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TOURISTS' EVALUATION OF CYPRUS

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TOURISTS' EVALUATION OF CYPRUS

Abstract

This study is based on the ratings of Cyprus given by a sample of tourists visiting the island during the year 2005. The purpose of this study is to investigate how various respondent and travel characteristics, such as age, place of overnight stay, accommodation type and education level as well as the ratings given to different aspects of the Cypriot tourist product, such as accommodation, restaurants, natural/built environment and infrastructure, affect tourists' overall rating of Cyprus, how Cyprus compares to other destinations in terms of value for money and tourists' expectations, as well as the probability that tourists will repeat their visit to Cyprus.

A major conclusion that can be drawn is that while the majority of tourists give a high rating for their overall experiences in Cyprus, declare that their stay on the island exceeds their previous expectations and offer a high probability of repeating their trip in the future, at the same time rate Cyprus as worse compared to other destinations in terms of value for money. Consequently, although Cyprus is considered to be an expensive destination for what it offers compared to others, tourists' overall stay on the island turns out to be better than what they expected and there is a great interest in returning to Cyprus in the future.

From the econometric results, it appears that tourists are more likely to be satisfied with their overall stay in Cyprus, if they are content with safety and security on the island, hospitality, the variety of experiences and the diversity in terms of the cultural and natural environment. Tourists' country of usual residence and area of overnight stay in Cyprus significantly affect the probability of satisfaction with overall stay and of repeating the visit, as well as the probability that tourists will find Cyprus better than what they expected or more expensive compared to other destinations.

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ΑΞΙΟΛΟΓΗΣΗ ΤΗΣ ΚΥΠΡΟΥ ΑΠΟ ΤΟΥΣ ΠΕΡΙΗΓΗΤΕΣ

Σ. Κληρίδης, Α. Μαρκίδου, Π, Πασιαρδής και Ν. Πασιουρτίδου

ΠΕΡΙΛΗΨΗ

Η μελέτη αυτή βασίζεται στις αξιολογήσεις της Κύπρου ως τουριστικού προορισμού που δόθηκαν από ένα δείγμα τουριστών που επισκέφθηκαν το νησί κατά το 2005. Σκοπός της μελέτης είναι να διερευνηθεί πως διάφορα χαρακτηριστικά των τουριστών, όπως ηλικία, τόπος διανυκτέρευσης, είδος διαμονής και μορφωτικό επίπεδο, καθώς και οι αξιολογήσεις για διάφορες πτυχές του κυπριακού τουριστικού προϊόντος, όπως διαμονή, εστιατόρια, φυσικό/δομημένο περιβάλλον και υποδομή, επηρεάζουν τη γενική αξιολόγηση των τουριστών για την Κύπρο, το πώς η Κύπρος συγκρίνεται με άλλους προορισμούς, σε σχέση με την αξία στα χρήματα, τις προσδοκίες των τουριστών, καθώς και την πιθανότητα επανάληψης της επίσκεψης των τουριστών στο νησί.

Ένα κύριο συμπέρασμα που εξάγεται είναι ότι ενώ η πλειοψηφία των τουριστών δίνουν ψηλές βαθμολογίες για τη συνολική εμπειρία που είχαν από την Κύπρο, δηλώνουν ότι η διαμονή τους στο νησί ξεπέρασε τις προσδοκίες που είχαν και δίνουν ψηλές πιθανότητες επανάληψης της επίσκεψής τους, εν τούτοις βαθμολογούν την Κύπρο ως χειρότερη σε σύγκριση με άλλους προορισμούς αναφορικά με την αξία στα χρήματα (value for money). Συνεπώς, ενώ η Κύπρος θεωρείται ακριβός προορισμός συγκριτικά με άλλους για το τι προσφέρει, η συνολική εμπειρία από την παραμονή των τουριστών στο νησί ξεπερνά τις προσδοκίες που είχαν πριν την επίσκεψη και υπάρχει μεγάλο ενδιαφέρον για επιστροφή στην Κύπρο στο μέλλον.

Από τα οικονομετρικά αποτελέσματα φάνηκε οι τουρίστες είναι πιο πιθανό να δηλώσουν ικανοποιημένοι από την όλη επίσκεψή τους στην Κύπρο, όταν δηλώνουν ικανοποιημένοι από την ασφάλεια, τη φιλοξενία, την ποικιλία των εμπειριών που είχαν, καθώς και την ποικιλομορφία όσον αφορά το πολιτιστικό και το φυσικό περιβάλλον. Η χώρα προέλευσης των τουριστών καθώς και η περιοχή διανυκτέρευσής τους στην Κύπρο επηρεάζουν σημαντικά την πιθανότητα ικανοποίησης από την όλη επίσκεψή τους και επανάληψης της επίσκεψης, καθώς και την πιθανότητα να βρουν οι τουρίστες την Κύπρο καλύτερη από ό,τι περίμεναν ή ακριβότερη για το τι προσφέρει, σε σχέση με άλλους προορισμούς.

1. INTRODUCTION

With the rapidly growing scope of tourism and accelerating pace of competition in this industry, it is becoming essential for entrepreneurial ventures to improve customer satisfaction from the services they offer, if they wish to better their business performance.

For many countries, tourism has become an important source of business activity, employment income and surplus in the balance of trade in services. In tourism, as in other service industries, the emergence, survival, development and failure of ventures depend heavily upon customer satisfaction. Insofar as satisfaction means the intent to purchase again and the high probability that the satisfied customer will recommend the goods or services to others (Collier 1994), increasing customer loyalty can lead to higher profitability (Anderson et al. 1994; Rust and Zahorik 1993). Moreover, bearing in mind that tourism is an experience made up of different interdependent parts, some more tangible than others, customer satisfaction may be treated as a cumulative measure of total purchase and consumption experience over time (Anderson et al. 1994).

Measuring tourists' satisfaction is an important component in the carrying out of destination performance research, due to the close relationship between the level of tourist satisfaction and future behaviour. Therefore, an ongoing systematic measurement of satisfaction with destinations is a valuable exercise that offers tangible benefits. Measuring tourists' satisfaction with a particular destination, however, involves more than simply measuring the level of satisfaction with services delivered by individual enterprises. There needs to be a much broader, more encompassing means of measuring satisfaction, one that relates closely to the motivations which tourists have for visiting the destination in the first place.

The current study aims at determining the factors affecting tourist satisfaction in Cyprus. Data from a sample of 5000 tourists, departing after their stay on the island, were collected during the year 2005 at the airports of Larnaca and Paphos. Probit models were used to determine the factors affecting (i) tourists' overall rating of Cyprus, (ii) the probability of visiting the island again, (iii) tourists' comparison of Cyprus to their expectations and (iv) tourists' comparison of Cyprus with other destinations with respect to value for money.

In the subsequent section of this paper, there is a review of the literature on tourist satisfaction, followed by data description and analysis in section 3. The results of econometric analysis are presented and discussed in section 4. Section 5 concludes.

2. LITERATURE REVIEW

Developments in international tourism and travel have increased competitiveness among overseas tourist destinations. New destinations become established, some existing ones make further progress and others decline. Seasonality is a feature of tourism which creates problems, particularly for mass tourism destinations. Butler and Mao (1997) discussed factors, both in tourist destinations and in the countries from which tourists originate, that influence the structure of seasonality. However, destinations can also introduce marketing policies, such as market diversification (e.g. attracting retired senior citizens who have enough time to spend for holidays) and price verification (e.g. reducing prices of goods and services at the destination as well as tour prices). Such tactics influence the level of tourist activity at the times of year that may not be inherently so attractive and influence tourist perceptions of their holiday experiences. For example, Murphy and Pritchard (1997) found that tourists visiting a destination in the off-peak season had the lowest satisfaction scores, while, at the same time, being the respondents who were more likely than other groups to return to the destination.

Tourist views are important to successful destination marketing because they influence the choice of a destination (Ahmed 1991), the consumption of goods and services while on holiday, and the decision to return (Stevens 1992). Most tourists have experiences with other destinations, and their perceptions are influenced by comparisons among facilities, attractions, and service standards (Laws 1995).

A review of the related literature shows an increase in the number of articles dealing with different aspects of customer satisfaction in tourism, travel, hospitality and recreation. With regards to tourism, the level of tourist satisfaction with the behaviour of local people was investigated by Pearce (1980). There has also been an increase in the research on tourist satisfaction with destinations (Chon and Olsen 1991; Danaher and Arweiler 1996; Pizam, Neumann and Reichel 1978).

Different approaches to the measurement of customer satisfaction have been extensively explored during the past three decades, but a consensus approach has not yet been achieved. One approach has been the consideration of customer satisfaction as a negative or positive outcome resulting from a comparison process between initial expectations and perceived performance of products and services. The other approach brings a completely different perspective to measuring customer satisfaction by stating that it is only an outcome of the actual quality of performance and its perception by consumers. There has been extensive debate in the literature

regarding the nature and determinants of customer satisfaction and how it is best measured (Oh and Parks 1997).

