

**Tourism and Sustainable Development in the
Mediterranean Region
THE CASE OF CYPRUS**

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OUTLINE OF THE PRESENTATION

- 1. Description of the Current Situation in Cyprus**
- 2. Impacts from Tourism**
- 3. Problems identified with the tourist product of Cyprus**
- 4. Actions to be taken**
- 5. Conclusions**
- 6. Thoughts for the last chapter**

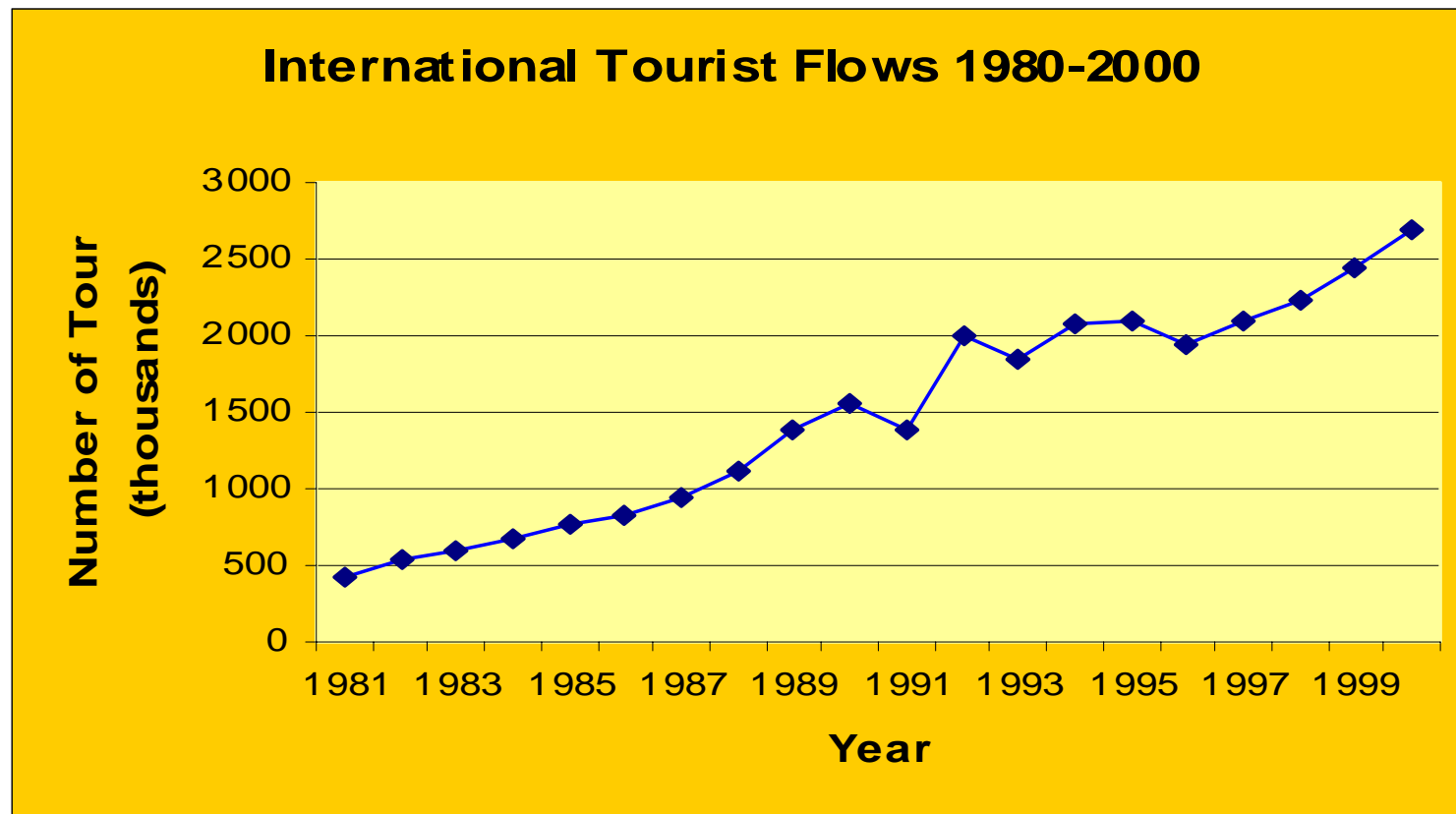
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- ❑ Tourism in Cyprus can be studied in two different periods, the pre-and post invasion periods.**
- ❑ Invasion took place in July 1974, when Turkey invaded Cyprus capturing 37% of its territory. This caused tourist development which began again to grow in a miraculous way from the 1980's and onwards.**
- ❑ The presentation will focus on the post invasion period from 1980 and onwards.**

