A study of residents' attitudes towards the socio-cultural impacts of tourism in the Larnaca region, Republic of Cyprus.

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Elena Spanou

Institute of Work Based Learning Middlesex University.

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Abstract

Island tourist destinations are eager to embrace the economic benefits associated with tourism development without carefully evaluating tourism impacts through tourism impact assessments and residents' attitude studies so as to avoid serious issues that might arise in the process of a destination's development.

This report presents the findings of a study conducted in the Larnaca region, of the Republic of Cyprus. The aim of the study was to explore residents' attitudes towards the socio-cultural impacts of tourism, taking into consideration factors that may play a role in the development of their attitudes (such as characteristics of island destinations), as well as their intention to act upon their attitude

The study followed a mixed method approach that enabled the achievement a deeper understanding of residents' attitudes that can aid in the overall further development of the area with the least opposition from the locals.

Recommendations derived from the findings indicate that tourism development can be a blessing in disguise, due to its complex and dynamic nature with asymmetrical impacts that need to be closely and continuously monitored. Recommendations are disseminated to the stakeholders of the study, namely the Cyprus Tourism Organisation and the Municipality of Larnaca that expressed residents' aspirations regarding the overall development of their area. Recommendations emanated from the study include: further promotion of the Larnaca region locally and internationally, further investment in Hospitality and Tourism related facilities, encouragement of sustainable tourism development, dissemination of tourism benefits to the community, residents' involvement in decision making and equal opportunities of development amongst all areas of the Republic of Cyprus.

In addition to the recommendation given to the stakeholders, suggestions for further areas of research are identified.

CONTENTS

List of Figures

List of Tables

CHAPTER 1

Introduction

1.1 Introduction

This chapter presents the rationale of the study, the aim, objectives and research questions as well the main themes underlying the study and the reasons why it was carried out.Following, a brief description of the Republic of Cyprus (RoC), its economy and its Tourism Industry are presented. In addition this chapter outlines the significance of this project to the stakeholders and to the author.

The underlying aim of this study was to assess the residents' attitudes towards island tourism development, with an emphasis on the socio-cultural impacts, in the Larnaca region, RoC.

The way that people perceive future tourist development in an area and react to it has to do with their attitude; residents' attitudes are important to the long-term success of tourism in a destination and its sustainability concerning its Common Pool Resources (CPRs). CPRs include resources such as "air and the atmosphere, water resources, oceans, ecosystems, fisheries, forests, wildlife, grazing fields, and irrigation systems" (Briassoulis, 2002, p1066), in natural and highly developed tourism sites (Healy, 1994).

This study focused on residents' attitudes, towards tourism as well as the socio-cultural impacts of tourism development on an island, the Republic of Cyprus (RoC). This particular island was chosen due to a number of challenges that it was facing at the time that the study was carried out as a country and as a tourism destination.

- Firstly the fact that Cyprus is an island raises concerns regarding lack of diversification, resource scarcity, incapability to produce self-sustained growth, shortage of capital, small market size, limited accessibility, inadequate infrastructure and a great dependency on external factors (Briassoulis, 2002; McElroy, 2006).

- Secondly, as the fact that the RoC is the only divided European country, might contribute in the formation of residents' attitudes towards tourism due to a number of social and political issues such as 36.3% of the autonomous territory of the island of Cyprus is still under illegal military occupation by Turkey. In addition almost 200,000 Greek Cypriots, equivalent to one third of the total population, were banished under force from the northern part of the island(Permanent Mission of the Republic of Cyprus to the United Nations; Boukas and Ziakas, 2012)

"If tourism has made a social impact it will be a shared impact, thus what is done with a group is not merely an extraction of the impacts, but also it is measuring whether it is shared or not"(Saveriades. 2006). This study is assessing the types of positive and negative changes on the socio-cultural structure of RoC by identifying possible reasons in association with Tourism as well as any other factors such as island characteristics, the political situation etc.

Specifically this study focused on attitudes of residents of the city of Larnaca region. This location was chosen as the main study area, as it is the least developed city in the RoC, in terms of tourism according to the CTO statistics (based on criteria like demographics, number of beds per city in the hotel industry). Statistics are given in the following section. This study contributed to the already existing literature by focusing on the attitudes of residents of the city of Larnaca.

The above-mentioned reasons make it even more important that the tourism Industry on the island is developed in a sustainable manner and with careful monitoring of tourism impacts, so that the future survival of the country is not jeopardized. The way that people perceive future tourist development in an area and react to it has to do with their attitudes therefore, my intention is to look deeper, through a constructive or interpretive point of view, into the subject of residents' attitudes and try to identify and comprehend whether the formation of the residents' attitudes is influenced by certain variables.

1.2   Aims and Objectives

This study aimed in investigating residents' attitudes towardsthe socio-cultural impacts of island tourism development. In order to achieve the main aim of the study the following objectives were identified:

1. To examine the nature and importance of tourism development for the RoC.
2. To identify an appropriate theoretical framework that will contribute to the understanding of the relationship between the formation of residents' attitudes and tourism development with an emphasis on the socio-cultural impacts.
3. To examine residents' attitudes towards the socio-cultural impacts of tourism development within the Larnaca region.
4. To explore the possibility of a relationship between island characteristics and the formation of residents' attitudes towards tourism development.
5. To investigate a possible relationship between residents' attitudes towards tourism development and their intention to act.
6. To identify possible suggestions for future tourism development in the Larnaca region with the least opposition from residents.

Based on the aim of the study and the objectives formulated, the following research questions were identified in order to address the above objectives:

1. What is the nature and importance of tourism development for the RoC?
2. Which theoretical framework would be appropriate in contributing to the understanding of the relationship between the formation of residents' attitudes and tourism development with concentration on socio-cultural impacts?
3. What are the residents' attitudes towards the socio-cultural impacts of island tourism development in the Larnaca region?
4. Is there a relationship between island characteristics and the formation of residents' attitudes towards tourism development with concentration on socio-cultural impacts, in the Larnaca region?
5. Is there a relationship between residents' attitudes towards tourism development and their intention to act?
6. Which types of future tourism development in the Larnaca region will have the least opposition from residents?

This paper provides a detailed description of the research steps which were undertaken in order to achieve the aims and objectives as outlined above. A brief description on each chapter follows (see Figure 1 for an Overview of the thesis.

Chapter 2 is presenting the terms of reference and the review of the literature that aided in understanding the factors shaping residents' attitude. The project is evaluating literature available on the area of residents' attitudes perceptions tourism impacts and island tourism development in order to identify important themes and conflicting issues.

Chapter 3 is presenting the methodological thinking and approach adopted was structured basic on the aim and objectives of the study as well as the ontological, , epistemological belief and perspective of the researcher and the previous research conducted in the area of residents' attitudes, island development and impacts of tourism, In addition to the above factors, the methodological approach dealt with issues regarding confidentiality, ethical matters as well as the validity and reliability of the results of the study.

Chapter 4 presents the project activity regarding the data collection. This chapter explains how the study was done, what problems have been encountered, and how they have been dealt with.

Chapter 5 includes the project findings and presents the results with an analysis in relation to the literature review. It aims in interpreting the findings and identifying main points.

Chapter 6 is concentrating on conclusions and recommendations formulated for the stakeholders. This chapter draws from chapter five (the findings) and aims in addressing the terms of references that have been identified in Chapter 2,the terms of reference and the review of the literature.

Chapter 7 is a reflective account of the personal learning and professional journey experienced throughout this project.

Chapter 1: Introduction

- The background of the study
- The objectives of the study
- The limitations of the study.
- The aims of the study
- Rationale of the study

↓

Chapter 2: Literature Review

- Definition of terms
- Background on residents' attitudes
- Background on tourism impacts
- Background on island studies
- Methodological approaches utilized
- Variables derived from the literature
- Review of theoretical foundation on attitudinal and tourism impact research

↓

Chapter 3: Methodology

- Purpose of the study
- Reliability and Validity
- Research objectives
- Statistical analysis
- Ontology and Epistemology
- Triangulation
- Rationale for Research Approaches
- Ethical Issues
- Rationale for Research Methods
- Population and Sampling Frame
- Rationale for Research Family

↓

Chapter 4: Project Activity

- The value of the research.
- The stages of project activity

- The role of the literature review in the design and the execution of the study

- Research design for the specific study.

- The problems identified that hindered the progression of the study.

- The researcher's approach towards overcoming them.

- The implications of the problems on the outcome of the study.

↓

Chapter 5: Project Findings and Discussion

- Findings of Quantitative part

- Findings of Qualitative part

↓

Chapter 6: Conclusion and Recommendations

- Conclusions

- Recommendations

↓

Chapter 7: Reflective Account

- Reflection

Figure 1: Overview of the thesis.

1.3   A taste of Cyprus

Cyprus is the third largest island in the Eastern Mediterranean sea, (see the following Figure 2, for a map of Cyprus) standing in the crossing of three continents where East meets West (Permanent Mission of the Republic of Cyprus to the United Nations, The official Portal of the Cyprus Tourism Organisation). Its geographical location is mainly responsible for its typical Mediterranean climate with hot dry summers and rainy, rather chargeable winters.

Figure 2: Map of Cyprus
Source: CTO Annual Report 2012

It has a population of approximately 850,000 (Republic of Cyprus, Statistical Services, 2013).Cyprus is divided into five districts. Nicosia district which is the capital with 333.800 people, Limassol district with 239,700 people, Larnaca district with 145,900 people, Pafos district with 91,200 people and Ammochostos/Famagusta district with 47.400 people (Republic of Cyprus, Statistical Services, 2013).

1.3.1   Brief Historical retrospective

On the 16th of August 1960, Cyprus was proclaimed an independent Republic. The independence of Cyprus was based on the Zurich and London Agreements of 1969 signed by Greece, Turkey and the United Kingdom ending 82 years of British rule. These agreements were comprised of a Constitution and three treaties namely: the Treaty of Alliance, the Treaty of Guarantee, and the Treaty of Establishment (Miltiadou, Lyssiotis, Nicolaidou, Mavrommati, Michael, 2010).

During 1974 when the Military Junta was in power in Greece, a serious conflict was created between the President Makarios of Cyprus and the Enosis National

Front supported by the military Junta. Makarios was considered by Junta as the main obstacle for Enosis of Cyprus with Greece. The conflict resulted in a military coup d'etat on the 15th of July, 1974, organised and executed by the Junta and their army officers based in Cyprus.

Turkey invaded on the 20th of July 1974 claiming the right to do so by the Treaty of Guarantee. The British were invited by Turkey to participate in military operations under the Treaty of Guarantee to restore the Constitutional Order in Cyprus, but refused to do so (Miltiadou, et al,2010).

This invasion gave Turkey the occupation of 37% of the north part of the island with the mass expulsion of 200,000 people (1/3 of the total population of the island), who became refugees in their own country. This situation led to severe economic and social problems as well as considerable physical damage to the infrastructure resulted, in the division of the island in two parts with no freedom of movement between the sides. The Cypriot culture and heritage have been greatly affected as a number of historical monuments and sites have been destructed and looted. Since then an attempt has been made by the government and the Cyprus Church to minimize the damage caused to the Cypriot cultural heritage with the assistance of international museums and auction houses that aid in seeking, identifying and returning stolen historical and religious artifacts of the occupied areas (Miltiadou, et al, 2010; Ioannides, Apostolopoulos, Sonmez, 2001; Sharpley, 2002; Witt, 1991).