These approaches have also been applied to the investigation of customer satisfaction within tourism and travel. For instance, Parasuraman, Zeithaml and Berry's (1985) expectation perception gap model (Duke and Persia 1996), Oliver's expectancy disconfirmation theory (Pizam and Milman 1993), Sirgy's congruity model (Chon and Olsen 1991), performance-only model (Pizam, Neuman and Reichel 1978) have all been used for measuring tourist satisfaction with specific tourist destinations.

Cultural differences in attitudes, behaviour and social class can influence expectations and perceptions (Lewis 1991; Mayo and Jarvis 1981). For example, tourists with lower levels of education and income and from higher age brackets are all likely to have lower expectations. They may consider a summer vacation abroad to be a luxury consumption, resulting in higher levels of vacation satisfaction (van Raaij and Francken 1984). Moreover, tourism destinations attract tourists from different countries and cultures, so tourists may be more or less satisfied depending on their countries of origin.

The differences that exist between tourism and other consumer products make it difficult to measure customer satisfaction in the tourism industry. Nonetheless, it is crucial to identify and measure customer satisfaction with each component of the destination, since consumer satisfaction or dissatisfaction with one of the components leads to consumer satisfaction or dissatisfaction with the overall destination (Pizam, Neumann and Reichel 1978). Furthermore, overall satisfaction or dissatisfaction is the result of evaluating various positive or negative experiences. Therefore, the relative importance of each component to the overall impression needs to be investigated (Rust, Zahorik and Keiningham 1996). The evaluations of both attractions and levels of service quality (supply side) are regarded as critical in determining overall tourist satisfaction (demand side) (Whipple and Thach 1988).

Previous research findings show that there exists a significant relationship between tourist satisfaction, intention to return and positive word-of-mouth communication (Beeho and Prentice 1997; Hallowell 1996; Pizam 1994; Ross 1993). A similar relationship exists between tourist dissatisfaction, willingness to look for other destinations for further trips and negative word-of-mouth communication (Almanza, Jaffe and Lin 1994; Peter and Olson 1987; Pizam 1994). Satisfaction or dissatisfaction with past experience is also crucial, as it may affect expectations for the next purchase (Westbrook and Newman 1978; Woodruff, Cadotte and Jenkins 1983). This means that favourable tourist perceptions and attitudes are potentially an important

source of competitive advantage. However, it is also important to note that the impact of customer satisfaction on repeat business and customer loyalty is neither the same for all industries (Fornell 1992) nor the same for all destinations worldwide (Kozak and Rimmington 1998).

Previous tourist satisfaction research points out that different decisions have been made regarding when to measure tourist satisfaction. These include comparing pre-holiday expectations and post-holiday perceptions (Duke and Persia 1996, Pizam and Milman 1993), monitoring during the holiday (Gyte and Phelps 1989), completing the overall tour experience (Loundsbury and Hoopes 1985; Pearce 1980), and just before completing the holiday (Goodrich 1978; Vogt and Fesenmaier 1995). Although there is no consensus on how or when to measure customer satisfaction, the literature on consumer satisfaction or dissatisfaction suggests that satisfaction is a function of the overall post-purchase evaluation (Fornell 1992). Finally, in a study by Kozak and Rimmington (2000), tourist satisfaction is measured by distributing questionnaires while tourists were still at the airport and waiting for their departure. At this point, tourists have the benefit of the entire holiday to assess their perceptions of resort facilities, attractions and customer services, in addition to the fact that the experience is still fresh in their minds. The latter approach is the one used for the current study, with the survey undertaken at the departure lounges of Larnaca and Paphos airports.

Previous research has identified tourist satisfaction as an important concept in establishing the performance of destinations. Given the increasing level of competitiveness, it is essential for destination management authorities to understand the main factors causing the satisfaction/dissatisfaction of visitors.

3. DATA

The data used in this paper were collected at the departure lounges of Larnaca and Paphos airports from a sample of 5000 tourists during the year 2005, using the method of personal interview based on a questionnaire[1]. The data collection process was continuous and is split up in four phases: February-March, April-June, July-September and October-December. During July-September, where traditionally the tourist wave visiting Cyprus is bigger, 2000 questionnaires were collected, and 1000

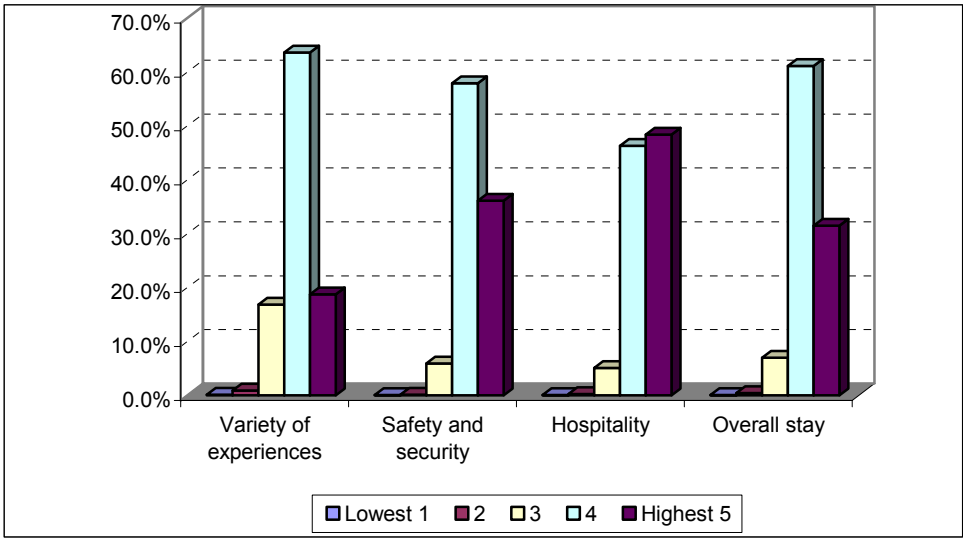
[1] Each questionnaire is answered by one member of the travelling party, for example a family or a couple (exclusive of friends travelling together). Wherever is possible, the results are weighted by the size of the travelling party, thus increasing the total number of tourists in the sample to 10,385.

questionnaires for each of the other phases. In addition, the sample selected is stratified according to tourists' countries of origin (usual residence).

3.1 Rating of Cyprus: an overview

Tourists were asked to rate their experiences in Cyprus on a scale from 1 (lowest) to 5 (highest). This included the variety of experiences they had during their trip, how they felt about the levels of safety and security on the island, the hospitality of the people and their overall stay in Cyprus.

Diagram 1: Rating of Cyprus



From Diagram 1, it can be seen that the large majority of tourists gave ratings 4 or 5 for all the parameters examined. More specifically, hospitality had the largest proportion of completely satisfied tourists (rating 5), indicating that this specific parameter was particularly appealing to the tourists. As far as the variety of experiences on the island is concerned, there was a large proportion of satisfied, but not completely satisfied, tourists, pointing to the fact that this is a field where room for improvement exists. Safety and security and the overall stay show a similar picture, where the majority of tourists stated satisfaction, although not complete (rating 4), while there was also a large proportion of tourists (over 30%) stating complete satisfaction (rating 5).

Diagram 2 shows the percentages of tourists that consider Cyprus better, about the same or worse than other destinations, in terms of value for money. The majority of tourists (61.8%) stated that they found Cyprus about the same, while a non-negligible proportion (30.8%) ranked Cyprus as worse than other destinations in terms of value

for money, hence relatively more expensive. Only 7.4% found Cyprus better in terms of prices.

The results from this question reveal that Cyprus is considered to be an expensive destination, when comparing the prices paid to the quantity and quality of the services received.

Diagram 2: Cyprus compared to other destinations in terms of value for money

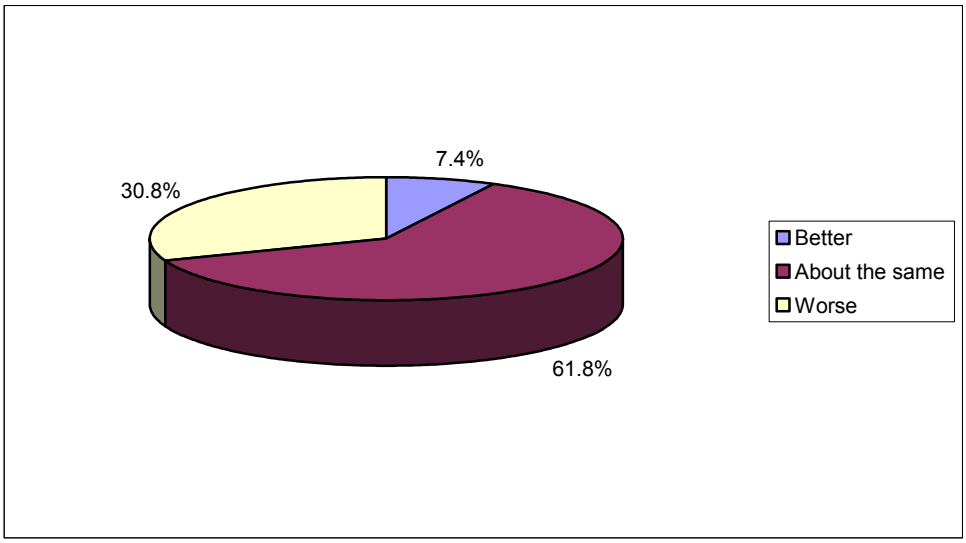


Diagram 3 shows the percentages of tourists that found Cyprus better, about the same or worse than what they expected. 28% found that Cyprus, as a tourist destination, exceeded their expectations and another 28% that Cyprus was worse than what they anticipated. This contrasts with the previous question, since now, despite the fact that about 30% of tourists found Cyprus worse in terms of value for money, a similar proportion rated the island as better compared to what they expected. In other words, the latter proportion had the impression, before their trip, that Cyprus was a worse destination than what they actually encountered on their visit to the island.