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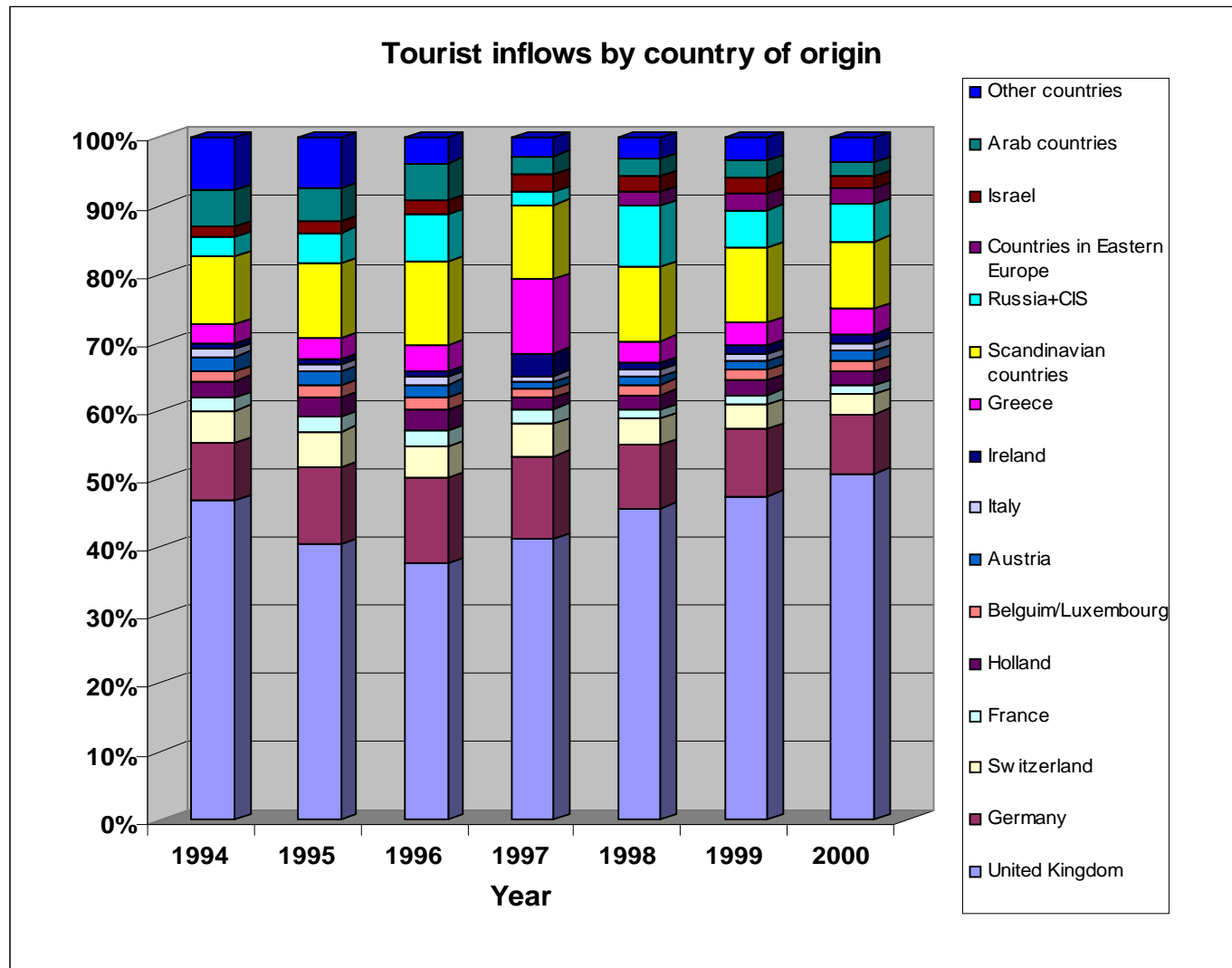
International Tourist Inflows