This event had major consequences particularly for the tourism sector as the well-developed tourist areas of the island during that period was Famagusta, and Kyrenia, which came under the occupied rule (Witt, 1991, p38). It has been estimated that 65% of the bed capacity offered in 1974 on the island was located in the occupied side, together with about 40% of existing restaurants and bars (Witt, 1991, p38; Boukas and Ziakas, 2012).In addition the closure of Nicosia International Airport, which was the main airport at the time, had also major repercussions for the Tourism Industry. The dependence of the island on foreign sources for raw materials, manufacturing products as well as capital increased. An overall feeling of political and economic uncertainty was created. In 2003, permission was given by Denktash, the leader of the Turkish Cypriots, under police control at entry point, to cross the Barricade from one side to the

other side and people can now cross to both sides. However, unfortunately up until the present day there is still an ongoing political and social conflict, and the country is still divided under the United Nations controlled 'green line' (Scott, 2012, p2114).

The Republic of Cyprus (RoC) in 2004 became a member of the EU and in 2008, adopted the euro as its national currency. By 2011 the International Monetary Fund (IMF) listed the RoC as one of the 31 advanced economies in the world. The Cyprus economy has gone from exporting minerals and agricultural products during 1961-1973, to exporting manufactured products from the 1975 to early the 1980s. Since then it became an international tourist destination, business and services centre as well as a base for a number of offshore companies, due to: its excellent geographical location, advance telecommunication system, the British Company Law system and tax incentives. Based on the distribution of employment the largest percentage of employed persons is engaged in the services sector with 79, 3%. The industry sector follows with 17, 6% and, lastly, the agriculture sector with only 3,1% (Republic of Cyprus, Statistical Services, Labour Force Survey, 2013).

The island is now a well-developed tourist destination with tourist arrivals reaching 2,441,231 million in the year of 2014, with an increase of 1.5% from year 2013, (see Table 1 for the Tourist arrivals and Revenue Cyprus Tourism Organisation - Trade Portal). The calculated receipts from tourism calculated to be 2,023.4 million euros in 2013. Statistics have been used from 2012 to 2014 (when available) as statistics from 2014 onwards are not all available for public use as yet. Cyprus has managed to attract an increasing number of tourists especially in the last few years, from countries all over the world, and particularly Europe (Cyprus Tourism Organisation - Trade Portal, Tourist arrivals by country of residents)

	Arrivals of tourists			Revenue (€mn)		
PERIOD	2012	2013	2014	2012	2013	2014
JANUARY	47,610	42.286 [2]	40,675	30.0	30,9 [2]	30.7
FEBRUARY	55,420	42,327	45,227	32.3	28,3 [3]	31.3
MARCH	94.300 [1]	92,620	77,533	62,5 [1]	66.0	56.5
APRIL	189,648	162,439	180,998	114.6	110.4	132.9
MAY	276,781	276,244	293,181	214.3	202.1	224.1
JUNE	329,977	308,219	342,221	254.5	259.8	303.2
JULY	371,453	361,442	381,955	301.5	338.6	321.2
AUGUST	363,573	352,215	373,086	312.1	349.5	324.3
SEPTEMBER	335,352	357,653	316,602	289.9	353.4	273.4
OCTOBER	261,997	273,587	251,453	211.5	246.6	217.1
NOVEMBER	84,020	81,542	81,437	62.8	59.2	65.0
DECEMBER	54,772	54,813	56,863	41.6	37.6	43.7
JANUARY-DECEMBER	2,464,908	2,405,390	2,441,239	1,927.7	2,082.4	2,023.4
% Change	3.0	-2.4	1.5	10.2	8.0	-2.8

Table 1: Statistics on Tourism
Source: Cyprus Tourism Organisation - Trade Portal

The Cyprus Tourism Organisation (CTO is a statutory semi-governmental body whose responsibility is to aid in the overall sustainable development of the island's tourism industry. It is operating according to the provisions of the Cyprus Tourism Organisation Law dated 1969–2005 and the regulation regarding the Terms of Employment Administration, Structure, and Finance. The Organisation's aim is to organise and promote Tourism eternally and externally by using all resources available.

Larnaca has been chosen as the main study area for the reason that within this well-developed tourist destination it is not so developed in comparison to the other coastal areas, in terms of number of beds (Cyprus Tourism Organisation - Trade Portal, Units in operation and the overnight stays, see Table 2 and 3). The district with the highest bed capacity is Ammochostos /Famagusta with 35,029 and the lowest are the hill resorts with 2,252. The Larnaca region has the lowest units of operation in comparison to the other coastal towns.

District	Year 2014
Nicosia	*2,860*
Limassol*	*11,419*
Larnaca*	*6,057*
Ammohostos / Famagusta*	*35,029*
Pafos*	*28,388*
Hill resorts	*2,252*

Table 2: Units in operation by area and type of establishment in 2014.
Source: Cyprus Tourism Organisation - Trade Portal,
*Indicates coastal areas

The district with the more overnight stays is Ammochostos/ Famagusta with 6,556 and with the lowest the Hill resorts with 140. The Larnaca region has the lowest number of overnight stays in comparison to the other coastal towns.

Overnight Stays	2013	2012	2011
Overnight stays-Total (000´s)	14,048	14,577	14,285
Lefkosia	247	288	267
Lemesos*	1,621	1,878	1,902
Larnaka*	804	948	1,007
Ammochostos/Famagusta*	6,556	6,126	5,902
Pafos*	4,680	5,184	5,057
Hill Resorts	140	153	150

Table 3: Overnight stays per district
Source: Cyprus Tourism Organisation - Trade Portal
*Indicates coastal areas

Larnaca region or the town of Kimon, is much smaller than Nicosia or Limassol, with a population of 86.700 (Republic of Cyprus, Statistical Services, 2012, Population by District). It has managed to maintain its authentic and relaxed atmosphere with its picturesque Larnaca Bay, the palm-lined seafront, the traditional old streets and the ancient architectural monuments (amongst them Saint Lazarus Church and the medieval castle). It is hosting Cyprus International Airport as well as a Marina and a port. Larnaca is a very convenient location for tourists to use as a base in order to commute locally and

internationally. The area is currently under development, with the construction of a new airport, as well as plans for renovating the marina and harbor and discussions for potential projects taking place.

In 2008, on local level, Larnaca region has set up the "Larnaca Tourism Board" to promote the area as a tourist destination, offer new concepts to attract visitors to the region and handle any matters that could affect in any way the Larnaca region and its future as a holiday destination. The Larnaca Tourist Board is a partnership of all stakeholders of tourism in the area including: the CTO, the Larnaca Chamber of Commerce and Industry (EVEL), the Municipality of Larnaca, the local authorities of the region and members of the hotel and travel and tourism industry.

RoC as a tourist destination is facing a number of limitations. Firstly, the fact that it is an island creates problems already mentioned above such as issues regarding lack of diversification, resource scarcity, limited accessibility etc. (Hardin, 1968; Briassoulis, 2002; McElroy, 2006).

Secondly, a number of social and political issues that arises from the fact the RoC is the only divided European country (Lumsden 1973 in Ostrom, 1990; Scott, 2012; Boukas and Zakas, 2012).Kokkranikal et al. (2003), state that geographical, environmental, structural and political limitations of islands make them more vulnerable to the impacts of tourism. In the case of RoC, the political instability that resulted from the Turkish invasion on the island in addition to other social and organisational difficulties regarding planning policies and promotion, greatly affected the economy as well as the tourism industry of the whole island (Ioannides,2001; Sharpley, 2002; Witt, 1991; Boukas and Ziakas, 2012; Causevic and Lynch, 2013).

Thirdly, problems associated with seasonality, as the arrivals during the autumn and winter period are quite low in comparison to the tourist arrivals during the summer months (see table 1).It has been widely recognised that tourism development for host communities can be considered a two-edged sword that generate benefits but also imposes costs (Wall and Matheison, 2006).Thus host communities are faced with a "development dilemma" (Telfer and Sharpley, 2008).

This issue is even more evident in the case of islands due to their unique characteristics and thus it is even more important that the Tourism Industry on islands is developed in a sustainable manner, with careful monitoring of tourism impacts, so that the future development of the country is not jeopardised (Scheyvens and Momsen, 2008).The way that people perceive and react to these matters has to do with their attitude. The term attitudes can be defined as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor…. whether overt or covert, cognitive, affective or behavioral" (Eagly and Chaiken ,1993) p1).

Therefore, awareness of residents' attitudes towards tourism development and its impacts are considered important for the long-term success of tourism in a destination and its sustainability concerning its resource base (Allen, Long, Perdue, and Kieselbach 1988; Jurowski and Gursoy, 2004; Perez and Nadal, 2005). Awareness of residents' attitudes is important for the planning and policy considerations as well as the successful development and operation of current and future tourism projects (Choi and Sirakaya ,2005).

The proposed study generated new knowledge that can have a wider application in the area of the formation of residents' attitudes. The sponsor of this study will be the CTO and the findings of this study aim in providing a basis for learning about the role that characteristics of islands play on the formation of residents' attitudes. This study might also make the planners appreciate the view and involve them in the decision making process of tourist development in their community.

1.4   Significance of the project to other stakeholders

This research aims in producing and disseminating valuable new understanding in the area of residents' attitudes that can be utilised by the CTO and the Municipality of Larnaca as well as other interested parties such as the, Larnaca Tourist Development Company. It is intending to provide practical applicability as well as academic and methodological contribution.

More specifically the results of this study can be used in the following areas:
- Statistical purposes.

- Insight information into the resident psychology, and demographic characteristics relating to particular clusters and their preference in regard to future tourism development.

- Lack of similar research conducted on RoC and on Larnaca region in particular makes this research more innovative and it can be used as a basis for future decision making.

- Identifying problems, weaknesses, opportunities and threats and taking drastic actions for better planning.

- Marketing and other future plans for the area

- Reference for future researchers conducting research in similar areas.

- Reference for future research conducted on the RoC as whole.

- Identifying possible areas of concern regarding tourism development of the area.

- Identifying possible intentions of residents to act towards tourism development in the area.

- Identifying potential type of development that is more likely to be accepted by the community.

- Identifying possible areas of resentment on the part of the host community.

The proposed study is aiming to assist in the sustainable tourism development of the area. The future tourism growth of the Larnaca regionmay consequently lead to the development of the land, employment opportunities and expansion of other business in the area (Dwyer, Forsyth and Spurr 2004), as in the case of Ammochostos/ Famagusta, Limassol and Paphos, with local and international tourists (see Table 3).Tourism development of the area may lead to increase tourism arrivals and overnight stays in the Larnaca region.

1.5   Professional significance of the project

On a personal level, this study will aid in my academic development by extending my knowledge in the area residents' attitudes towards the socio-cultural impacts. I consider this research to be important for me not only for providing me with expertise in the area but also giving me with the opportunity to study my community in more detail, gain a better insight regarding residents'

attitudes towards the sociocultural impacts of tourism and be able to contribute to its future development. As an insider of this community, I have a direct benefit for conducting this study because it will allow me to provide stakeholders with possible suggestions and recommendations on future areas of development that may bring the least opposition from residents.