Diagram 4 concerns the probability of visiting Cyprus again. One in two tourists gave rating 5, indicating that they are highly likely (almost sure) to return. Moreover, about three tourists in ten gave a high chance (despite not highly definite) of coming back to the island at some point in the future (rating 4), while one in five gave low chances of repeating their trip to Cyprus (ratings 1-3).

This question is important in terms of giving an indication of “repeat” tourism, which is linked to the level of traveller satisfaction. However, Decrop (2000) shows that

satisfaction (dissatisfaction) does not always lead to repeat purchase (behavioural change).

Diagram 3: Rating of Cyprus as a tourist destination compared to expectations

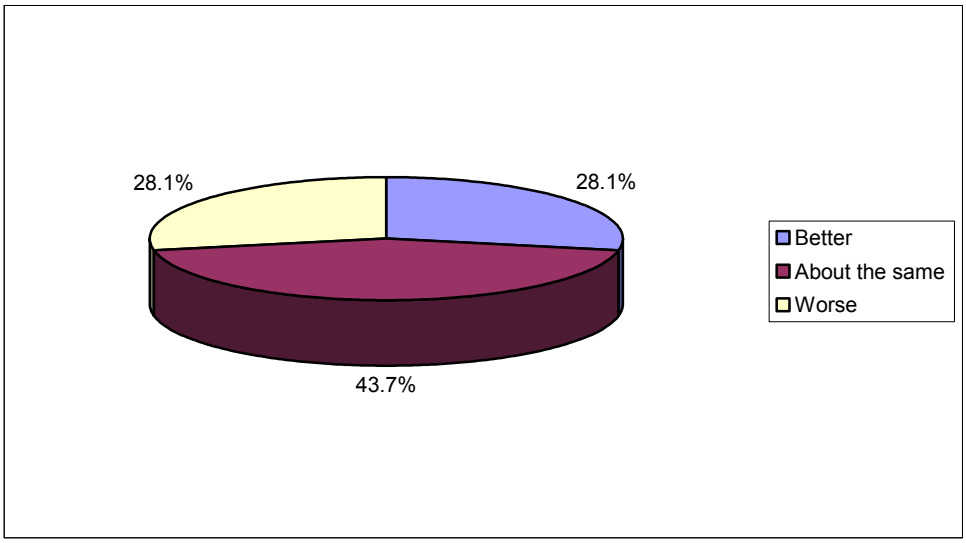
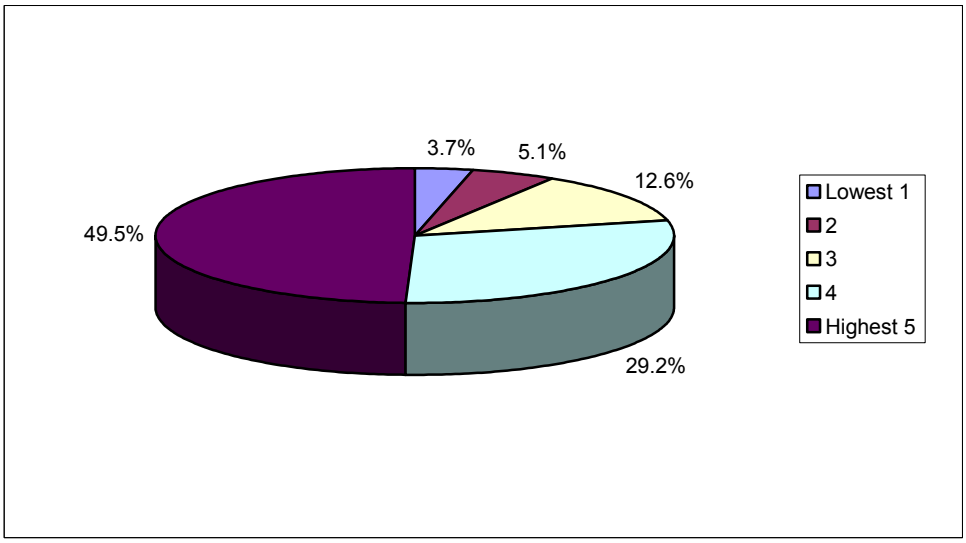


Diagram 4: Probability of visiting Cyprus again



3.5 Rating of Cyprus: categories of tourists

Table 1 shows the average (weighted) ratings[2] for the following aspects: overall stay, probability of visiting again, value for money compared to other destinations and Cyprus as a tourist destination compared to expectations. The average ratings are calculated for different categories of tourists namely by country of usual residence[3], respondent's age group and education level, area of overnight stay and type of accommodation.

It can be observed that the average ratings for the overall stay in Cyprus produced results that were more clustered together, for all the examined categories of tourists, with the average ranging from 4 to 4.5. In other words, tourists were satisfied, although not completely. On the other hand, the probability of visiting again produced results with a wider range (3.6 to 4.7) thus reflecting the greater variety of answers obtained in this question. This implies that, on one hand, certain groups of tourists, such as those over 60, those who stayed in tourist villas or those who stayed in the Countryside and Nicosia as well as those with no schooling, are highly likely to return to Cyprus. On the other hand, other tourists, like those from France, Germany and Scandinavian countries seem less likely to repeat their visit to the island.

As for the comparison of Cyprus with other destinations in terms of value for money, this produced a range of answers between -0.6 and 0, indicating that Cyprus, overall, rated as worse. This was especially acute in the cases of tourists from the Middle East, France and Eastern Europe. Contrary to this, the range for the expectations of tourists regarding Cyprus as a tourist destination (0.1-0.6), gave positive results, reflecting the fact that Cyprus exceeded the expectations of tourists, especially those from Greece and those who stayed in class B tourist apartments.

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[2] Weighted averages are calculated as follows: $\bar{x}_w = \sum_{i=1}^{k} w_i r_i$, where k is the number of all the possible ratings for the particular question and w_i (weight) is the percentage of respondents giving rating r_i in the particular (i) question.

[3] Different cultures have different affinities with rating scales, i.e. avoid extreme values, which might be a source of bias.

Table 1: Average ratings for various categories of tourists

	Ratings 1 → 5, weighted average		Ratings -1 → 1, weighted average*	
	Overall stay	Repeat visit	Value for money compared to other destinations	Cyprus as a tourist destination compared to expectations
Country of usual residence				
United Kingdom	4.2	4.5	-0.0	0.3
Germany	4.2	3.7	-0.3	0.2
Greece	4.4	4.6	-0.3	0.6
France	4.2	3.6	-0.6	0.2
Ireland	4.2	4.4	-0.1	0.3
Russia	4.4	4.5	-0.1	0.4
Scandinavian	4.1	3.8	-0.3	0.4
Western Europe	4.2	3.7	-0.4	0.3
Eastern Europe	4.2	4.0	-0.6	0.5
Middle East	4.2	4.2	-0.7	0.4
Gulf	4.3	4.3	-0.3	0.5
Other	4.5	4.2	-0.5	0.5
Respondent's age group				
Less than 20	4.2	4.1	-0.4	0.5
20-29	4.3	4.2	-0.3	0.4
30-39	4.2	4.1	-0.3	0.3
40-49	4.2	4.2	-0.3	0.3
50-59	4.3	4.2	-0.2	0.3
60 and above	4.2	4.5	-0.2	0.3
Respondent's education level				
No schooling	4.1	4.7	-0.5	0.4
Elementary	4.3	4.1	-0.4	0.4
Secondary	4.2	4.1	-0.3	0.5
Post-secondary	4.2	4.1	-0.2	0.3
University	4.3	4.2	-0.2	0.4
Area of overnight stay				
Protaras/Paralimni	4.2	4.1	-0.3	0.4
Ayia Napa	4.1	3.9	-0.4	0.5
Larnaca	4.3	4.2	-0.4	0.5
Limassol	4.3	4.1	-0.3	0.4
Paphos	4.2	4.3	-0.0	0.1
Polis	4.2	4.3	-0.1	0.2
Nicosia	4.3	4.5	-0.4	0.4
Countryside	4.0	4.6	0.0	0.3
Type of accommodation				
5* hotel	4.2	4.1	-0.2	0.3
4* hotel	4.2	4.1	-0.2	0.3
3* hotel	4.2	4.0	-0.3	0.3
A class apartment	4.1	4.0	-0.3	0.4
B class apartment	4.2	4.1	-0.4	0.6
Tourist village	4.2	4.0	-0.3	0.2
Tourist villa	4.2	4.5	0.0	0.3
Other	4.3	4.3	0.0	0.4

* The responses in these two questions take the value 1, 0 and -1 when the answer given is "better", "about the same" or "worse", respectively.