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International Tourist Inflows by country of origin



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International Tourist Inflows – Main Markets

- ❑ United Kingdom – 1.362.000 visitors for 2000**
- ❑ Germany – 233.700 visitors for 2000**
- ❑ Nordic countries – 265.000 visitors for 2000**
- ❑ Russia and CIS – 146.000 visitors for 2000**

TOTAL NUMBER OF VISITORS FOR 2000

2.700.000 VISITORS

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Domestic Tourism

- ❑ Total overnight stays of Cypriots in hotels and other accommodation establishments were 594.000 constituting 3,8% of total overnight stays.**
- ❑ During 1985-1998 there has been an increase of almost 150% in overnight stays of Cypriots.**

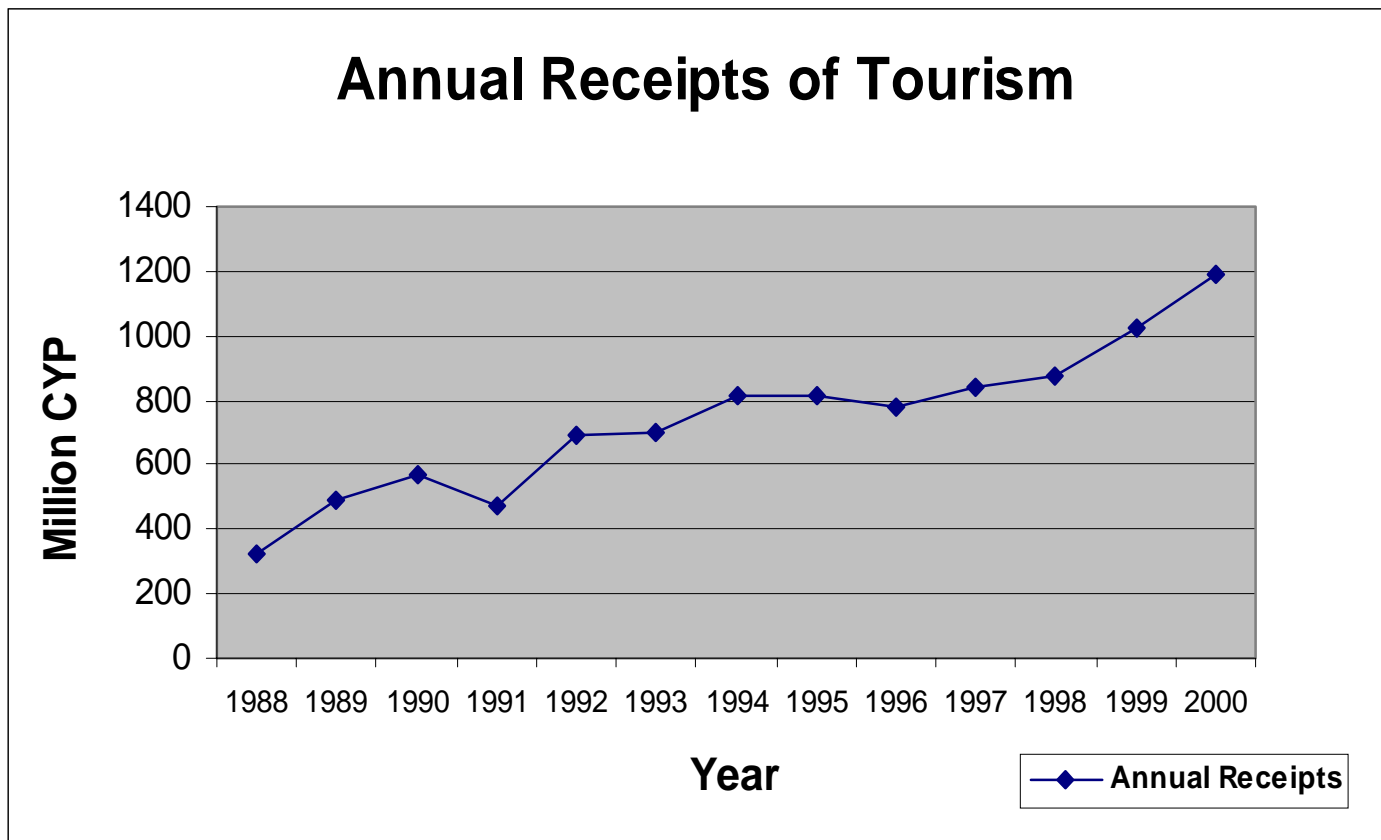
The following should be taken into consideration:

- ❑ The small size of the island enabling people to make one day trips**
- ❑ Significant number of people have country houses**
- ❑ Due to the good state of the economy of the country Cypriots increased their traveling abroad.**

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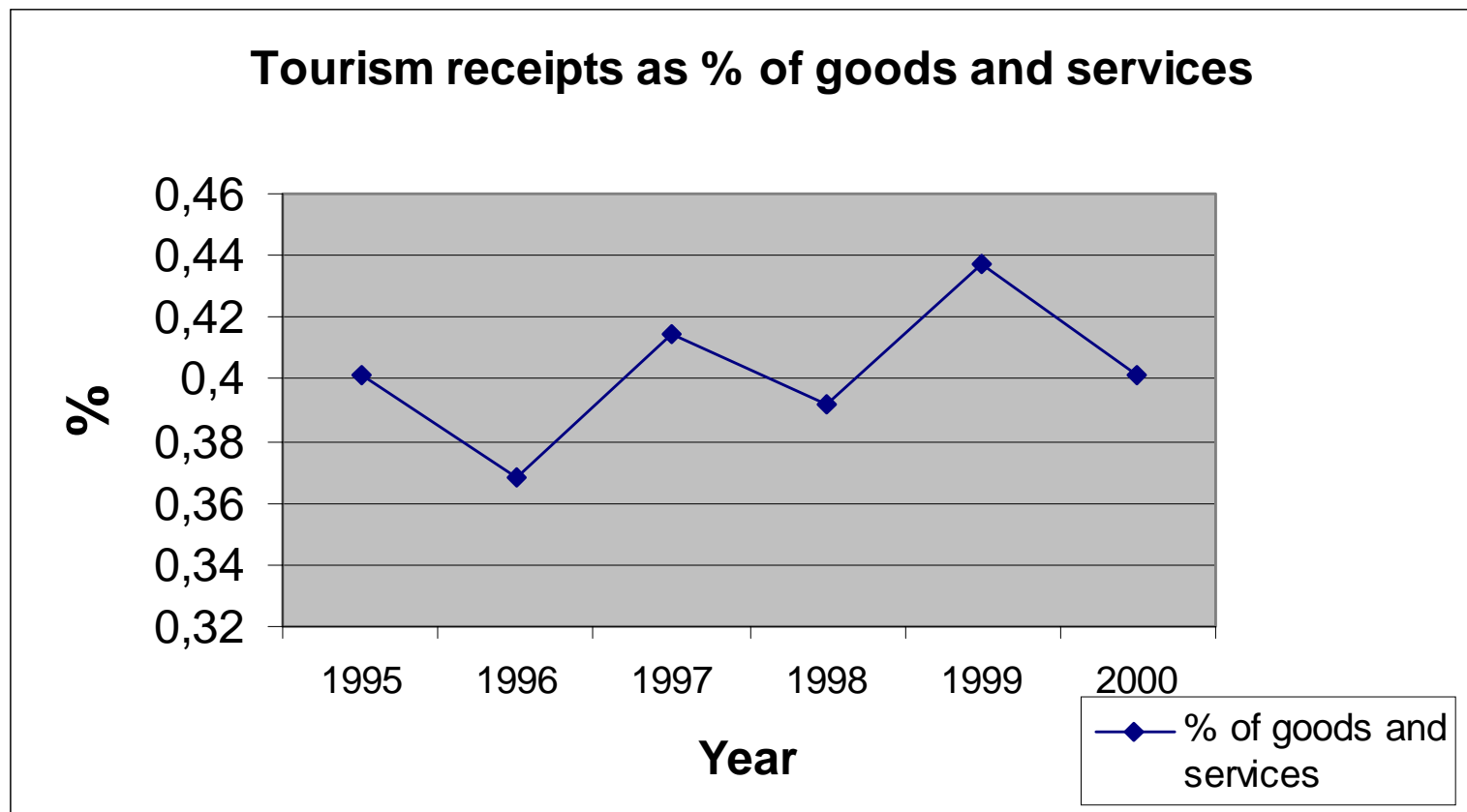
Tourism Receipts