The results of this study might contribute in extending existing theories such as the Social Exchange Theory (Ap, 1992) in relation to residents' attitudes and in developing a theoretical framework that might determine a relationship between island characteristics and the formation of residents' attitudes towards tourism development in Larnaca with an emphasis on the socio-cultural impacts.

In the future the instrument designed for this study can be tested further on the RoC as a whole and possibly be used as a basis for research in other islands countries.

The proposed study is expected to contribute to the understanding of the importance of island characteristics in the formation of residents' attitudes towardsthe socio cultural impacts of tourism development.

1.6   Summary

RoC is now a well-developed tourist destination that is facing a number of challenges due to the fact that it is an island, facing problems with seasonality and it is the only European divided country. All the above mentioned reasons make it even more important that the tourism Industry on the island is developed in a sustainable manner and with careful monitoring of tourism impacts, so that the future development of the country is not jeopardised.

The underlying aim of this study has been to assess residents' attitudes towards island tourism development, with an emphasis on the socio-cultural impacts in the Larnaca region. This study may contribute to the already existing literature by focusing on attitudes of residents of the city of Larnaca. The awareness of residents' attitudes towards tourism development and its impacts are considered important for the long-term success of tourism in a destination and its sustainability concerning its Common Pool Resources (CPRs).

This research highlights and disseminates valuable information in the area of residents' attitudes for the all stakeholders namely: the Cyprus Tourism Organisation and the Municipality of Larnaca as well as other interested parties such as the Larnaca Tourist Development Company. Given the urgent need and growing demand for sustainable economic development opportunities in Cyprus, planning tools are needed that can achieve both income generation and the protection of coastal resources (Pet-Suede, 2003, p138).

CHAPTER 2

Review of relevant literature and other information.

2.1 Introduction

This chapter critically evaluates the literature available and sets the terms of reference of the study. It explains how the literature contributes in shaping the study by identifying important themes and conflicting issues relevant to the aims and objectives of the research.

2.2 Aim of the study

This study aimed to assist in extending existing theories and developing a theoretical framework that may determine a relationship between island characteristics and the formation of residents' attitudes towards the socio-cultural impacts of tourism development in the Larnaca region.

The stakeholder for the current program is the Cyprus Tourism Organisation (CTO), a statutory semi-governmental body whose main role is to aid in the overall sustainable tourism development of the island. The Organisation is responsible to organise and promote tourism by using all possible resources available.

This study contributes towards the understanding of the attitudes of Larnaca residents towards the socio-cultural impacts of tourism development and the association of islands characteristics, on the formation of their attitude.

The results of the study aim in developing Cyprus and particularly the Larnaca region, as a successful tourist destination without affecting its sustainability, by maximizing its positive impacts and minimizing its negative ones.

This topic was chosen to evaluate tourism in the area, its impacts on the society of the island and the attitude of residents towards tourism and tourism development.

Tourism impacts on host destinations have been greatly investigated by authors such as Sharpley, (1994; 2014), Andriotis and Vaughan, (2003); Andriotis, (2005); Mc Elroy, (2006), Zhang, Imbakaran and Jackson (2006); Woosnam (2012). Tourism can affect both positively and negatively the host destination. This becomes a challenge for stakeholders to overcome in order to evaluate and recognise the most suitable type of tourist for a destination, in order that the benefits gained by the community by tourism, outweigh the costs incurred. Unfortunately, despite the importance of Tourism Industry to a destination there is no universally accepted comprehensive measure of overall tourism impacts that could assist host communities in attempting to predict the future (Mc Elroy, 2006).

Tourism's broad nature as well as the contribution of so many service inputs make difficult to define it (Gilbert, 1990). The tourism industry incorporates under its wing other sectors and industries that provide activities on behalf of tourism, as a result of the vast range of activities it includes it has no clear boundaries (Gilbert, 1990). It is therefore necessary to view tourism with a 'post-disciplinary' approach that sees tourism as being a flexible and creative approach that breaks through the parochial boundaries of disciplines (Coles et al. 2006).

The tourism industry is utilising intensively the Common Pool Resources (CPRs) of a country, therefore a lack of regulation of usage of the CPRs may lead to their misuse or destruction (Ostrom, 1990, 1994, 2002). As Aristotle observed "what is common to the greatest number has the least care bestowed upon it. 'Everyone thinks of their own self-interest, at the expense of others'. (Aristotle, Simpson, 1997). As a result, we are witnessing the continued degradation of the environment, and the wanton exploitation of scarce resources, better described by Hardin (1968) as "the tragedy of the commons". This matter is even more important in the case of islands as "their land area is small and dispersed and their resources are limited (for example topsoil and fresh water may be in short supply" (Scheyvens and Momsen, 2008, p493). The term "commons" is also used by Hardin (1990) to refer to various diverse problems such as urban crime (Neher 1978), and communal conflict (evident in the RoC, Lumsden, 1973).It is therefore necessary to impose careful restrictions and laws in order to minimise any damage that can be caused to CRPs.

The problem of tourism sseasonality is putting an even extra strain on the resources due to the unbalanced supply of usage of resources. The negative impacts associated with tourism seasonality can be related "to loss of profit as possible, strain on social and ecological carrying capacities, as well as administrative and scheduling difficulties" (Manning and Powers,1984, p.25).

Due to the absence of control and regulations or their insufficient implementation in several counties such as Central America, Southern Europe, Africa and South East Asia many components of the tourism commons are suffering (Briassoulis, 2002).In the Mediterranean the coastlines, are under "severe pressure from tourism and numerous industrial, commercial, residential, and agricultural activities" (Briassoulis, 2002, p1070). As a result, the extensive use of water during high tourism seasons in regions such as the Mediterranean and Australia, can reduce the available water necessary for agriculture and thus resulting in reduction of cultivated zones especially in sensitive areas such as islands.

It is therefore very important that residents are informed and are given the opportunity to become involved in the decision-making. As tourism is considered a resource dependent industry, its future as well as the destinations survival relies on safeguarding the preservation of its natural, built and cultural and traditions (Collins, 1999).

As tourism is considered a developing power, the government tends to play a key role in its development and control (Smith 2000; Wong, 2003). Literature expresses concern regarding the involvement of residents in the development of tourism in their community, as well as their empowerment in building a sustainable tourism industry, which is of vital importance to all destination particularly islands due to their unique characteristics (Niles and Baldachino, 2011; Cole, 2006). Through empowerment, residents can become active members of the community that can have the ability to identify problems, as well as implement and evaluate solutions (Cole, 2006; Di Castri, (2004)). Psychological Empowerment within the tourism context, take place when an individual's pride is enhanced from visitors who appreciate the unique characteristics associated with the culture, the natural resources and traditions of a destination (Scheyvens, 1999; Di Castri, 2004).

2.5   Review of relevant literature

2.5.1   Introduction

Tourism is a vigorous process that comprises of a mutual relation between the residents and the tourists, the users and the producers. It can be considered as a "community industry in which residents are major stakeholders because they are directly affected by any of the consequences of development" (Nunkoo et al 2013, p6). The extent to which their opinion is taken into account in the planning stages defines the way they behave towards tourists and tourism development in their community (Davis, Allen, & Cosenza, 1988). The presence of tourists will have positive and negative impact on the community (Sharpley, 2014) in regard to social, economic and environmental aspects. Impacts can be complicated or simple to comprehend, with short or long term effects that can be positive or negative. Impacts whether positive or negative can be experienced by both tourists and residents alike and can therefore play a contributing factor towards the formation of the residents' attitudes towards the tourism industry in general (Jafari, 2001). How these people perceive and react to tourism and tourism development has to do with their attitude. "Understanding residents' attitudes to tourism is important to gain their active support, without which it is difficult to develop tourism in a sustainable and socially compatible manner" (Nunkoo et al, 2013, p6), especially when considering island destinations (Chen, 2006; Del Chiappa, 2012).

Allen et al (1988, p16) proposed that "residents' views, opinions, perceptions and attitudes in regard to the tourism industry must be frequently evaluated so as to ensure that the correct actions are taken and that residents consider themselves as agreeable partners (stakeholders) in the development process of tourism". Research conducted in this field, contributes to the construction of models that help in understanding the association between impacts and residents' attitudes with the intent of enhancing the benefits and reducing the costs associated with tourism development (Andriotis and Vaughan, 2003). Ap (1992), comments that residents assess tourism in terms of an exchange of anticipated profit or cost in as a result for the services they provide. It can therefore be understood, that residents will request tourism development to take place in their community having in mind the expected social, economic, and

psychological rewards that may improve their community. Therefore, having in mind that residents need to identify benefits or costs associated with any interaction, information can be drawn from research conducted on residents on any subject area related to tourism such as tourism in general, tourism development and tourism impacts.

Even though it appears through the literature review that tourism impacts are a topic that has been greatly investigated, studies tend to focus on different areas. There are studies that concentrate on economic, environmental or on socio-cultural impacts of tourism, while others concentrate on all or a combination of them. Hall states (2000, p451) that the economy and the society are "inextricably linked…like a spider's web-touch one part of it and reverberations will be felt throughout". It was therefore useful to include studies looking at all three impacts of tourism as part of this literature review.

The socio-cultural impacts of tourism on related to the values of the local community, their behavior regarding collective lifestyles, moral conduct and creative expressions as well as family structure and safety levels (Fox, 1977). All these factors have a direct consequence on both tourists and host communities concerning their quality of life (Sharpley 1994). The way that people perceive and react to these matters has to do with their attitude. Eagly and Chaiken (1993) evaluate attitude as a" psychological tendency that is expressed with some degree of favor or disfavor…. whether overt or covert, cognitive, affective or behavioral" (p1). Witt (1991) states, that if the host community is very different, in comparison to the type of tourists it is attracting, the effects on the local society as a whole will be greater.

The term socio-cultural impact can therefore be considered as the changes to residents' daily life, as well values, way of living, and intellectual and creative products.

The social and cultural dimension of tourism however, incorporates a number of respondents including residents of the local community as well as tourists, and travel service suppliers who may or may not belong to the local community. It is therefore necessary for the decision makers to understand resident's perspectives towards the development of the Tourism Industry and work together with the purpose of reinforcing positive impacts and decreasing

negative impacts on the local community, particularly in the case of small islands.

Islands constitute especially valuable fields of inquiry, as they "demonstrate tremendous diversity with landscapes ranging from arctic deserts or tropical forests to compact urbanized areas and simultaneously exhibit great cultural differences" (Bozetka, 2013, p1). In the last twenty five years, there has been considerable interest in researching small island such as Boukas and Ziakas, (2013); Andriotis and Vaughan, (2003); Andriotis, (2005); Mc Elroy, (2006); Dyer, Gursoy, Sharma and Carter, (2006); Imbakaran and Jackson, (2006); Spanou, (2007); Stylidis, Biran, Sit, and Szivas (2014); Garcia (2014), due to island's "natural resources, economies and culture as well as the challenges they face" (Nunkoo, Gursoy, Juwaheer, 2010, p676). Even though in cross in country investigations, heterogeneity exists, findings from previous studies conducted on different geographical locations can contribute to our understanding as well as introduce a level of comparison of residents' attitudes especially due to the limited number of studies available on Small Island States (SIS) like Cyprus.