These results are, overall, in accordance with the aggregate results for each question, discussed in Sections 3.1-3.4, and with the results emerging from the econometric models, which are presented in a subsequent section.

From Diagrams 1-4 and Table 1, it can be inferred that, although tourists found Cyprus an expensive destination compared to their past experience with travelling, on the whole, they stated satisfaction with their overall stay on the island, the variety of experiences they had, safety and security and the hospitality of the people. In fact, tourists found Cyprus to be at least as good as what they expected it to be, with a significant proportion stating that Cyprus exceeded their expectations, as well as a similar proportion stating that they were expecting more than what they found. Nonetheless, the large majority of tourists gave a high probability of repeating their visit, with one in three stating that they will definitely return.

This is a particularly encouraging factor reflecting tourists' satisfaction with Cyprus since, traditionally, repeat business tends not to be as significant for destinations as it is for some other businesses (Kozak and Rimmington 2000). Even where the destination fulfills tourists' expectations, consumers may look for similar but new experiences with different destinations (McDougall and Munro 1994). Some non-returning tourists simply prefer a completely new destination for every holiday. Alternatively, they may have been dissatisfied with their holidays as a result of things that happened outside the destination, like flight delays and problems with the tour operator (Goodall 1990). In such cases, positive word-of-mouth communication is considerably more important to the destination than gaining high levels of repeat tourists. The position of word-of-mouth communication in customer satisfaction and tourism marketing, in general, is crucial since the spread of negative communication is faster than that of positive communication (Cadotte and Turgeon 1988; Lewis 1983). Similarly, it has been reported that satisfied tourists are most likely to recommend destinations they have visited to their friends and relatives (Beeho and Prentice 1997; Ross 1993).

4. EMPIRICAL ANALYSIS

In this section the determinants of tourists' satisfaction or dissatisfaction with Cyprus are investigated using probit models[4] (see Appendix 1). In particular we examine

[4] Details about the probit model are presented in Appendix 1. Ordered probit models could have been used instead, given the fact that there is an ordering in the responses. However, it was observed that a relatively small proportion of tourists gave low ratings, which was especially acute in some questions.

which individual aspects of the Cyprus tourist product rated by the travellers affect and to which direction, (i) the probability that tourists are satisfied with their overall stay and (ii) the probability that they will visit Cyprus again. Furthermore, we study the effect of various tourists' socioeconomic and travel characteristics on (i) the probability that tourists are satisfied with their overall stay, (ii) the probability that they will visit Cyprus again, (iii) the probability of finding Cyprus better than what they expected and (iv) the probability of finding Cyprus worse than other destinations in terms of value for money.

4.1 The impact of other aspects rated

Table 2[5], reports the results from the estimation of probit models where the dependent variables indicate whether (i) tourists are satisfied with their overall stay and (ii) tourists are highly likely to visit Cyprus again[6]. The independent variables indicate whether tourists are satisfied with the various aspects of the tourist product[7] such as variety of experiences, safety and security, accommodation, restaurants etc.

Safety and security, hospitality and variety of experiences are found to be crucial determinants of the probability that tourists are satisfied with their overall stay. Satisfaction with safety and security, hospitality and variety of experiences increase the probability that the tourist is satisfied by 0.48, 0.38 and 0.25 respectively (for example, if a respondent who is not satisfied with safety and security has a probability of being satisfied with overall stay equal to 0.5, then a respondent who is completely satisfied with safety and security has a probability of satisfaction with overall stay equal to 0.98, other things being equal). Archaeological sites, diversity of the cultural and natural environment, accommodation, built environment and cleanliness of natural environment are also significant in determining the probability of satisfaction with overall stay. Therefore, satisfaction with all the above aspects of the Cypriot tourist

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Consequently, the transfromation of the ordered responses into binary variables indicating satisfaction vs not satisfaction and the use of binary models seemed a more appropriate modelling strategy.

[5] Detailed results from the estimation of probit models can be found in Appendix 2 (Table Ap. 1 and 2).

[6] The dependent variables are binary taking the value 1 when the response is the highest rating (5) and 0 when the response is any of the remaing lower ratings (1-4). Thus the dependent variables take the value 1 when the tourists rated 5 (on a scale from 1-5) their overall stay or their chances of re-visiting the island in the future, and 0 otherwise. Hence, in the case of overall stay we model the probability of complete satisfaction and in the text "satisfaction" refers to "complete satisfaction".

[7] The independent variables are also binary taking the value 1 when the response in rating the particular aspect of the tourist product is the highest rating (5) and 0 when the response is any of the remaing lower ratings (1-4).

product positively affects the probability that tourists will state that they are satisfied with their overall stay on the island.

As for the probability of visiting Cyprus again, the extent of diversity in terms of cultural and natural environment plays a critical role. Tourists that state satisfaction with this aspect have a higher probability by 0.31 of visiting Cyprus again. Other significant factors are the cleanliness of the environment, restaurants, accommodation and the prices and quality of the activities and entertainment opportunities, with the latter affecting the probability to a smaller extent than the first three. On the other hand, it appears that better impression of protection/preservation of environment and archaeological sites decreases the probability of returning to the island. One possible explanation for this may be the fact that, at least for the archaeological sites, the tourists interested in this kind of tourism are looking for a new destination each time, regardless of how satisfied they stated to be in each of these aspects.

Table 2: Estimation results (ratings)[+]

	Overall stay	Repeat visit
Variety of experiences	0.25**	-
Safety and security	0.48**	-
Hospitality	0.38**	-
Accommodation	0.03*	0.15**
Restaurants	-	0.17**
Cleanliness of environment	0.03	0.12**
Protection/preservation of environment	-	-0.11*
Built environment	0.04*	-
Archaeological, cultural sites and monuments	0.05**	-0.06*
Activities and entertainment opportunities – quality	-	0.07
Activities and entertainment opportunities – value for money	-	0.16**
Extent of diversity in terms of cultural and natural environment	0.13*	0.31**

[+] Numbers with no asterisk denote significance of 6%-10%, one asterisk denotes significance of 1%- 5% and two asterisks denote significance of less than 1%. Missing entries denote that the particular independent variable is insignificant

4.2 The impact of characteristics

Table 3[8] reports the results from the estimation of probit models where the dependent variables show whether (i) tourists are completely satisfied with their overall stay and (ii) tourists are highly likely to visit Cyprus again[9], (iii) tourists found Cyprus better as a

[8] Detailed results from the estimation of probit models can be found in Appendix 2 (Tables Ap. 3-6).

[9] For the dependent variables in (i) and (ii), see footnote 6.

tourist destination, than what they expected[10] and (iv) tourists found Cyprus worse than other destinations in terms of value for money[11].

With respect to the overall stay, higher expenditure per person has a negative impact on the probability of complete satisfaction. When expenditure per person doubles the probability of complete satisfaction with overall stay falls by 0.05 (for example if a travelling party with expenditure per person *x* has a probability of satisfaction equal to 0.5, then a traveling party with expenditure per person 2*x* has a probability of satisfaction equal to 0.45, other things being equal). On the other hand, holiday makers, as opposed to those who visit the island for other reasons, those who rent a car or take cruises outside Cyprus, as opposed to those who do not, have higher probability of being fully satisfied with their stay. As for the other travel characteristics, namely participation in organized trips within Cyprus and the use of taxi, tend to lower the probability of satisfaction, with the former having larger negative effect.

Regarding the areas of overnight stay, compared to Protaras, the large majority of tourists in most of the examined areas have a lower probability of satisfaction. In particular, tourists who stayed in Paphos, Limassol, Nicosia, Ayia Napa, Polis and the Countryside have lower probability of being satisfied with their stay than those who stayed in Protaras. As for the type of accommodation, less satisfied with their stay in Cyprus than tourists who stayed in not paid and less luxurious accommodation appear to be tourists who stayed in 5*, 4* and 3* hotels, and in A class apartments.

Concerning the countries of usual residence, tourists from most countries have smaller probability of being satisfied with their overall stay than visitors from the U.K.. Tourists from Greece have higher probability of satisfaction by 0.3, those from Ireland by 0.06 and those from countries of the rest of the world by 0.18, compared to tourists from the U.K..

In relation to the respondent's age group, tourists aged between 30 and 39 have smaller probability of being fully satisfied with their stay, compared to tourists under

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[10] The dependent variable is binary taking the value 1 when the response is "better" and 0 when the response is "about the same" or "worse". Thus the dependent variable takes the value 1 when tourists state that they found Cyprus better, as a tourist destination, compared to their expectations, and 0 otherwise.