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Tourism Receipts



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Tourism Receipts – Average per person expenditure for the year period 1995-2000

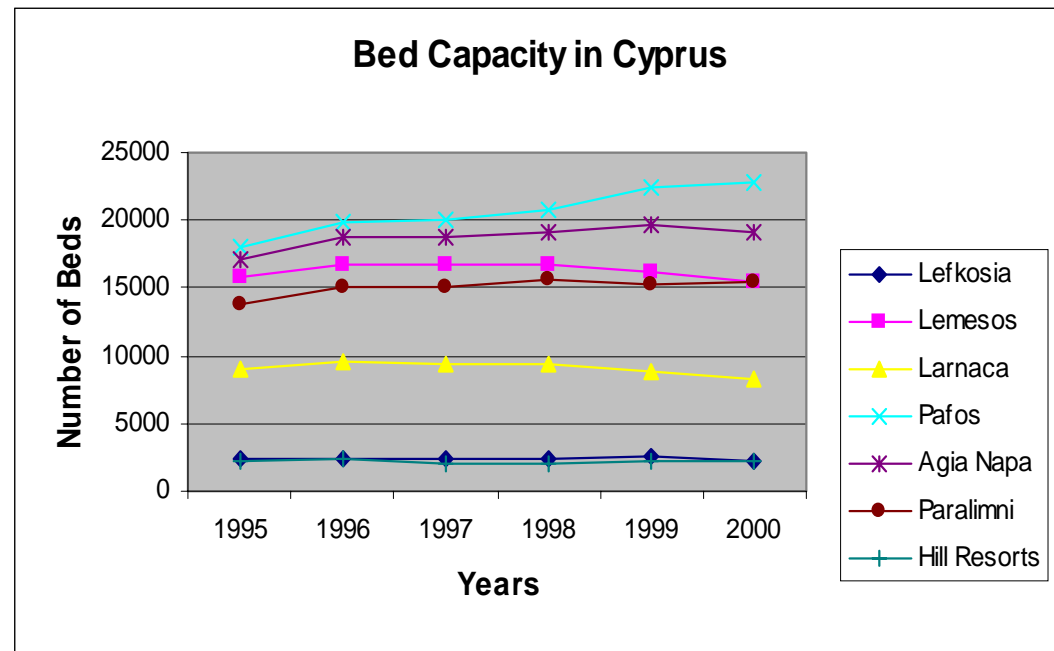
Country	Expend. 1995 (CYP)	Expend. 1996 (CYP)	Expend. 1997 (CYP)	Expend. 1998 (CYP)	Expend. 1999 (CYP)	Expend. 2000 (CYP)
U.K.	374.90	377.76	423.12	422.36	499.37	496.10
Germany	421.70	389.26	347.19	358.42	373.93	400.77
Switzerland	471.90	463.56	366.59	460.13	456.54	539.96
Russia+CIS	438.10	499.58	521.09	457.02	457.02	529.53
Greece	293.80	320.99	319.62	239.92	281.61	290.69
Holland	370.70	345.22	343.97	352.08	370.99	420.53
Austria	424.20	433.03	376.68	411.72	401.08	439.08
France	387.40	362.49	366.59	393.19	381.34	463.07
Israel	223.00	225.67	206.28	238.14	230.24	276.56
Belgium/ Lux	420.90	361.98	371.04	386.93	399.18	436.19
Italy	345.40	371.03	366.08	358.20	391.82	444.43
Ireland	407.70	499.10	556.48	502.00	599.85	600.43
Nordic coun			296.38	265.27	316.59	321.38
Arab count	383.50	382.16	515.59	360.71	360.71	427.32
All count	382.70	381.71	393.52	380.10	400.26	445.67