It is essential to highlight that in the literature reviewed a number of different terms are used such as: attitudes (Nepal, 2008; Vargas-Sánchez, Plaza-Mejía and Porras-Bueno, 2010), perceptions (Perez and Nadal, 2005; Diedrich and Garcia-Buades, 2008), opinions (William and Lawson, 2001), reactions (Fredline and Faulkner, 2000), and views. The above terms have often been used interchangeably in research papers while generally are referring to the same concept (Andereck & Vogt, 2000). This might be a reason why there is such a great variety of views regarding residents' attitudes, which led in an increasing number of comparative and ethnographic case studies conducted in America and Europe (Sanchez,Porras-Bueno and Plaza Mejia, 2010; Lepp, 2008; Nepal, 2008; Andereck, Valentine, Voght and Knopf, 2007; Jackson and Imbakaran, 2006; Gursoy, and Rutherford, 2004; Teye, Sommez and Sirakaya, 2002).To acquire a better picture of the literature available on residents' attitudes a number of articles have been reviewed using different terminology such as attitudes, perceptions, opinions and reactions.

A further examination of the literature revealed that the subject of tourism is mainly viewed as fragmented and that it is not considered to be a separate discipline (Tribe, 1997, 2010). As a result "there exists no all-embracing theory of tourism since tourism, like any other field of human endeavor is a target field comprising of many domains and focuses to which various theoretical approaches can be appropriately applied" (Danna and Cohen, 1991, p 167). Even though it is an area in tourism that has been explored extensively (MacGehee and Andereck, 2004), Ap (1992), in Wall, and Mathieson, 2006) criticises the existing attitudinal research regarding tourism of being "primarily exploratory and descriptive" (p666) and warned that if it is not developed within an appropriate theoretical framework in mind, researchers will find themselves "none the wiser" (Ap, 1990), p 615). Researchers can identify a problem and clearly set the objectives for their study, but on an advanced stage they find it difficult to link it to a specific theory or model as "is so far no theoretical justification of why some people are or are not favorably disposed to tourism" (Husbands, 1989 in Ap,1990, p239). As a result is that the different studies "'vary in terms of theoretical base and methodological approaches'' (Nunkoo et al (2013, p6). This in itself makes the comparison between studies more difficult and the further development of the subject more challenging for the researchers.

Keeping in mind, that impacts are not stable, due to influences originating from the nature of relations between residents and tourists which vary from no contact, (limited to just sharing common space) to structured and commercial exchange (Krippendrof,1987). Subsequently the need arises for impacts to be systematically assessed in order for decision makers to identify possible areas of concern that can contribute in creating suitable plans, policies and management responses that will be beneficial to all parties involved (Lankford and Howard, 1994; Brunt and Courtney, 1999; William and Lawson, 2001; Gursoy et al, 2002).

The following part concentrated on the theoretical and methodological advancement in the area of residents' attitudes. The aim of this chapter was to address a number of areas focusing on tourism, (tourism development, sustainable tourism, impacts of tourism) in general and more specifically, socio-cultural impacts in mainland countries and islands. This background aided in

creating a firm foundation for advancing knowledge, by facilitating theory, highlighting key themes and methodology development, as well as uncovering areas where further research is needed (Webster & Watson, 2002).

2.5.2 Evolution of research on residents' attitudes towards impacts of tourism with particular attention on socio-cultural impacts.

Given the volume of work published various literature reviews have been conducted throughout the years (Easterling, 2004; Harrill; 2004; Andriotis, 2005; Yen & Kerstetter, 2009; Nunkoo et al. 2013 and Sharpley, 2014), which depending on the focus of the study are evaluating the research conducted up to date. To aid in the analysis of the documents, the literature was investigated in terms of themes that enabled the researcher to categorise documents and separated them into categories based on their main subject area, their research method, the methodology followed, the theoretical framework utilised and the means of analysing data, in order to be able to utilise them for the purpose of this study.

Some of the earlier studies concentrating on tourism impacts traced back to the 1960's (Pizam, 1978; Thomason, Crompton and Kamp, 1979), defined and reported more the positive impacts of tourism development (Zhang et al, 2006). During that time studies predominantly focused on economic effects (Getz, 2009; Wall & Mathieson, 2006) as tourism was seen as an agent of economic growth.

Throughout the 80s and 90s tourism research has increased dramatically with a number of journals that evaluated tourism with a more impartial approach aiming in identifying positive and negative impacts and their implication to the local community (Ap, 1992; Haralambopoulos, and Pizam, 1996;Brunt and Courtney, 1999).

The impacts of tourism on the environment and the economy of the local community have been the main concern in a number of studies (Baros and Matias, 2005; Nepal; 2000); as these effects can be more clearly identified on the local community in comparison to the sociocultural impacts.

Since then, it has been long recognised that tourism has the ability "to penetrate communities unlike other industries" (Harril, 2004, p2) therefore several researchers have attempted to look beyond the economic impacts into the area of socio-cultural impacts that tourism may impose on the local community (Murphy, 1985, Imbakaran and Jackson, 2004). Research conducted on the socio-cultural impacts of tourism is very significant however it needs to be continuously updated to reduce the possibility of repetition of findings (Deery, Jago and Fredline, 2012).

The literature reviewed as well as studies conducted most recently by Nunkoo et al, (2013) and Sharpley, (2014) evaluating tourism research studies, revealed that the majority of studies conducted in the area of residents' attitudes were "atheoretical in nature. This category included studies, that measured the attitudes of residents" toward tourism development by applying statistical techniques without using or intending to build a theoretical framework (Andereck & Voght 2000; Tosun 2002; Teye et al, 2002; Dyer, Gursoy and Chi and, 2009). The popularity of atheoretical studies over theoretical, may be attributed to the fact that it is far more challenging to test and develop a theory (Nunkooet al.2013).

The remaining studies were ''theoretically involved" either by using a single theory or a number of theories to interpret their results (Andriotis and Vaughan, 2003). This category included studies that measured residents' attitudes towards tourism impacts by utilizing, testing and on occasion contributing to the further development of the theoretical frameworks (Gursoy et al, 2002; Andriotis and Vaughan, 2003; Gursoy and Rutherford, 2004).

It appears that various theories based on other disciplines such as social sciences (sociology and psychology), have been utilised considerably in the context of tourism as investigators have combined different theories and models in an attempt to enhance the explanation of their findings. The deployment of these theoretical models aided in creating the foundation for future theoretical based research. the most utilized theory in studies of resident attitudes is the Social Exchange theory (SET) followed by the Social Representation theory (SRT) (Nunkoo et al., 2013; Sharpley, 2014).These theories have been utilized

individually or in combination in several studies and will be further discussed in a following part of this chapter.

Research studies were also investigated regarding the methodological approach followed based on qualitative, quantitative and mixed methods with quantitative approach dominating in research studies (Nunkoo, 2013; Sharpley, 2014).This will also be discussed further in the following section.

The area of social impacts, which is the main focus of the study regarding the impacts, has also been evaluated regarding its phases of development. Literature review revealed that the area of social impacts went through a number of phases of development, portrayed in Figure 3, (Deery, Jago and Fredline, 2012) similar to the general research on residents' attitudes.

Stage 1: **Definition and Concept development** (e. g Milman and Pizam, 1988, Lui, Shelon and Var,	Stage 2: **Model Development** (e.g. Doxey 1975; Butler, 1980; Matheison and Wall, 1982, Perdue and Long and Allen, 1990	Stage 3: **Instrument Design and development** (e.g. Ap and Crompton, 1993, 1998; Andereck and Voght, 2000	Stage 4: **Instrument Testing and Refinement** (e.g. Fredline and Faulkner, 2000; Choi and Sirakaya, 2005)

Figure 3: Stages of Development of Tourism Impact Studies
Source:Deery, Jago and Fredline (2012, p 65)

During the first stage the research conducted has been described as exploratory and descriptive (Deery, Jago and Fredline, 2012, p 65). The second stage of social impact research can be considered as the beginning of model development that have been adopted in a number of studies such as Doxey's theory (1975), Blau (1964) and Emerson (1976) use of the Social Exchange Theory and Butler's lifecycle theory (1980). The third stage is concentrating on developing instruments and tools the Tourism Impact Attitude Scale (TIAS)" by Lankford and Howard (1994); the Determinants of the community support model by Juroski, et al (1997) and the fourth stage is concentrating on testing the instrument developed and refining them so that they can be utilised by other investigators.

Tourism research has progressed considerably and it is now at the fourth stage (see Figure 3), where various researchers are using and testing existing theories and models (Palmer, Koenig-Lewis and Jones, 2013 (while there is still

room for further research) with researchers attempting to introduce new models and further develop the subject area. Research has identified a variety of variables, a relationship between many of them and their possible positive or negative effect on the residents' attitudes which may have contributed in the development of models such as that of Vargas-Sanchez et al (2011), which conceptualizes the relationship between dominant variables such as tourist density (Sharpley, 2014).

It is worth mentioning however that following Ap's (1992) criticism on the absence of theoretical framework in tourism research the number of 'atheoretical' studies are decreasing each year, thus contributing in strengthening this subject area (Nunkoo et al., 2013, p9; Sharpley, 2014).

2.5.3 Review of Theoretical Foundation mostly cited in the literature

Even though a number of theories have been utilized by researchers in the subject area of residents' attitudes, however none "was able to provide theoretical perspective that encompassed the phenomenon of residents perceptions that of tourism (Ap, 1992, p667). As already mentioned, a number of theories have been identified in tourism research however the SET is considered to be one of the most applicable theory in evaluating community attitudes to tourism (Nunkoo et al, 2014; Vargas-Sánchez, Plaza-Mejía and Porras-Bueno, 2010) and is considered to be the most significant theoretical contribution regarding the area of residents' attitudes towards tourism (Fredline & Faulkner, 2000). It has been used in research studies since 1990s, in different geographical locations (Lindberg and Johnson, 1997; Gursoy et al, 2002; Jurosky and Gursoy, 2004; Gursoy and Rutherford, 2004; Vargas-Sanchez et al, 2009; Nunkoo and Ramkissoon, 2012).

According to Hormans (1961), the SET has been developed in order to comprehend social behaviour of humans towards economic activities, by accommodating justification of both positive and negative opinion by examining interactions at both the individual and the communal level (Ap, 1992, p667). In the situation of host resident-tourism interaction, an actor might be an individual or a group of residents of the community, community officials, tourists, tourist service suppliers, developers as well as environmentalists (Ap, 1992).