[11] The dependent variable is binary taking the value 1 when the response is "worse" and 0 when the response is "about the same" or "better". Thus the dependent variable takes the value 1 when tourists state that they found Cyprus worse in terms of value for money, compared to other destinations, and 0 otherwise. The reason for using this dependent variable is due to the fact that only a very small proporion of tourists (7.4%) found Cyprus to be better in value for money terms, compared to other destinations. On the other hand, a significant proportion (30.8%) found Cyprus to be a worse destination.

30. Regarding education level, tourists with secondary education have lower probability of satisfaction than less educated visitors.

Concerning the time period of the interview, tourists who were interviewed in February-March have lower probability of being satisfied with their stay by 0.08, while those who were interviewed in July-September tend to have higher probability of satisfaction with their overall stay by 0.03, compared to tourists surveyed in October-December.

Regarding the probability of visiting Cyprus again, tourists with higher expenditure per person in the traveling party or tourists without children (as opposed to those with children) have greater probability of visiting Cyprus again in the future. Visitors who come to Cyprus for the first time have a lower probability of returning by 0.17 compared to tourists who visited the island before.

Similarly, tourists on a package tour (as opposed to those who make their own arrangements), holiday makers (as opposed to those who come for other reasons), and those who participate in organized trips within Cyprus (as opposed to those who do not) have smaller probability of returning. Contrary to that, tourists who rent a car have higher probability of returning.

Tourists in who stay in Limassol, Larnaca, Ayia Napa and Nicosia have smaller probability of repeating their visit than those who stayed in Protaras. As for the type of accommodation chosen, compared to tourists in less luxurious or not paid accommodation, those in all the other examined types are less likely to return. Namely, tourists in 5*, 4* and 3* hotels have decreased probability of returning by about 0.1.

With respect to the country of usual residence, tourists from the large majority of nationalities have smaller probability of coming back to Cyprus compared to visitors from the U.K., with the French having the smallest probability of returning followed by the Germans and Eastern Europeans. The only exception is tourists from Greece, who have, by 0.16, higher probability of revisiting than the British.

Tourists aged 40-49 and 50-59 have higher probability of coming again than tourists less than 30. Tourists with secondary and post-secondary education have smaller probability of revisiting than those of a lower education level.

Table 3: Estimation results (characteristics)[+]

	Overall stay	Repeat visit	Cyprus as a tourist destination compared to expectations	Value for money compared to other destinations
Travelling party characteristics				
Logarithm of expenditure per person	-0.05**	0.06**	-	-
No children	-	0.03*	0.05**	-
First time in Cyprus	-	-0.17**	-	0.04**
Travel characteristics				
Package tour	-	-0.11**	-0.07**	-
Holiday maker	0.16**	-0.18**	0.04*	-
Car rental	0.04**	0.04**	-	-0.05**
Use of taxi	-0.03*	-	-0.07**	-
Use of bus	-	-	-	-0.04**
Participation in organized trips in Cyprus	-0.11**	-0.14**	-	-0.06**
Participation in cruises outside Cyprus	0.12**	-	0.11**	-
Area of overnight stay				
Paphos	-0.08**	-	-0.23**	-0.20**
Limassol	-0.08**	0.14**	-0.05*	-
Larnaca	-	-0.04	0.04*	0.04*
Ayia Napa	-0.10**	-0.13**	0.06**	-
Polis	-0.13**	-	-0.13**	-0.13**
Countryside	-0.14**	-	-	-0.12**
Nicosia	-0.08*	-0.19**	-0.13**	0.13**
Type of accommodation				
5* Hotel	-0.05*	-0.12**	-0.06**	-
4* Hotel	-0.04*	-0.11**	-0.03	-
3* Hotel	-0.04*	-0.10**	-0.05*	-
A class apartment	-0.06*	-0.13**	-0.04	-
B class apartment	-	-0.18**	-	0.09*
Tourist villa	-	-0.13**	-	-
Tourist village	-	-0.11**	-0.05	0.09*
Country of usual residence				
Germany	-0.03	-0.35**	-0.05*	0.26**
Greece	0.30**	0.16**	0.18**	0.08*
France	-	-0.39**	-0.10**	0.45**
Ireland	0.06*	-0.11**	0.07*	-
Russia	-	-0.12**	-	0.09**
Scandinavia	-0.09**	-0.32**	-	0.15**
Western Europe	-0.04*	-0.32**	-	0.31**
Eastern Europe	-0.04	-0.35**	0.09*	0.38**
Middle East	-0.09**	-0.18**	-	0.52**
Gulf	-	-0.14*	-	0.19**
Other	0.18**	-0.19**	0.06	0.28**

[+] Numbers with no asterisk denote significance of 6% -10%, one asterisk denotes significance of 1% - 5% and two asterisks denote significance of less than 1%. Missing entries denote that the particular independent variable is insignificant.

Table 3: (Continued)[+]

	Overall stay	Repeat visit	Cyprus as a tourist destination compared to expectations	Value for money compared to other destinations
Respondent's age group				
30-39	-0.06**	-	-	-
40-49	-	-0.06**	-0.06*	-
50-59	-	-0.05*	-0.07**	-0.05*
60 and above	-	-	-0.10**	-0.06**
Respondent's education level				
Secondary	-0.11*	-0.17*	-	-
Post-secondary	-	-0.20**	-	-0.10*
University	-	-	-	-0.10*
Season				
February-March	-0.08**	-	-0.06**	-0.04
April-June	-	0.11**	-0.08**	-
July-September	0.03*	0.05**	-0.05**	0.03

[+] Numbers with no asterisk denote significance of 6% -10%, one asterisk denotes significance of 1% - 5% and two asterisks denote significance of less than 1%. Missing entries denote that the particular independent variable is insignificant.

Regarding seasonality, tourists surveyed in April-June and July-September are more likely by 0.11 and 0.05 to repeat their trip to Cyprus, compared to those in October-December.

With regard to the rating of Cyprus as a tourist destination compared to expectations, travellers without children are more likely, than those with children, to state that they have found Cyprus better than what they expected. Tourists who come on a package tour or use a taxi have higher probability than those who come on individual arrangements and those who do not use a taxi, respectively, to find Cyprus better than what they expected. Holiday makers rather than those who came for other reasons and tourists who take cruises outside Cyprus rather than those who do not, are more probable to find Cyprus better compared to their expectations.

Compared to tourists who stay in Protaras, tourists who stayed in Paphos, Limassol, Polis and Nicosia have lower probability of finding Cyprus better, while those in Larnaca and Ayia Napa have a higher chance of finding a better situation than expected.

Regarding the type of accommodation chosen, compared to tourists in less luxurious or not paid accommodation, tourists in 5*, 4* and 3* hotels, A class apartments and tourist villages have a slightly lower probability of stating that Cyprus is a better tourist destination than what they expected.

Additionally, tourists from Germany and France are less likely than the British to find Cyprus better, while visitors from Greece, Ireland, Eastern Europe and Other countries are more likely.

Compared to tourists less than 30, respondents aged 40-49, 50-59 and over 60 have a smaller probability of stating that Cyprus is better than what they expected.

Visitors that were interviewed in October-December tend to have higher probability of finding Cyprus better than what they expected, compared to tourists interviewed in the remaining months, whose probability is lower by 0.06, 0.08 and 0.05 for February-March, April-June and July-September respectively.

Turning to the comparison of Cyprus to other destinations in terms of value for money results show that tourists who visit Cyprus for the first time have higher probability than tourists who visited the island before, to state that Cyprus is worse than other destinations in value for money terms.

Tourists who rent a car, use the bus or participate in organized trips in Cyprus have lower probability of finding Cyprus worse than other destinations, in terms of value for money, hence more expensive, compared to tourists who do not use any of the above services.

Compared to visitors who stayed in Protaras, tourists who stay overnight in Paphos, Polis and the Countryside are less likely to consider Cyprus more expensive for what they get than other tourists destinations. On the contrary tourists who stay in Larnaca and Nicosia, compared to those who stayed in Protaras, have higher probability of finding Cyprus more expensive than other destinations for what it offers.

Most types of accommodation do not have significant effect on tourists' opinion regarding value for money in Cyprus. However, compared to tourists who stayed in less luxurious or not paid accommodation, tourists in class B apartments and tourists villages have higher probability of finding Cyprus worse than other destinations in value for money terms.

Compared to the British, tourists from all other countries have higher probability of finding island more expensive than other destinations for the goods and services it offers. In particular, tourists from Middle East have the highest probability, of stating that Cyprus is worse than other destinations in terms of value for money.

As far as age and education are concerned, results show that compared to tourists less than 30 years old, tourists aged 50-59 and over 60 are less likely to find Cyprus

expensive, and tourists with post-secondary and university education are less probable than the least educated tourists to find Cyprus expensive.

Finally, compared to tourists surveyed in October-December, tourists that were interviewed in February-March and July-September have lower and higher probability respectively to state that Cyprus is worse in terms of value for money than other destinations.

