area (World Tourism Organization, 2005). Cyprus is an important tourist destination due to its geographical location and the small distance between Europe, Asia and Africa. The demand for better quality tourism of both the mass and the alternative tourists in Cyprus has increased, while simultaneously there is a considerable increase in the demands of the domestic tourism. Due to recent year's increased demand, emphasis is placed on the promotion and the quality development of the domestic tourism (Cyprus Tourism Organization, 2003). The growth of domestic tourism can considerably contribute to the economy, especially during periods of foreign tourism recession. Yiannakis and Gibson (1992), designed "Tourist Roles Preference Scale" (TRPS, 15 roles), specifically devising a comprehensive classification of leisure tourists. The TRPS was also used at a similar research in Australia which indicated that the items of TRPS are significant in representing the tourist roles which measure (Foo Jo-Ann, McGuiggan Robyn & Yiannakis Andrew, 2004). The purpose of this study was to determine whether the 15 leisure tourist roles devised by Yiannakis and Gibson exist in the Cypriot context today and to determine the preference among men and women for each tourist role. The data was consisted of a stratified sample by age and sex of 650 (270 men and 380 women) individuals over the age of 18 years old, from both the rural and urban areas of Cyprus. For the investigation of the Cyprus domestic tourist's roles it was used a part of the questionnaire of Gibson Heather and Yiannakis Andrew (2002), "Tourist Roles Preference Scale" (TRPS) and also translated in Greek (control of cross-cultural validity) by Yfantidou G., Costa G. & Michalopoulos M. (2007). The questionnaires were distributed via specialized software of telephone surveys (NIPO CATI System) which has the ability to choose random telephone numbers, already entered in telephone catalog. The above method was opted due to the fact that 95% of the Cyprus households have a local flat line. Cronbach α was used to examine the reliability of the questionnaire of tourist roles ($\alpha = .79$). Furthermore, a principal component analysis and quartimax rotation was used to verify the validity of TRPS questionnaire of the 32 variables of the tourist roles, for the specific sample. The analysis identified seven variables which explain the 49.70% of the total variance. Furthermore, to verify the validity of the TRPS, multi-dimensional scaling models were developed for the entire sample and for males and females and the tourists roles which revealed are presented at Figure 1, since most tourists have multiple tourists roles, the figures exceed 100%.

1	Sun Lover	SNL	11,4%
2	Anthropologist	ANT	20,6%
3	Archaeologist	ARC	27,7%
4	Organized Mass Tourist	OMT	24,3%
5	Thrill Seeker	TRS	0,5%
6	Explorer	EXP	0,8%
7	Jetsetter	JST	0,8%
8	Seeker	SKR	14,5%
9	Independent Mass Tourist I	IMT-I	23,8%
	Independent Mass Tourist II	IMT-II	18,9%
10	Escapist I	ESC-I	45,7%
	Escapist II	ESC-II	17,8%
11	Active Sport Tourist	AST	0,6%
12	Educational Tourist	EDT	2,6%

This yielded a stress value of 0.04 and a squared correlation coefficient of 0.99. The stress value is a goodness of fit measure between the data and the solution, with values from 0.00 to 0.15 indicating good fit (Stalans, 1995). The coefficient is a complementary concept measuring the proportion of variance not accounted for by the configuration. Values above 0.85 are generally accepted as indicating a good fit (Yiannakis & Gibson, 1992). Crosstabulations were used to determine cell size for tourist role preference by gender (Figure 2).

Tourist Roles	gender		Total
	Male	Female	
SNL	4,5%	6,9%	11,4%
ANT	9,8%	10,8%	20,6%
ARC	9,8%	17,8%	27,7%
OMT	7,8%	16,5%	24,3%
TRS	0%	0,5%	0,5%
EXP	0,3%	0,5%	0,8%
JST	0,3%	0,5%	0,8%
SKR	5,2%	9,2%	14,5%
IMT-I	10,8%	13,1%	23,8%
IMT-II	8,9%	10%	18,9%
ESC-I	20%	25,7%	45,7%
ESC-II	8,2%	9,7%	17,8%
AST	0,5%	0,2%	0,6%
EDT	0,9%	1,7%	2,6%

Concluding Escapist I, Anthropologist, Archaeologist, Independent Mass Tourist and Organized Mass Tourist are the most famous tourist roles in Cyprus. As far it concerns Sport tourists the numbers are very low and Cyprus must face up the challenge of Sport importance all over the world. The percentages between men and women

showed an advance of women participation. The results of this research are of vital importance for the identification of the roles of the local tourists in Cyprus.

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