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Bed Capacity

- ❑ Total 85.303 beds
- ❑ 1980-2000 fivefold increase in the bed capacity
- ❑ 60% of the total bed capacity is hotels



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International Tourism Receipts per bed

Year	Tourism Receipts Million CYP	Number of Beds	Receipts/Bed
1988	320.7	48458	6618,1
1989	490.0	54857	8932,3
1990	573.0	59271	9667,4
1991	476.0	63564	7488,5
1992	694.0	69759	9948,5
1993	696.0	73657	9449,2
1994	810.0	76117	10641,5
1995	810.0	78427	10328,1
1996	780.0	84549	9225,4
1997	843.0	84368	9991,9
1998	878.0	86151	10191,4
1999	1022.0	84173	12141,6
2000	1194.0	85303	13997,2

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Employment in the Tourist Sector

Year	Number of people employed
1981	5200
1982	6300
1983	6900
1984	7700
1985	8600
1986	9550
1987	10850
1988	11400
1989	14420
1990	15415
1991	16300
1992	20000
1993	21700
1994	33300
1995	34100
1996	36570
1997	35800
1998	39374
1999	39500
2000	40500

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Seasonality

- Intense phenomenon of seasonality
- Target to smooth seasonality
- Need for a definition of the tourist product
- Incentive scheme for winter tourism

Year	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec
1999	10,6	30,0	39,9	19,4
2000	10,7	30,6	39,0	19,7
2001	10,6	32,8	39,8	16,8

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Impacts of Tourism on the Economy

- ❑ Great contribution of tourism activities in the GDP of the country.**
- ❑ One of the major forces to contribute to the recovery of the country after the invasion in 1974.**
- ❑ Tourism is the largest foreign exchange earner, creating a surplus on the invisible balance and consequently contributing to narrow the financing gap of the economy.**
- ❑ Indirect contribution to the sectors of finance and insurance, agriculture, manufacturing and transport.**

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Impacts of Tourist Activities on Employment

- Due to the increase in tourism activities unemployment stayed at very low levels in the country.**
- Wages rose very fast**
- Need for importation of labour**

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Impacts of Tourist Activities on Society

- In general people believe that tourism has had a positive effect, because of generation of employment and incomes.**
- Local people in contact with other cultures.**
- Heavy stress of local population during peak season.**
- Erosion of family life and the undermining of social cohesion of small communities**
- Improvement of services and facilities in the tourist areas**
- People believe that tourism could be a facilitating agent in spreading diseases.**

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Impacts of Tourist Activities on the Environment

Concentration of tourism activities on the coast

Year	Paralimni	Agia Napa	Larnaca	Lemesos	Pafos	Lefkosia	Hill Resorts
1997	14,81	20,99	9,96	21,77	23,59	1,67	2,00
1998	12,58	21,23	12,33	20,85	23,10	2,31	3,55
1999	11,37	17,80	12,29	20,91	25,97	3,09	4,60
2000	15,10	16,46	9,62	19,21	29,68	2,45	0,2

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Impacts of Tourist Activities on the Environment