5. CONCLUSIONS

Tourist satisfaction surveys are vital in identifying how well the different aspects of the industry are performing and how important each of these aspects is for tourist satisfaction. In addition, with the continuation of this survey over the years, a comparison can be made for the performance of the Cypriot tourist product and its various aspects over time, and whether or not improvements have been made in the different areas examined. Furthermore, with the construction of a barometer, the impact of policy driven changes in each aspect of the tourist product on satisfaction can be assessed.

The present research has focused on tourist satisfaction with controllable items. Uncontrollable factors, such as culture of respondents and weather, which may have an impact on attitudes and perceptions, were not measured, due to the difficulty of taking action even when dissatisfaction exists. Provided that there is good pre-holiday information, such uncontrollable items are usually reasons for choosing a destination, not causes of dissatisfaction. In other words, they are related to the marketing of a destination, rather than its ongoing management.

A major conclusion that can be drawn from this study is that, the majority of tourists give a high rating for their overall stay in Cyprus, declare that their stay on the island exceeds their previous expectations, and state that they are highly likely to repeat their trip in the future. At the same time, however, they rate Cyprus as worse compared to other destinations in terms of value for money. This can be explained by the fact that, although Cyprus is considered to be an expensive destination when compared to other destinations, tourists' overall stay on the island exceeds the expectations they had regarding Cyprus beforehand and, therefore, give high ratings for their overall experiences and a high probability of coming back.

The econometric results indicate that the probability of tourists' (complete) satisfaction with overall stay in Cyprus is positively affected by contentment with safety and security, hospitality, the variety of experiences and the diversity in terms of cultural

and natural environment. Moreover, positive effects on the probability of satisfaction arise in the case of travellers from Greece and Other Countries, holiday makers and tourists who rented a car or participated in cruises outside Cyprus. Satisfaction with the overall stay is also influenced by the area of overnight stay (tourists that stay in Protaras have higher probability of being completely satisfied with their stay than the rest), the type of accommodation, the country of usual residence and to a smaller extent by age, education and season.

Regarding the probability of repeating their visit to Cyprus, tourists' country of usual residence was, again, a significant factor, especially for travellers from France, Germany, Western and Eastern Europe, who have smaller chance of returning to the island, in contrast with visitors from Greece and the U.K.. Satisfaction with the extent of diversity of the cultural and natural environment was found to have a large positive impact on tourists' satisfaction from their overall stay.

Evaluating the island as a tourist destination compared to their expectations, French travellers have lower probability than the British, tourists over 40 have lower probability than tourists less than 30 and tourists who stay in Paphos, Limassol, Polis or Nicosia have lower probability than those who stay in Protaras, Larnaca and Ayia Napa, to state that Cyprus is better as a tourist destination. Moreover, tourists that were interviewed in February-September have lower probability than those interviewed in October-December of finding Cyprus better than what they expected.

As for the comparison of Cyprus with other destinations in terms of value for money, the country of usual residence played a significant role, with tourists from all countries being more likely than the British to find Cyprus more expensive than other destinations for what it offers. In addition tourists who stay in Paphos, Polis and the Countryside appear more content with the value for money they get in Cyprus than those who stayed elsewhere.

Implications drawn from this study could be helpful to the planning and decision authorities in Cyprus, as well as to other destinations offering similar tourist products in the international market. This could enable them to improve their tourist products and also restructure their tourist markets. Such developments could stimulate subsequent visits and gain new customers.

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APPENDIX 1: PROBIT MODEL

In probit models (e.g. Johnston and DiNardo, 1997), we observe some variable y (e.g. tourists' rating) which takes on one of two values, 0 and 1. Let y* be a latent variable (e.g. tourists' satisfaction) such that

$$y_i^* = \boldsymbol{X_i\beta} + \varepsilon_i .$$

y_i^* is not observed but y, takes on the values of 0 or 1, according to the following rule:

$$y = 1 \text{ if } y_i^* > 0, \text{ and } y_i = 0 \text{ otherwise.}$$

It is also assumed that $\varepsilon_i \sim N(0, \sigma^2)$ thus

$$prob(y_i = 1) = prob(y_i^* > 0)$$

$$= prob(\boldsymbol{X_i\beta} + \varepsilon_i > 0) = prob(\varepsilon_i/\sigma > -\boldsymbol{X_i\beta}/\sigma)$$

$$= prob(\varepsilon_i/\sigma < \boldsymbol{X_i\beta}/\sigma) = \Phi(X_i\boldsymbol{\beta}/\sigma)$$

since $\varepsilon/\sigma \sim N(0, 1)$ and $\Phi(.)$ is the cumulative density function of a standard normal random variable.

It can be noted that since

$$prob(y_i = 1) = \Phi(\boldsymbol{X_i\beta}/\sigma),$$

it follows that

$$prob(y_i = 0) = 1 - prob(y_i = 1) = 1 - \Phi(\boldsymbol{X_i\beta}/\sigma).$$

With independent and identically distributed sampling, the likelihood function for the sample is the product of the probability of each observation. Denoting $1, \ldots, m$ as the m observations such that $y_i = 0$, and $m + 1, \ldots, n$ as the n-m observations such that $y_i = 1$, yields

$$L = prob(y_1 = 0)\, prob(y_2 = 0) \ldots prob(y_m = 0)\, prob(y_{m+1} = 1) \ldots prob(y_n = 1)$$

$$= \prod_{i=1}^{n} \Phi(\boldsymbol{X_i\beta}/\sigma)^{yi} [1 - \Phi(\boldsymbol{X_i\beta}/\sigma)]^{1-yi}.$$

Parameter estimates are obtained by maximising numerically the likelihood function (L) with respect to parameters $\boldsymbol{\beta}$ and σ.

APPENDIX 2: ESTIMATION RESULTS

Table Ap. 1: Overall stay (ratings)

	dF/dx	Std. Err.	z	P>z	x-bar	[95%	C.I.]
Variety of experiences	0.25	0.04	9.17	0.00	0.18	0.17	0.34
Safety and security	0.48	0.03	23.82	0.00	0.33	0.43	0.54
Hospitality	0.38	0.02	16.90	0.00	0.48	0.35	0.41
Accommodation	0.03	0.01	2.39	0.02	0.46	0.00	0.06
Restaurants	0.02	0.02	1.39	0.17	0.29	-0.01	0.05
Cleanliness of environment	0.03	0.02	1.75	0.08	0.15	-0.01	0.07
Protection/preservation of environment	-0.03	0.02	-1.51	0.13	0.06	-0.06	0.00
Built environment	0.04	0.02	2.30	0.02	0.26	0.00	0.08
Archaeological, cultural sites and monuments	0.05	0.01	4.24	0.00	0.52	0.03	0.08
Infrastructure	-0.02	0.02	-0.90	0.37	0.04	-0.07	0.02
Activities and entertainment opportunities – variety	0.01	0.03	0.25	0.81	0.45	-0.05	0.06
Activities and entertainment opportunities – quality	0.00	0.03	-0.18	0.86	0.41	-0.06	0.05
Activities and entertainment opportunities – value for money	0.01	0.02	0.85	0.40	0.18	-0.02	0.05
Shopping in Cyprus	-0.03	0.02	-1.23	0.22	0.03	-0.07	0.01
Extent of diversity in terms of cultural and natural environment	0.13	0.08	2.15	0.03	0.04	-0.03	0.29

Table Ap. 2: Repeat visit (ratings)

	dF/dx	Std. Err.	z	P>z	x-bar	[95%	C.I.]
Accommodation	0.15	0.02	8.20	0.00	0.46	0.12	0.19
Restaurants	0.17	0.02	7.48	0.00	0.29	0.12	0.21
Cleanliness of environment	0.12	0.03	3.98	0.00	0.14	0.06	0.18
Protection/preservation of environment	-0.11	0.04	-2.77	0.01	0.06	-0.19	-0.04
Built environment	0.02	0.02	0.99	0.32	0.26	-0.02	0.07
Archaeological, cultural sites and monuments	-0.06	0.02	-2.84	0.01	0.51	-0.10	-0.02
Infrastructure	-0.07	0.04	-1.49	0.14	0.04	-0.15	0.02
Activities and entertainment opportunities – variety	-0.04	0.04	-1.22	0.22	0.45	-0.11	0.03
Activities and entertainment opportunities – quality	0.07	0.04	1.94	0.05	0.41	0.00	0.14
Activities and entertainment opportunities – value for money	0.16	0.02	6.65	0.00	0.18	0.12	0.21
Shopping in Cyprus	-0.02	0.05	-0.35	0.73	0.03	-0.11	0.08
Extent of diversity in terms of cultural and natural environment	0.31	0.04	6.24	0.00	0.04	0.23	0.40