The SET aims in understanding the exchange that takes place between the various "actors" whether individuals and groups. In this interaction, the residents individually or as a unit, provide the tourists with resources that might be of a physical, social or of emotional nature as shown in Figure 4. SET considers that each human behaviour or social contact takes place because people want to exchange goods or activities with others (Homans 1958). Therefore, if residents perceive more positive than negative effects arising because of tourism activity, they are likely to support and get involved in the exchange (King *et al.*1993).
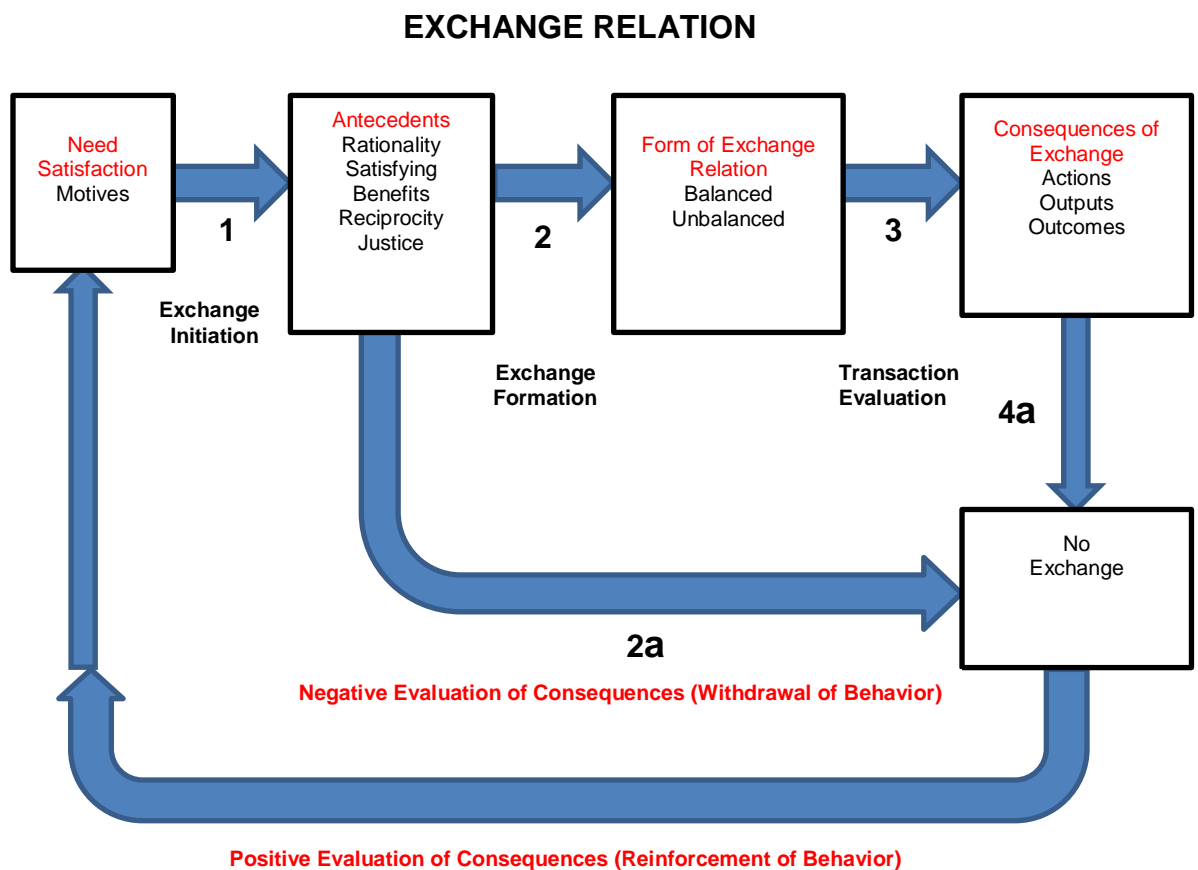
EXCHANGE RELATION

Figure 4: Exchange Relation
Source : Ap (1992, p670).

This mutual exchange of resources should be approximately equivalent thus each actor should "provide benefits to the other equitably and with units of exchange that are important to the actors" portrayed in Figure 5 (Ap, 1992, p675). This reciprocation of social relations is seen by Emerson (1962, 1972a,b), as a power reliance relation, where "the power of actor A over Actor B is equal to and based upon the dependence of actor B upon Actor A" (p45).

With power being a significant element during the exchange between two actors, four outcomes are suggested. An evaluation of each actor's outcome

from a privileged or a disadvantaged position can aid in forming the basis of an actor's opinion of the exchange (Ap, 1990). This power element is particularly important to islands where due to their unique characteristics; residents may see this reciprocation of resources as unbalanced.

POWER OF ACTOR "B"

	HIGH	LOW
HIGH **POWER** **OF ACTOR "A"**	1 BALANCE MUTUAL EXCHANGE	2 UNBALANCE EXCHANGE
LOW	3 UNBALANCE EXCHANGE	4 BALANCE UNREWARDING EXCHANGE

Figure 5: Power Dependence
Source :Cohen and Bradford (1989, p195)

The "element of power" of each individual's capability to benefit from the outcome of the exchange is identified as an important contribution to the SET as it can help in understanding the reasons behind the formation of residents' attitudes towards tourism (Ap, 1992). The present study through objectives 4 and 5 aimed in exploring the possibility of the influence of island characteristics as a contributing "element of power" regarding for example the CPR of the island (Harsanyi, 1971, in Kayat, 2002, p 175) as well as other possible options of development in influencing the exchange between the tourism exchange and thus affecting the formation of residents' attitudes.

A number of studies utilizing the SET, have indicated positive attitudes of residents in regard to tourism (Andereck and Voght 2000) as it is apparent that tourism is a profitable economic activity and its economic impacts can be easily identified in comparison to other impacts such as environmental and socio-cultural. Despite the direct benefits of tourism, a number of studies have also

accounted for negative attitudes towards tourism based on residents' concerns of environmental (Knopp, 1980) and social impacts (Cheng, 1980, Andriotis, 2005). It can be said that if residents recognize the benefits of tourism they are more likely going to view it more favorably (Ap, 1992, p674). However if residents feel that tourism development has been enforced upon them and it is negatively affecting them on a personal or community level they are likely to hold negative attitudes towards it (Sharpley, 2014). This needs to be looked at in more detail as studies have shown that residents are not homogenous and their attitudes on personal level are influenced by other variables such as personal rewards obtained from tourism (Pizam, 1978, Thomason, Crompton and Kamp, 1979).

The Social Representation Theory (SRT), is considered another prominent approach, in regard to the study of tourism and host community reactions (Pearce et al., 1996, p59). A number of studies have utilised this theory individually or as a supportive theory to another mainly the SET (Fredline's and Faulkner's, 2000; Andrioti's and Vaughan's, 2003; Monterrubio's and Andrioti's, 2014).

Social representations are dealing with everyday matters related to an individual's way of thinking that lead to the formation of his hers beliefs, ideas and associations (Moscovici 1998). Social representations can be considered as bodies of knowledge that are common to a greater or lesser extent among a individuals and groups within a society (Far and Moscovici, 1984). The SRT, can display how an interaction can take place and how influences such as harmony or conflict within a community can influence this process (Moscovici, 1963; Farr, 1990). The SRT, suggests that residents' representations are informed by direct experiences, social interaction and other information sources such as the media" (Fredline et al 2006, p. 139).

Studies utilising this theory have shown how daily social interactions can develop common ideals and practices. The theory is not considering that all actors are supporting the same views, it merely suggest that it is important to explore any variations that exist between the actor's views. The "social representations provide the interpretative framework both for making

representations visible and for rendering them intelligible as forms of social practices" (Duveen, 2001,p15).

What is particularly significant in regard to the contribution of the SRT in tourism is that the system of social negotiation, between residents and tourists, is not fixed or defined by rules and should be better evaluated having in mind the various other aspects of the social environment, in which the actors operate. It is therefore important to try and gain an understanding of these representations regarding tourism, as "the purpose of all representations is to make something unfamiliar, or unfamiliarity itself, familiar" (Moscovici 2001, p37). The way that information regarding tourism and tourism development matters is disseminated to the local community, may influence residents' attitudes as well as their understanding in relation to this matter (Wagner et al., 1996). Social representations can take a "help to define reality, are critical components of group and individual identity and therefore can direct both action and thought (Monterrubio and Andriotis, 2014, p290).

Tourism is a topic of study that involves a number of social interpretations and therefore can be quite challenging residents to accept any kind of change relating to this. It is important that ideas regarding tourism development are communicated to the public, in such a way, that resident attitudes might be influenced in a positive way through social representations. The SRT can be used in collaboration to other theories such as the SET in order to examine how the social exchange between tourist and residents influences their social representations of tourism, its development and its impact on the society as a whole.

A number of other theories have also been utilised such as the Community Attachment Growth Machine Theory (Gursoy et al, 2002, in a study in Virginia in the United States), the Theory of Reasoned Action (TRA) (Dyer, Gursoy, Sharma, Carter, 2005, in a study in Sunshine Coast Australia), Identity theory (Nunkoo, Gursoy, Juwaheer, 2010), Play theory, conflict theory, and compensation theory, were also tested on evaluating residents' attitudes towards tourism impacts in specific studies. It appears that a number of theoretical frameworks and instruments that endeavor in explaining the

formation of residents attitudes and the relationship between attitudes and the impacts of tourism.

The results of this study were assessed in light of the SET. This theoretical model was chosen firstly because it is the most utilised theory in the subject of attitudes and impacts of tourism in various settings; and Secondly this theory though the inclusion of the element of power within the exchange aided in the understanding of the role that the unique characteristics of islands played in the formation of islands residents' attitudes. The SET contributed in understanding residents' attitudes towards further tourism development, within the specific study area, as a result of their attitude towards the reciprocation of resources within this exchange as being balanced or unbalanced.

2.5.4   Models on attitudinal and tourism impact research

The most widely utilised model and scales, as derived from the literature review, are: "Doxey's Irridex model" (1975); "Attitudinal model" (Bjorklund and Philbrick, 1972); Butler"s (1980), Stage Model of Development (TALC); and "Adjustment' model" (Dogan, 1989); "the Tourism Impact Scale (TIAS)" by Lankford and Howard (1994); the Determinants of the community support model by Juroski, et al (1997) which was latter altered by Gursoy et al (2002) and also later developed by Gursoy and Rutherford (2004).

Another model that has taken resident attitude researcha step further is the model designed by Imbakaran and Jacksson, (2004, 2006) which utilises Gursoy"s and Rutherford"s study (2004) called the "Imbakaran, Community Attitude towards tourism Scale (ICATT)" as it allows the investigator to explore the relationship between attitude and intention to act thus looking at attitude versus behavior.

Doxey's model even though utilised in various studies (Diedrich and Guarcia Buade, 2008) has been criticized for ignoring "the complexity of factors that can contribute positively or negatively" towards the development of residents' attitudes (Lankford and Howard, 1994, p 135). The 'Irridex' model suggests that the residents of a community go through several response stages in their contact with tourists. The initial stage called 'euphoria' when the residents are pleased that the tourist is coming and spending money in their country. This is

more likely of island destinations with narrow or diminishing resource base that embraces tourism as the solution to their ill of economic decline (Briassoulis, 2002). At this stage little planning is done as the community serves tourism as it appears. The next stages is called 'apathy' where tourists as seen as common and ordinary and part of a sale transaction. In the third stage 'the annoyance stage', the tourists irritate the residents. The destination becomes saturated and has to respond accordingly in order to be able to accommodate the tourists (Friges, 1996).