- Sea erosion and loss of marine habitats (Posidonia beds)**
- Change of coastline morphology**
- Overcrowded beaches exceeding their carrying capacity**
- Increased solid waste creation**
- Congestion during the peak season in the tourist areas**
- Increased noise**
- Change of landscape due to the extensive construction of the accommodation establishments.**
- Extensive and intensive use of natural resources (water, energy)**
- Visual intrusion**
- No respect to local environmental characteristics.**

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Weaknesses of the tourist product identified

- Lack of identity of the tourist product (until now Cyprus is “sun and beach” destination).**
- Poor presentation of island’s remarkable historical and cultural wealth**
- Limited opportunities for activities**
- Inadequate protection and promotion of the natural environment.**
- Non-rational use of natural resources**
- Inadequate infrastructure**
- Standardised and imitative hotel product.**
- Although tourist inflows have increased 4-fold, tourist receipts per bed have increased 2 fold.**
- Compromise in quality standards**

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Actions to be taken

- Differentiation of the tourist product apart from the generic image of sun and beach**
- Setting of prices**
- Promotion of historical and cultural assets**
- Promotion of natural assets**
- Protection of the environment**
- Control of further development of the tourist sector**
- Quality upgrading**
- Specialised Training**
- Promotion of Local Products**
- Follow closely technological advances**

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Setting of prices

- Monitoring of developments and competitors with regard to fixing of prices.**
- The strengthening of Cyprus' negotiating ability**
- Increase of added/value quality of the enterprises and the destination**

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Promotion of cultural and historical assets

- Increased accessibility of archeological sites, religious and other monuments.**
- Promotion of several events**
- Promotion of Traditional Folk Art**
- Modernisation, restoration and organisation of museums**
- Promotion of traditional cuisine**

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Promotion of natural assets

- Promotion of agrotourism or rural tourism.**
- Advertising of the mountain areas**
- Promotion of special habitats such as Akamas Peninsula, the mountains of the country, the special areas such as the salt marshes and the flora and fauna of the island.**

NECESSARY PREREQUISITE

ENVIRONMENTAL PROTECTION

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Enhancement of Environmental Protection.

- Completion and updating of the existing statutory and legal environmental framework**
- Tourist development plans should be based on the protection, improvement and promotion of the environment and not at its mere exploitation.**
- Stricter regulations for allowing further development of the tourist accommodation sector.**
- Cultivation and adoption of environmental awareness.**

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Upgrading of Quality

- Adoption of “quality” culture**
- Enforcement of the legal and statutory framework**
- Quality Accreditation System established**
- Creation of Codes of professional Conduct**
- Awards**
- Cultivation of quality awareness**

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Establishment of Environmental Management Systems (EMS)

- Tourist organisations have started to implement EMS, specifically ISO 14001**
- The necessary infrastructure for EMAS not yet at place.**
- Environmental Management should not be a concern exclusively of the organisations but also for the municipalities who are moving very slowly towards such direction.**
- The necessary infrastructure to support an EMS is not in place yet (e.g. recycling schemes)**

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Establishment of Environmental Management Systems (EMS)

ACTIONS TO BE TAKEN

- Establishment of the legislative framework for environmental issues.**
- Enforcement of regulations.**
- Increase of environmental awareness on benefits from EMS**
- Build up of the necessary infrastructure**
- Need for encouragement of local authorities both technically and financially.**

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Conclusions

- Some important issues of weaknesses of the Cyprus tourist product have been identified, and a policy to reverse the situation has been formulated in the Tourism Strategy.**
- Although the Strategy discusses sustainable development, environmental issues have not been given the proper attention.**
- Need for firm action to implement stricter environmental laws, to upgrade the state of the environment and to identify and evaluate the impacts from the current tourist development.**
- Need for further cooperation and coordination of all involved parties at all levels in redirecting the tourist product towards a more sustainable pathway.**
- Need for a change of views in the island as a whole, moving away from seeing tourist as a mere income generator.**
- Need for a culture change in the sector and in general to promote environmental management.**