Table Ap. 3: Overall stay (characteristics)

	dF/dx	Std. Err.	z	P>z	x-bar	[95%	C.I.]
Logarithm of expenditure per person	-0.05	0.01	-5.90	0.00	6.26	-0.07	-0.04
No children	0.00	0.01	0.12	0.91	0.72	-0.02	0.03
Married	-0.01	0.02	-0.55	0.58	0.78	-0.04	0.02
First time in Cyprus	0.00	0.01	-0.33	0.74	0.54	-0.03	0.02
Frequent traveller; over 1 trip per year	0.00	0.01	0.13	0.89	0.51	-0.02	0.02
Number of days stayed	0.00	0.00	2.15	0.03	11.12	0.00	0.00
Package tour	-0.01	0.01	-0.41	0.69	0.61	-0.03	0.02
Holiday maker	0.16	0.01	11.51	0.00	0.46	0.13	0.19
Car rental	0.04	0.01	3.37	0.00	0.51	0.02	0.06
Use of taxi	-0.03	0.01	-2.50	0.01	0.54	-0.05	-0.01
Use of bus	0.00	0.01	0.31	0.76	0.40	-0.02	0.03
Participation in organized trips in Cyprus	-0.11	0.01	-6.95	0.00	0.12	-0.14	-0.08
Participation in cruises outside Cyprus	0.12	0.03	4.52	0.00	0.05	0.06	0.17
Paphos	-0.08	0.02	-4.38	0.00	0.37	-0.11	-0.04
Limassol	-0.08	0.02	-4.38	0.00	0.15	-0.11	-0.05
Larnaca	-0.02	0.02	-1.31	0.19	0.19	-0.06	0.01
Ayia Napa	-0.10	0.02	-5.75	0.00	0.17	-0.14	-0.07
Polis	-0.13	0.03	-3.23	0.00	0.02	-0.19	-0.06
Countryside	-0.14	0.03	-4.01	0.00	0.02	-0.20	-0.09
Nicosia	-0.08	0.03	-2.31	0.02	0.02	-0.14	-0.02
Germany	-0.03	0.02	-1.72	0.09	0.09	-0.07	0.00
Greece	0.30	0.03	8.91	0.00	0.03	0.24	0.37
France	-0.02	0.02	-0.80	0.42	0.05	-0.07	0.03
Ireland	0.06	0.02	2.39	0.02	0.05	0.01	0.10
Russia	0.03	0.03	1.22	0.22	0.05	-0.02	0.08
Scandinavia	-0.09	0.02	-4.92	0.00	0.12	-0.13	-0.06
Western Europe	-0.04	0.02	-2.21	0.03	0.10	-0.08	-0.01
Eastern Europe	-0.04	0.02	-1.80	0.07	0.05	-0.09	0.00
Middle East	-0.09	0.03	-2.90	0.00	0.02	-0.15	-0.04
Gulf	0.07	0.05	1.52	0.13	0.01	-0.03	0.17
Other	0.18	0.04	4.86	0.00	0.02	0.10	0.25
Respondent's age: 30-39	-0.06	0.02	-3.20	0.00	0.26	-0.09	-0.02
Respondent's age: 40-49	0.00	0.02	0.18	0.86	0.24	-0.03	0.04
Respondent's age: 50-59	0.01	0.02	0.67	0.50	0.21	-0.03	0.05
Respondent's age: over 60	-0.01	0.02	-0.35	0.72	0.13	-0.05	0.03
5* Hotel	-0.05	0.02	-2.25	0.02	0.10	-0.08	-0.01
4* Hotel	-0.04	0.02	-2.71	0.01	0.26	-0.07	-0.01
3* Hotel	-0.04	0.02	-2.09	0.04	0.16	-0.07	0.00
A class apartment	-0.06	0.02	-2.71	0.01	0.08	-0.10	-0.02
B class apartment	-0.03	0.02	-1.38	0.17	0.05	-0.08	0.01
Tourist villa	-0.04	0.03	-1.37	0.17	0.04	-0.10	0.02
Tourist village	0.01	0.02	0.63	0.53	0.08	-0.03	0.06
Secondary education	-0.11	0.04	-2.58	0.01	0.20	-0.18	-0.03
Post-secondary education	-0.07	0.04	-1.52	0.13	0.33	-0.15	0.02
University education	-0.02	0.04	-0.35	0.73	0.46	-0.10	0.07
February-March	-0.08	0.02	-4.27	0.00	0.18	-0.12	-0.05
April-June	0.03	0.02	1.56	0.12	0.14	-0.01	0.07
July-September	0.03	0.02	1.93	0.05	0.43	0.00	0.06

Table Ap. 4: Repeat visit (characteristics)

	dF/dx	Std. Err.	z	P>z	x-bar	[95%	C.I.]
Logarithm of expenditure per person	0.06	0.01	5.45	0.00	6.26	0.04	0.08
No children	0.03	0.01	2.16	0.03	0.72	0.00	0.06
Married	0.02	0.02	0.88	0.38	0.78	-0.02	0.05
First time in Cyprus	-0.17	0.01	-12.60	0.00	0.54	-0.20	-0.15
Frequent traveller; over 1 trip per year	0.02	0.01	1.42	0.16	0.51	-0.01	0.04
Number of days stayed	0.00	0.00	2.36	0.02	11.12	0.00	0.00
Package tour	-0.11	0.02	-6.19	0.00	0.61	-0.14	-0.07
Holiday maker	-0.18	0.02	-10.55	0.00	0.46	-0.22	-0.15
Car rental	0.04	0.01	3.08	0.00	0.51	0.02	0.07
Use of taxi	0.00	0.01	-0.25	0.81	0.54	-0.03	0.02
Use of bus	0.02	0.01	1.07	0.28	0.40	-0.01	0.04
Participation in organized trips in Cyprus	-0.14	0.02	-7.18	0.00	0.12	-0.17	-0.10
Participation in cruises outside Cyprus	-0.01	0.03	-0.18	0.86	0.05	-0.06	0.05
Paphos	-0.02	0.02	-0.77	0.44	0.37	-0.06	0.03
Limassol	-0.14	0.02	-6.25	0.00	0.15	-0.19	-0.10
Larnaca	-0.04	0.02	-1.74	0.08	0.19	-0.08	0.00
Ayia Napa	-0.13	0.02	-5.95	0.00	0.17	-0.18	-0.09
Polis	-0.07	0.05	-1.38	0.17	0.02	-0.17	0.03
Countryside	0.01	0.05	0.20	0.84	0.02	-0.09	0.11
Nicosia	-0.19	0.04	-4.06	0.00	0.02	-0.27	-0.10
Germany	-0.35	0.02	-16.86	0.00	0.09	-0.38	-0.32
Greece	0.16	0.04	3.98	0.00	0.03	0.08	0.23
France	-0.39	0.02	-14.86	0.00	0.05	-0.43	-0.36
Ireland	-0.11	0.03	-4.22	0.00	0.06	-0.17	-0.06
Russia	-0.12	0.03	-4.19	0.00	0.05	-0.17	-0.06
Scandinavia	-0.32	0.02	-15.13	0.00	0.12	-0.36	-0.29
Western Europe	-0.32	0.02	-16.10	0.00	0.10	-0.35	-0.29
Eastern Europe	-0.35	0.02	-13.26	0.00	0.05	-0.39	-0.32
Middle East	-0.18	0.04	-4.79	0.00	0.02	-0.25	-0.11
Gulf	-0.14	0.05	-2.81	0.01	0.01	-0.23	-0.05
Other	-0.19	0.03	-5.02	0.00	0.02	-0.25	-0.12
Respondent's age: 30-39	0.00	0.02	-0.15	0.88	0.26	-0.05	0.04
Respondent's age: 40-49	-0.06	0.02	-2.85	0.00	0.24	-0.11	-0.02
Respondent's age: 50-59	-0.05	0.02	-2.24	0.03	0.21	-0.10	-0.01
Respondent's age: over 60	-0.03	0.03	-0.97	0.33	0.13	-0.08	0.03
5* Hotel	-0.12	0.02	-4.77	0.00	0.10	-0.17	-0.07
4* Hotel	-0.11	0.02	-5.32	0.00	0.26	-0.14	-0.07
3* Hotel	-0.10	0.02	-4.53	0.00	0.16	-0.14	-0.06
A class apartment	-0.13	0.03	-4.90	0.00	0.08	-0.18	-0.08
B class apartment	-0.18	0.03	-6.00	0.00	0.05	-0.23	-0.12
Tourist villa	-0.13	0.03	-3.65	0.00	0.04	-0.20	-0.06
Tourist village	-0.11	0.03	-4.18	0.00	0.08	-0.17	-0.06
Secondary education	-0.17	0.06	-2.69	0.01	0.21	-0.29	-0.05
Post-secondary education	-0.20	0.06	-3.22	0.00	0.33	-0.32	-0.08
University education	-0.05	0.06	-0.75	0.45	0.46	-0.17	0.08
February-March	-0.04	0.02	-1.55	0.12	0.18	-0.09	0.01
April-June	0.11	0.02	4.92	0.00	0.14	0.07	0.16
July-September	0.05	0.02	3.15	0.00	0.43	0.02	0.09