This leads to the later stage 'antagonism' in which a strong dislike is felt and expressed towards the tourists. At this point, the tourist type that was initially attracted to the destination is not the only type of tourist arriving to the destination now, therefore problems begin to arise. Most destinations that have been on the market for quiet sometimes have reached this stage of annoyance and resentment before some changes are made concerning tourism (Friges, 1996).

Another widely utilised model is "Butler"s Tourism Area Lifecycle model (TALC)". This model even though it was not directly developed with the intent to contribute to the understanding of tourism community relationships, it has been utilised considerably as a broad framework within specific cases studies to explore a relationship between the level and development stage of the destination and residents' attitudes. Prosser (1995), identified approximately 24 studies utilizing the Butler"s stage model of development model (TALC) (Brunt and Courtney, 1999; Fredline and Faulkner, 2000; Andereck and Voght, 2000; William and Lawson, 2001; Landrop and Wanhil, 2001, Besculides, Lee and McCormick, 2002; Gursoy, Juroky and Uysal, 2002; Gursoy, and Rutherford, 2004). The TALC model implies that a change takes place in residents' attitudes towards tourism and in residents' involvement in tourism over time.

Even though results have indicated that residents' attitudes go through different phases based on the stage of tourism development in the area, Nepal, (2008), comments that much of the study conducted in the area of residents' attitudes has taken place mainly in "developed economies or post tourism development economies and only a few studies have been conducted in peripheral areas and pre-tourism development areas" (p43). This view is also shared by a number of

other researchers such as Lepp, (2008), Teye, Sonmez and Sirakaya, (2005); Mason and Cheyne, (2000); Hernadez, Cohem and Garcia, (1996) who have contributed by conducting studies in areas where tourism is not yet seen to have gained a significant role.It might be beneficial to present to residents the advantages and the disadvantages of a tourist development as well as other possible areas of development and allow them to make a choice.

Diedrich and Guarcia Buade (2008) utilised the "SET", the "Irridex" model and the "TALC", in their research conducted in five coastal areas in Belize. Their results have revealed that perception of benefits is greater at the initial phases of the development or the "euphoric stage" as it is referred to in the "Irridex" model as tourism is considered a profitable industry. However, as time progresses on the "TALC", these perceptions seem to be decreasing and the residents move on to the "irritated stage". This view is also supported by the results of a study conducted by Vargas-Sánchezet al (2010), in an emerging destination in Spain. The findings of this study indicated that "the positive impacts outweigh the negative ones, and this is the most powerful predictor of the residents' attitude" during the initial stage of development (p15). Literature supports, that when tourism development is reasonably controlled the community perceives it as beneficial (Sanchez et al 2010, p17), however as this development escalates, residents' opinion may become more negative (Allen et al 1988; Long et al, 1990; Harrill 2004). This conclusion highlights the need for careful monitoring of tourism development in any destination from the initial stage throughout the whole TALC, in order to make sure that residents remain positive towards tourism in all stages.

Andereck and Vogt"s (2000) concluded that even though residents recognise the existence of both positive and negative effects of tourism, thus supporting the TALC and the "Irridex" model. However, the greater the level of tourism development the more favourable their opinion regarding tourists becomes (Andereck and Vogt"s (2000), p17). Taking into consideration the impact that tourism density plays on the formation of residents' attitudes, it can be assumed that the residents in this study do not perceive that the carrying capacity of the area has been reached; therefore, they do not consider further development as a negative factor. In addition, there is a need to address the type of tourist that

was attracted from originally to the destination to the type of tourist that is now attracted to the destination.

An alternative approach to measuring residents' attitudes was introduced by Lankford and Howard"s (1994), who tried to achieve standardization in the area through their "Tourism Impact Attitude Scale (TIAS)". TIAS is based on the influence of specific "independent" variables (selected from the literature), on residents' attitudes toward tourism development such as: length of residence, economic dependency on tourism, rate of community growth and a number of others. This study has contributed methodologically by aiding in the understanding of host community reactions towards tourism and tourism development (Lankford and Howard"s, 1994). A significant finding, that derived was the fact that residents felt more accepting of tourism development, if they believe that they can control to a certain extent the development process. This view is also supported by Murphy (1985) who argues that "residents have been marginalized and subordinated to the edge of the tourism development process and that residents should be included as major stakeholders in the tourism planning and development process" (in Choi and Sirakaya (2005, p380-381). This is suggesting that, if residents were considered as partners in the tourism development of their community, they would be more willing to participate in its development (Sharpley, 2014).

Therefore people who obtain direct benefits from tourism are seen as less likely to associate negative social and environmental impacts to this activity and they are seen as having a more positive attitude toward its further development (Milman and Pizam 1988; Pizam 1978). Residents' level of acceptance of changes related to tourism mainly depends on their perceptions regarding its impact on their personal lifestyle.

The results obtained from a lightly populated rural area of the Columbia River Gorge, presented that residents' attitudes toward tourism are not homogeneous. Attitudes were diversified based on how residents evaluated tourism based on how it influenced their lives and their community (Lankford, 1994). Residents, who economically depend on tourism, expressed a more negative view towards its impacts, while others expressed any antagonistic view towards tourists for access to recreation resources.

The "TIAS" has been used over the past decades in various study areas such as Oregon and Washington (Lankford, 1994), British Columbia (Rollins, 1997) and more recently in Charleston, South Carolina (Harrill et al, 2003) and Washington NC (Wang, Pfister and Morais, 2006). All these studies have proven that the "TIAS" is a reliable instrument that can be used in a number of contexts successfully. Items from this scale were utilised in the creation of the instrument used for the purpose of this study.

Another tested model apart from the TIAS, is "the Determinants of the community support model" by Juroski, et al (1997), that was later on developed further by Gursoy et al (2002), Gursoy, and Rutherford (2004).

"The Determinants of the community support model" has been utilised in previous studies that were aiming to test prior statements (hypothesis) with the intent of supporting or discarding them. This study revealed that some of the identified factors had an indirect impact on support of tourism development and also an immediate consequence on support for specific tourism development projects. This view is also supported by Andereck and Vogt (2002), who found that residents supported particular types of tourism development that may benefit more the community, rather than services that are mainly used by tourists. This can be very useful to local planners and developers, as it can assist them in finding which development will be more supported by the residents. It can be said that these studies did not examine the influence of the "power factor" on the formation of residents' attitudes, which may have played a role in altering the results. The proposed study intends to include the element of power in the research through objectives 3, 4, 5 and 6.

Even though this model was not considered exclusively for the purpose of this study it was utilised in the creation of the instrument base on the fact that this study is intending to explore the community without having any prior conceptualization regarding this area of research.

Another important restriction regarding the above mentioned theoretical models and scales is the fact that if they were utilized as the main instrument in the study, the researcher would be unable to assess the participant's intention to act upon their attitude. 'The relevant key to community attitude research, is to identify behaviors that residents may engage in as a result of their positive/or

negative attitude towards tourism development" (Imbakaran and Jackson, 2006, p 360). A person's intention to act upon their attitude is an important part of the behavior concept.

A more recent theory introduced by Imbakaran and Jackson (2003) 'Imbakaran, Community Attitude towards Tourism Scale (ICATT), attempts to explore participant's intention to act upon their attitude. The ICATT scale, was developed even further by Imbakaran and Jacksson (2006), to investigate matters regarding residents' intention to act, (pro tourism or against tourism development) in a consistent manner based upon their attitude.

Their study concluded that residents may become more willing to participate in tourism development, if they perceive that this development may not be associated with negative impacts (Imbakaran and Jacksson, 2006). This theory allows the researcher to identify whether there is an intention to act upon ones attitude which can assist the planners and developers to understand what to expect in regard to the residents behavior towards tourism development or a proposed development. The proposed study intended to investigate the residents' intention to act through objective 5. For the above reasons this scale will also be utilised in the creation of the instrument that was utilized in this study.

2.5.5 Methodological approaches

As a result of the diverse requirements imposed by the assessment of impacts, there is a scarcity of methodological guidelines for conducting research on the impact of tourism. These problems have restricted research mainly in areas of particular tourist activities, in specific tourist's destinations and for impacts that are easier to quantify, such as economic impacts. From the literature review, it appears that socio-cultural and environmental impacts seem to be less attractive and difficult to assess in comparison to economic impacts, as its costs and benefits are not seen by researchers in the same way. The Socio-cultural impact of tourism on the host destination, has been examined by various authors such as Akis et al (1996); Andriotis (2005); Gursoy et al (2002); Lindbberg et al (1999); Liu, and Var, (1986): Long and Perdue and Allen (1990); Murphy, (1981); and others. However most of the work done primarily follows a quantitative approach with the exception of the work done by Brunt and

Courtney (1999) which utilized a combination of quantitative and qualitative approach (Nunkoo, 2013; Sharpley, 2014).

Even though attitude, as a topic of research is an area that in depth analysis would contribute considerably to the better understanding of the field, Nunkoo, (2013) identified that the majority of articles published related to this area of research" are quatitative in nature (Mason and Cheyne, 2000; Fredline and Faulkner, 2000; Gursoy, Jurosky and Uysal,, 2002; Tosun, 2002; Andereck and Voght, 2000, 2007; Nepal, 2008). Qualitative research in the area of residents' attitudes is mainly available in more recent articles, (Lepp, 2008, Didrich and Garcia Buantes, 2008) however in not such extent as the quantitative one. In addition there have been some attempts to combine both quantitative and qualitative methods (Brunt and Courtney, 1999).

However, even though several assessments have been made of socio- cultural impacts, (both theoretical and practical), the positive and negative social impacts of tourism, still need to be further investigated; as they are considered vital to the support of host communities towards tourism development and are acknowledged as an essential requirement for the development of a sustainable tourism industry (Ap, 1990; Ap and Crompton, 1998; Gursoy et al 2002 Teye et al 2002; Andriotis and Vaughan, 2003).

The results obtained from the literature review in regard to the methodological approaches adopted in previous studies, has contributed in creating the research method most suitable for this study. The aim was to combine a quantitative and qualitative method, with the intention of assessing the particular area of interest. In this way the study will be contributing methodologically in enriching the research available on the area of residents' attitudes.

Through the literature review it was concluded that studies are differentiated based on a number of factors and thus it may be difficult for researchers to compare results and draw common conclusion from them. Certain areas have been identified, that contribute in differentiating studies from each other that were considered to be important in mentioning, such as: differences in the way of measuring the dependent variables even when utilizing the same theory. The fact that some studies have utilized the Likert scale (Gursoy and Rutherford,

(2004), while others have utilized a binary scale (Ko and Stewart, 2002) can create problems of comparison between results.

2.5.6 Variables derived from the literature

Lankford and Howard (1994) comment that experimental studies propose that major differences exist within communities in regard to the attitudes of locals towards tourism development that can be influenced by a number of factors. Literature portrays dependent variables that directly depend on tourism and independent variables that do not depend on tourism and do not play a role in the formation of residents' attitudes. Results of various studies, investigating a number of variables, suggest that there are some factors that have been widely evaluated for their influence in the formation of residents' attitudes towards impacts.

Lankford et al (1994) support that the formation of residents' attitudes in regard to tourism development is not only determined by the advantages and disadvantages associated with the development, but to a certain extent it is modified by moderating variables. Some of these factors are intrinsic and some are extrinsic to the individual.

