Tourism in Cyprus: Recent Trends and Lessons from the Tourist Satisfaction Survey

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Abstract

Tourism has traditionally been a major source of income and a driver of economic growth in Cyprus. Over the last few years however, tourism as an economic activity has entered a slowdown phase and the Cypriot tourist product has undergone a continuous loss of competitiveness, due to both exogenous and endogenous factors. This paper provides an overview of tourism in Cyprus by presenting developments over time and making comparisons with competing Mediterranean countries. The weaknesses of the tourist product are identified by analysing data from the Tourist Satisfaction Survey, for the period 2005 - 2006.

Keywords: Tourist satisfaction, repeat visit, value for money.