Table Ap. 5: Cyprus as a tourist destination compared to expectations (characteristics)

	dF/dx	Std. Err.	z	P>z	x-bar	[95%	C.I.]
Logarithm of expenditure per person	0.02	0.01	1.61	0.11	6.26	0.00	0.04
No children	0.05	0.01	4.22	0.00	0.72	0.03	0.08
Married	-0.01	0.02	-0.70	0.49	0.78	-0.04	0.02
First time in Cyprus	0.01	0.01	1.05	0.30	0.54	-0.01	0.04
Frequent traveller; over 1 trip per year	-0.01	0.01	-1.26	0.21	0.51	-0.04	0.01
Number of days stayed	0.00	0.00	-0.08	0.93	11.12	0.00	0.00
Package tour	-0.07	0.02	-4.90	0.00	0.61	-0.10	-0.04
Holiday maker	0.04	0.02	2.39	0.02	0.46	0.01	0.07
Car rental	-0.02	0.01	-1.20	0.23	0.51	-0.04	0.01
Use of taxi	-0.07	0.01	-5.66	0.00	0.54	-0.09	-0.04
Use of bus	-0.02	0.01	-1.45	0.15	0.40	-0.04	0.01
Participation in organized trips in Cyprus	-0.01	0.02	-0.47	0.64	0.12	-0.04	0.03
Participation in cruises outside Cyprus	0.11	0.03	3.76	0.00	0.05	0.05	0.16
Paphos	-0.23	0.02	-12.64	0.00	0.37	-0.26	-0.20
Limassol	-0.05	0.02	-2.31	0.02	0.15	-0.08	-0.01
Larnaca	0.04	0.02	2.06	0.04	0.19	0.00	0.08
Ayia Napa	0.06	0.02	3.23	0.00	0.17	0.02	0.10
Polis	-0.13	0.04	-3.06	0.00	0.02	-0.20	-0.06
Countryside	-0.06	0.04	-1.46	0.15	0.02	-0.14	0.02
Nicosia	-0.13	0.03	-3.31	0.00	0.02	-0.19	-0.06
Germany	-0.05	0.02	-2.45	0.01	0.09	-0.09	-0.01
Greece	0.18	0.04	5.22	0.00	0.03	0.11	0.25
France	-0.10	0.02	-3.74	0.00	0.05	-0.14	-0.05
Ireland	0.07	0.03	2.69	0.01	0.06	0.02	0.12
Russia	0.03	0.03	1.16	0.25	0.05	-0.02	0.08
Scandinavia	0.00	0.02	-0.05	0.96	0.12	-0.04	0.04
Western Europe	0.03	0.02	1.30	0.19	0.10	-0.01	0.06
Eastern Europe	0.09	0.03	3.39	0.00	0.05	0.04	0.15
Middle East	-0.04	0.03	-1.25	0.21	0.02	-0.11	0.02
Gulf	0.03	0.05	0.57	0.57	0.01	-0.07	0.12
Other	0.06	0.04	1.71	0.09	0.02	-0.01	0.14
Respondent's age: 30-39	-0.03	0.02	-1.51	0.13	0.26	-0.07	0.01
Respondent's age: 40-49	-0.06	0.02	-2.80	0.01	0.24	-0.09	-0.02
Respondent's age: 50-59	-0.07	0.02	-3.51	0.00	0.21	-0.11	-0.03
Respondent's age: over 60	-0.10	0.02	-4.58	0.00	0.13	-0.14	-0.06
5* Hotel	-0.06	0.02	-2.92	0.00	0.09	-0.11	-0.02
4* Hotel	-0.03	0.02	-1.78	0.08	0.26	-0.06	0.00
3* Hotel	-0.05	0.02	-2.64	0.01	0.16	-0.09	-0.01
A class apartment	-0.04	0.02	-1.88	0.06	0.08	-0.09	0.00
B class apartment	0.02	0.03	0.94	0.35	0.05	-0.03	0.08
Tourist villa	0.02	0.03	0.48	0.63	0.04	-0.05	0.08
Tourist village	-0.05	0.02	-1.83	0.07	0.08	-0.09	0.00
Secondary education	0.07	0.05	1.46	0.15	0.21	-0.03	0.17
Post-secondary education	-0.02	0.05	-0.53	0.60	0.33	-0.12	0.07
University education	0.04	0.05	0.92	0.36	0.46	-0.05	0.14
February-March	-0.06	0.02	-2.90	0.00	0.18	-0.10	-0.02
April-June	-0.08	0.02	-4.08	0.00	0.14	-0.12	-0.04
July-September	-0.05	0.01	-3.14	0.00	0.43	-0.08	-0.02

Table Ap. 6: Value for money compared to other destinations (characteristics)

	dF/dx	Std. Err.	z	P>z	x-bar	[95%	C.I.]
Logarithm of expenditure per person	-0.01	0.01	-0.64	0.52	6.26	-0.02	0.01
No children	0.00	0.01	-0.22	0.82	0.72	-0.03	0.02
Married	0.00	0.02	0.14	0.89	0.78	-0.03	0.03
First time in Cyprus	0.04	0.01	3.66	0.00	0.54	0.02	0.06
Frequent traveller; over 1 trip per year	-0.01	0.01	-0.81	0.42	0.51	-0.03	0.01
Number of days stayed	-0.02	0.01	-1.37	0.17	0.61	-0.047	0.01
Package tour	0.00	0.00	4.70	0.00	11.12	0.00	0.00
Holiday maker	0.02	0.01	1.13	0.26	0.46	-0.01	0.04
Car rental	-0.05	0.01	-4.23	0.00	0.51	-0.07	-0.03
Use of taxi	0.01	0.01	0.74	0.46	0.54	-0.01	0.03
Use of bus	-0.04	0.01	-3.34	0.00	0.40	-0.06	-0.02
Participation in organized trips in Cyprus	-0.06	0.01	-3.96	0.00	0.12	-0.09	-0.03
Participation in cruises outside Cyprus	0.04	0.03	1.49	0.14	0.05	-0.13	0.09
Paphos	-0.20	0.02	-12.06	0.00	0.37	-0.23	-0.17
Limassol	-0.01	0.02	-0.51	0.61	0.15	-0.04	0.03
Larnaca	0.04	0.02	2.25	0.03	0.19	0.00	0.07
Ayia Napa	0.02	0.02	1.35	0.18	0.17	-0.01	0.06
Polis	-0.13	0.03	-3.34	0.00	0.02	-0.19	-0.07
Countryside	-0.12	0.03	-3.36	0.00	0.02	-0.18	-0.07
Nicosia	0.13	0.04	3.31	0.00	0.02	0.05	0.21
Germany	0.26	0.02	12.10	0.00	0.09	0.21	0.30
Greece	0.08	0.03	2.56	0.01	0.03	0.02	0.15
France	0.45	0.03	15.80	0.00	0.05	0.39	0.50
Ireland	-0.03	0.03	-1.04	0.30	0.05	-0.08	0.02
Russia	0.09	0.03	3.37	0.00	0.05	0.03	0.14
Scandinavia	0.15	0.02	7.29	0.00	0.12	0.10	0.19
Western Europe	0.31	0.02	15.19	0.00	0.10	0.26	0.35
Eastern Europe	0.38	0.03	13.90	0.00	0.05	0.33	0.44
Middle East	0.52	0.03	13.54	0.00	0.02	0.46	0.59
Gulf	0.19	0.05	4.23	0.00	0.01	0.09	0.28
Other	0.28	0.04	7.51	0.00	0.02	0.20	0.35
Respondent's age: 30-39	-0.01	0.02	-0.50	0.62	0.26	-0.04	0.03
Respondent's age: 40-49	-0.01	0.02	-0.61	0.54	0.24	-0.05	0.02
Respondent's age: 50-59	-0.05	0.02	-2.75	0.01	0.21	-0.09	-0.02
Respondent's age: over 60	-0.06	0.02	-3.16	0.00	0.13	-0.10	-0.03
5* Hotel	0.01	0.02	0.29	0.78	0.09	-0.03	0.05
4* Hotel	0.02	0.02	1.26	0.21	0.26	-0.01	0.05
3* Hotel	0.01	0.02	0.51	0.61	0.16	-0.03	0.04
A class apartment	0.01	0.02	0.63	0.53	0.08	-0.03	0.06
B class apartment	0.09	0.03	3.90	0.00	0.05	0.04	0.15
Tourist villa	-0.01	0.04	-0.23	0.82	0.04	-0.08	0.06
Tourist village	0.09	0.03	3.94	0.00	0.08	0.04	0.14
Secondary education	-0.04	0.04	-0.88	0.38	0.21	-0.11	0.04
Post-secondary education	-0.10	0.04	-2.58	0.01	0.33	-0.18	-0.03
University education	-0.10	0.04	-2.52	0.01	0.46	-0.18	-0.02
February-March	-0.04	0.02	-1.87	0.06	0.18	-0.08	0.00
April-June	-0.02	0.02	-1.06	0.29	0.14	-0.06	0.02
July-September	0.03	0.01	1.89	0.06	0.43	0.00	0.05

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