Previous research has investigated potential links between residents' attitudes and tourism development such as: community attachment and concern (Lankford and Howard, 1994; Jurowski and Gursoy, 2004), socio-demographic characteristics such as: age gender etc (Haralambopoulos and Pizam, 1996; Mason and Cheyne, 2000), stage of tourism development (Mason and Cheyne, 2000), the state of the economy within the community and its dependence on the tourism industry (Lankford, 1994; Liu and Var, 1986), proximity to tourist attraction (Weaver and Lawton, 2001) and, environmental concerns (Gursoy et al, 2002).

Demographic variables have been explored considerably in various studies regarding their relationship towards the socio-cultural impacts of tourism (Teye et al, 2002; Mason and Cheyne, 2000; Fredline and Faulkner, 2000). Some studies using cluster groups have associated certain demographic characteristics with positive and negative residents' attitudes towards tourism development (Teye et al 2002; William and Lawson, 2001; Fredline and

Faulkner, 2000; Besculides et al, 2002). Most studies have shown that socio-demographic characteristics such as age and life cycle do not seem to contribute significantly to the formation of residents' attitudes, with the exception of gender. There seems to be a number of studies conducted in different contexts which have yield different results in regard to gender (Ritchie 1988; Weaver and Lawton 2001). Nepal, (2008), after conducting a study in a rural area in the central British Columbia in Canada, concluded that even though no statistical difference was evident in the results between the residents' attitudes of male and female residents towards a proposed large scale development project, the mean scores from the study have shown that female residents where more supportive of this development than male. These findings also supported the findings of Petzlka et al (2005) in a rural area, where the results have indicated that men were having a more negative attitude toward this tourism development projects rather than women. These results contradict the results of a study conducted by Mason and Cheyne (2000), in a rural area in the New Zeeland region where "views on the proposed development were partly gender based" (Mason and Cheyne, 2000, p408). Their study showed that female residents were not as supportive of this development as male residents based on specific negative impacts like increase of drunkenness, and road safety issues.

Some other demographic variables that seem to play a role on the formation of attitudes are the nature of a resident's job (Lankford et al, 1994), language, tourist contact and length of stay (Brougham and Butler, 1981); proximity to resort (Madrigal 1995; Jurowski and Gursoy 2004); as well as education level (Teye et al, 2002).

However, despite the extensive research conducted on the subject, relationship of demographic variables with the formation of residents' attitudes seems to be inconsistent even in small communities where tourism development is more visible and thus the views and differences may appear to be stronger in regard to residents' attitudes towards tourism development (Pearce"s et al, 1996, p137).

Geographical location of the study is also an important factor in the formation of the results. There have been studies conducted on destinations that have long

tradition on tourism such as Spain (Perez and Nadal, 2005) and Cyprus (Akis, Peristianis, Warner, 1996), and studies that have been conducted in countries that tourism is still at the early stages of development such a Bigodi-Uganda (Lepp, 2008) or British Columbia (Nepal, 2008).

Nunkoo, Gursoy and Juwaheer (2010) in their theoretical study on island resident identities have managed to shed some light on the need to further investigate the island tourism economies and residents while highlighting the need to consider "the heterogeneous, and diverse population in some islands" (p687). In this study the 4th objective aimed to investigate a possible relationship between island characteristics and the formation of residents' attitudes. This is something that has not empirically been searched and tested before and may contribute in more in-depth understanding of residents' attitudes.

In addition to this there are a number of empirical studies conducted on island states in general (Mc Elroy, 2006), on the Greek islands (Buhalis, 1999) and also on specific islands such as Cyprus (Boukas and Ziakas, 2013; Spanou, 2007), Samos, (Haralambopoulos and Pizam, 1996), Crete (Andriotis, 2005; Andriotis and Vaughan, 2003). Rhodes Island (Tyller and Spaulding, 1984) and studies conducted on countries such as Australia (Dyer, Gursoy, Sharma and Carter, 2006; Jackson and Imbakaran, 2006).

Through these studies we can conclude that there is a great variety in the contexts that research has taken place in. It can be difficult to compare results from one island to another due to each island's unique characteristics such as size, location, economic situation, political situation etc. It must be noted however that there are studies amongst them with similar responses in regard to the attitude of residents towards tourism development (Andriotis, 2005 and Tyler and Spaulding, 1984) that somehow contradict the SET. Island residents support tourism development but require more attention to be paid on culture, environment and tradition (Andriotis, 2005). Another issue to be considered is the resident's intention to act upon their attitudes towards potential tourism development. Jackson and Imbakaran (2006), concluded through their study that residents are not willing to object to potential tourism development in their area unless they feel that their position in the community is in jeopardy.

A number of studies concentrate on measuring residents' attitudes in regard to tourism in general (Vargas-Sancez et al, 2009) while other studies set out to specify a particular segment, for example tourism, based on nature and culture (Dyer, Gursoy, Sharma and Carter, 2007). Gursoy, Chi and Dyer (2009) in their study conducted in Sunshine Coast Australia investigated the possible link between residents' attitudes towards mass tourism development and alternative tourism development. Their findings concluded that residents' attitudes vary and thus it is very difficult to identify a type of development that will be supported by all. However support for tourism development appeared to be influenced by the element of proximity to tourist facilities. This has been investigated and supported by Sheldon and Var (1984) as well as Belisle and Hay (1980).

There are studies that concentrate on all tourism impacts: economical, environmental and socio-cultural such as: McDowel and Choi, (2010) conducted in Thailand, Tusan, (2002), conducted in Turkey, Brunt and Courtney, (1999), conducted in in British coastal resort, or a combination of two economic and social, such as Tsundoda and Mendlinger, (2009) conducted in Peterbourough in New Hamsphire and some studies concentrating only one of the impacts for example socio-cultural impacts such as a study by Tovar and Lockwood, (2008), conducted in Australia, Spanou, (2007), conducted on the RoC. However this was explored through the 2nd objective of this study, which concentrated on the socio-cultural impacts and thus contributed to the literature available.

Another important area of investigation is the relationship between residents' attitudes and specific type of tourism development. In Andereck and Vogt"s (2000) study the residents in Arizona have shown a positive response to a specific tourism development and its impacts on the community life. This view is also supported by the work of Perez and Nadal (2005), in the Balearic Islands of Spain. In addition another study by Pulina et al., (2013) in Olbia (Sardina, Italy) highlights that residents will support the idea of sea and sun as well as alternative forms of tourism. The 6th objective investigated this further, in order to identify possible areas of development with the least opposition from the residents.

In addition to the above areas of differentiation amongst studies there is also the matter of the terminology that is already mentioned in section 2.5 which complicates the matter even further. It is therefore not difficult to understand that, even if the same theory or model is utilised in a number of studies, the obtained results may show important differences that need to be addressed individually in order to contribute to the understanding of the specific subject area.

There are a number of variables that need to be investigated in more detail and this study intended to investigate factors such as the characteristics of the island people in a destination with long tradition of tourism through objectives 3,4, and 5.

Tourism, especially for islands is considered to be an option for development (Lewis-Cameron and Roberts, 2010), in order to improve the standard of living for the residents, enables them to meet new people (Osti, Brida and Faccioli, 2009, p6), as well as give them new prospects and set off social change (Harisson, 1992). However, tourism has been blamed for a number of sociocultural changes within communities (Crick, 1989). The conclusion derived from the literature review, reveal that host communities do not express significant negative feelings towards tourism but rather express concerns on certain socio-cultural impacts of tourism development like legal issues, individual organized crime, morality and drugs (Tusun 2002). However the literature is ambivalent regarding the relationship between tourism and crime (Lee et al, 2007; Stylidis, et al, 2014)

Tsundoda and Medlinger (2009) give a different perspective in regard to the socio-cultural impacts as they perceive that residents are more willing to accept any negative socio-cultural impacts if tourism is providing them with economic benefits personally and collectively.

Even though impacts have been investigated extensively in various contents the results still seem to be incomplete as a number of studies tend to contradict each other. In addition as studies tend to look at negative impacts collectively rather than looking at them individually, they do not yield specific results on particular impacts.

The literature reviewed mainly confirmed that there is a substantial amount of studies conducted on residents' attitudes towards tourism, tourism impacts and tourism development. However in regard to specific impacts of tourism particularly the socio-cultural impacts there are very limited studies available. As the impacts of tourism is an area that is affecting a number of different factors within a destination such as the people, the environment, the society, the culture and the economy, it is imperative that more research is conducted in each of these areas specifically.

Despite the various number of studies conducted, there is lack of recent research on attitude of residents towards island development, which is an area of great interest as islands suffer from a number of limitations, such as resource scarcity that can greatly affect their sustainability of the island, for the inhabitants and for its future as tourist destinations (Andriotis 2003, 2005; Andriotis and Vaughan, 2003; Kayat et al, 2002). Frequently, communities experiencing a decline in other industries may turn towards the tourism industry as a way of diversification even though host communities express concern on certain social and cultural impacts of tourism development such as legal issues, individually organized crime, morality and drugs (Tusun 2002).

Studies conducted on islands such as Puerto Rico (Hernadez, Cohem and Garcia,1996), and Crete (Andriotis,2005), support Jurowski, et al (1997) findings in regard to the residents' preference towards the development of particular facilities that are considered most beneficial to island states. Even though studies have identified these preferences towards particular tourism development, less concentration was given to the incentive of host communities at large towards these particular tourism development preferences which could be related to the destination limitations. The characteristics of an island as well as specific preferences that the residents might have towards particular tourism development in the specific destination, is an area that was explored in this study.

There are a number of theoretical frameworks and models utilised in studies of residents' attitudes even though not directly developed with the intent to contribute in the understanding of tourism community relationships, has been utilised considerably, however there are some which have been developed with

the intent to standardize results in the subject of residents' attitudes. It is difficult to find a model that can be adjusted for the purpose of every study. In regard to socio-cultural impacts it was difficult to identify a model that has been utilised considerably except from the SET and to a less extent the SRT. In addition it was difficult to identify a model that would allow the researcher to study residents' attitudes towards a particular impact of tourism, in this case socio-cultural impacts, while also presenting all the three aspects of an attitude including the cognitive, the affective or behavioral domains. This study intended to use as a basis the CATT model, in order to create an instrument to be used in an attempt to comprehend residents' attitudes from all three aspects and gain a more complete picture. It was therefore considered more beneficial to use an island as the main study area due to its unique characteristics some of which are: size, location, political situation and the situation of the local economy.

2.6. Summary

Literature shows, that investigations carried out in the area of tourism impacts has been concentrating on "measuring residents' attitudes towards tourism and the effects that are perceived by community residents' " (Zhang, Inbakaran and Jackson, 2006, p184).

The unique characteristics of islands were looked at as a main contributing factor in the formation of residents' attitudes towards tourism development impacts. This study aimed to comprehend how island residents perceive socio-cultural impacts, based on the specific characteristics of their communities. Through primary research the study anticipated to understand residents' attitudes and their intention to act upon their attitudes.

The results, obtained from the literature review in regard to the methodological approaches adopted in previous studies, have assisted in choosing the research method most suitable for this study. The aim was to combine a quantitative and qualitative method with the intention of assessing the particular area of interest, thus contributing methodologically in enriching studies available using mixed methods on the area of residents' attitudes.

The literature review indicated that views of residents vary based on the sample chosen (Krippendof, 1987). Certain variables derived from the literature

appeared more influential than others depending on the study. Various studies in the area of residents' attitudes identified a small significance in the perceived tourism impacts based on socio-demographics. Some demographic variables that seem to play a role on the formation of attitudes are the nature of a resident's job, age, language, tourist contact, the length of stay, as well as education level. All these variables have been taken into consideration in this study. This study intended to seek information not only from people who were easily accessible but also from people who conformed to certain criteria that derived from the literature that might may play a role in the formation of a person's attitude such as age, occupation, educational background, power level as well as factors related to spatial and situational influence (for the purpose of triangulation). Based on the literature review this study is contributing to the existing body of literature on residents' attitudes towards tourism impacts with specific concentration on the cultural impacts of island residents.

CHAPTER 3

Methodology

3.1   Introduction

This chapter presents a detailed critical discussion of the methodological issues relating to this project and states the purpose of the study. It begins with an overview of the ontology and epistemology which guided this study followed by summary on research approaches, research techniques and sampling methods and justifies the method and data collection techniques utilised in order to achieve the objectives of the study. This background information sets the stage for this study and describes the development of the survey instrument, designed, as well as addressing ethical issues and considerations regarding the role of an insider researcher. The last section addresses the pre-pilot and the pilot study and the statistical methods researched and chosen in the study as well as issues regarding validity and reliability of the results.

The study aimed in exploring residents' attitudes towards the socio-cultural impacts of island tourism development. The findings intend to assist in the sustainable tourist development of the area and the future tourism growth of the Larnaca region that may consequently lead to the development of the land, employment opportunities and expansion of other business in the area.

The study was designed in order to investigate the following research objectives:

- What is the level of importance of tourism development for the island of Cyprus?
- Which theoretical framework would be appropriate in contributing to the understanding of the relationship between the formation of residents' attitudes and tourism development with concentration on socio-cultural impacts?
- What are the residents' attitudes towards the socio-cultural impacts of tourism development?

- Is there a relationship between island characteristics and the formation of residents' attitudes towards tourism development?'

- Is there a relationship between residents' attitudes towards tourism development and their intention to act?

- Identify possible suggestions for future tourism development in the Larnaca region with the least opposition from Locals.

In order to achieve these objectives, a research design was developed specifically for this study, bearing in mind all the necessary considerations regarding the chosen methodological approach.

3.2   Ontology and Epistemology

3.2.1 Personal Perspective

Before commencing a research study it is important for the researcher to be conscious of his/her ontological beliefs, ideologies, influences and beliefs as well as the epistemological perspective of how knowledge is perceived. Epistemology can be considered as the theory of knowledge, which assists in understanding how social phenomena will be investigated; how knowledge is acquired by an individual and how one identifies truth from fabrication (Holloway, 1997; Mason, 1996; and Creswell, 1994).

This task was considered necessary as the ontological and epistemological beliefs of a researcher are apparent and can operate on different levels, to influence their decisions and view of the world Holloway (1997). Researchers can make different assumptions about knowledge and its acquisition (Cohen, et al, 2000; Gall, et al, 2003). These assumptions can be based on the researcher's construction of reality or ontology, (Denzin and Lincoln, 1998), the different forms of knowledge of that reality or epistemology and finally specific ways of knowing that reality or methodology.

Ontological assumptions are inclined to give rise to epistemological assumptions. These in turn seem to contribute to the tendency of focusing on techniques and procedures for completing, the research (Sale, Lohfeld and Brazil (2002), Cohen, et al (2000) and Denzin et al 1998). It is fundamental that an assessment of the personal perspectives, preconceptions and values can

sometimes have a bearing on the outcome of one's inquiry (Wiersma, 2000). Therefore the more conscious a researcher is of these factors the more able he/she would be to control the influences that may affect ones objectivity in order to maximize the advantages and positive contribution of these influences as well as minimizing the disadvantages and the negative contributions on the study.

Ontology is a specification of a conceptualization, an assumption about the nature of reality (Delanty and Strydom, 2003). My ontological belief based on my experiences gained through my life, led me in obtaining a "Relativism" philosophical stance that is based on accepting all religious systems, all art forms, all political movements, etc., as truths. I see and accept that the world is created from our individual perception of it. Therefore the world is greatly affected by personal experiences and circumstances that might be the result of decisions that have been made based on free will and uncontrollable elements that affect them to a certain extent. People can be influenced by all these elements and they can play a role in adjusting their way of thinking towards particular matters. However, the values that they hold still remain central to their sense of existence. Therefore if individuals are asked to go against their intrinsic values and beliefs they will consequently feel a sense of discomfort and this alter their behavior and overall development.

My epistemological position, the "general set of assumptions about the best ways of inquiring into the nature of the world" (Easterby-Smith, Thorpe, Jackson, 2008, p 60) originating from my ontological belief, derives from the fact that we each construct our view of the world based on our perceptions of it. I have always followed a social constructivist view in my life accepting individuals as mindful, individuals who have their own ideas regarding the world and make sense of what is going on around them in the light of their underlying ideas, and motivations.

As a result of my personal experiences gained through traveling, living and studying abroad from a very young age, I came into contact with the differences that characterize people from different cultures, societies and countries. My personality, perspective of life and values were developed as a result of all these experiences. I might have been a different person if I was faced with

different experiences and influences. I am always trying to look underneath the surface to see the real person and understand the reasons why someone behaves in a certain way at a given situation. I used the same approach in my research as it enabled me to look more accurately into people's attitudes.

This study intends to investigate residents' attitudes based on a 'constructive and interpretive' point of view in order to comprehend the role that certain variables, deriving from island characteristics, may play on the formation of their attitude towards the socio-cultural impacts of tourism on their community.

The methodological thinking adopted in this specific study was influenced by my ontological belief (based on a relativism point of view), my epistemological perspective (based on a constructivist approach), my role as an 'Insider' in this study, (a researcher who carries out research on a community to which is a part off), literature review conducted in the area of residents' attitudes, tourism impacts, islands and tourism development and the aim and objectives of the study.

3.3   Rationale for Research Approaches

A number of research approaches were evaluated having in mind the purpose of this work based research such as: Action Research, Experimental Research, Grounded Theory, Ethnography, Phenomenological Research, Discourse Analysis, Heuristic Inquiry and Survey Research.

Action Research is defined by Lewin, (1945) as "a way of learning about organisation through trying to change them" (in Robson, 2002, p216). 'Action Research' enables the researcher to look deeper into real life situations while allowing the   respondents to be involved in the actual change process. This research approach concentrates considerably on change that it is incorporated into the research process. The research process is expected to educate the researcher and the respondents in what the future holds rather than what are the results of the study. It considers that learning about a social system or an organisation is better achieved through change process therefore change is considered as a main objective in this type of research (Smith, Thorpe and Jackson, 2008). Action Research was abandoned for the purpose of this study, as this method is investigating a problem with the intention to make a change

while this study is aiming in evaluating a situation such as residents' attitude. This type of approach was not considered as beneficial as this study was not aiming to lead to a change but simply to explore and evaluate a situation and present feedback on it.

'Experimental Research' is another approach that dominates medical research and social sciences specifically psychology. This method involves "gathering data setting up a test, a model or an experiment, to stimulate the real world" (Ritchie and Goeldner, 2009, p 521). This approach allows random assignment of subjects to an experimental or to a control group of study. The research intends to measure the variations and the effects of specific activities chosen, in reference to the subjects of the control group in the study.

This research approach has not been selected for this specific study for the following reasons. Firstly, in tourism it is very difficult to conduct research in a controlled environment and aiming to keep certain variables constant. Secondly, this approach aims in incorporating some form of change to the subjects that in this specific study was not the intention of the researcher. In addition this approach was not chosen as it would raise ethical issues due to the fact that the subjects are humans and the area of interest was their attitude. The aim of this study was to explore residents' attitudes based on sampling criteria and not on testing conditions.

Grounded Theory (Glaser and Straus, 1967) suggests that the main role of the researcher is to "develop a theory through comparative methods, through looking at the same event or process in different settings or situations" (in Smith, Thorpe and Jackson, 2008, p 100). As a theory it works with hypothesis and concepts based on the data that is collected during the study. It is a strategy for conducting research and a method for analysing data, in areas that have not be researched before so there is a need for theory development and testing.

Even though Grounded Theory could have been applicable for this study, it was not utilized as the aim of this study was not the development of a model or theory but the contribution to the existing research available on residents' attitudes.

Ethnography was initially considered as it seemed to be relevant to the purpose of this study as it "seeks to capture, interpret and explain how a group, organisation or community, live experience and make sense of their lives and their world" (Robson, 2008, p89). This approach allows the research to become an insider in the community or organisation that is under assessment. However it was not adopted as it mainly concentrates on continuous observation of the respondents in a particular situation and about specific aspects of their lives. This approach would not allow the researcher to study the subjects in depth regarding their attitude; but rather provide only one aspect of their attitude the behavioral aspect. This study is aiming to evaluate all aspects of residents' attitudes including "the cognitive the affective and the behavioral" (Eagly and Chaiken, 1993 in William and Lawson, 2001, p272).

Phenomenological Research assists the researcher in describing accurately a phenomenon by refraining from any pre-given framework, and remaining true to the facts (Groenewald, 2004, p5). A phenomenologist is interested on the experiences and understanding of "social and psychological phenomena from the perspectives of people involved" (Welman and Kruger, 1999, p189), as well the subject under research (Greene, 1997; Maypole & Davies, 2001; Groenewald, 2004). It aims in understanding "what the experience means for the people who have had the experience…by describing things as they are" (Moustaka, 1994, p-27-28).

This research approach has not been utilised for the purpose of this study, as it is looking at "phenomena" or life experiences and how they are seen by the people that go through them. In this study the researcher was looking at residents' attitudes towards socio-cultural impacts of tourism which are a part of their everyday life and are not considered as "a phenomenon" or a life experience.

Discourse Analysis takes into consideration the analysis of "natural language data"(Smith, Thorpe and Jackson, 2008, p182). This analysis aids in evaluating a conversation beyond the level of what has been said but also explores issues related to body language, facial expression and any reactions that may contribute in understanding a person response.

The researcher makes an effort in identifying common themes, ideas, opinions and views within a text collected from available documents. This analysis helps in recognising shared views between a number of sources and subjects. Taking these discourses into consideration, the researcher tries to see how they can assist in understanding the matter at hand, see how a person can create his or her own opinion about an event, and comprehend how a person can utilize these discourses to build on their personality.

This analysis can be very useful in qualitative research as it is allowing the researcher to develop a general opinion about the subjects, as it is not concentrating only on what is said by the respondents but also how they behave during the interview or observation procedure.

Discourse Analysis was utilised in addition to another approach for this specific study as it aided in making sense of residents' responses and behavior in regard to their attitudes and activities based on the environment, their lives and the specific characteristics of the community that they belong to.

The Heuristic Inquiry approach is based on a phenomenological inquiry (West, 1998a, 1998b). It concentrates on the experience of the researcher who becomes the main focus of the study (Hiles, 2001). The heuristic approach is in principle based on an autobiographic procedure of internal search that aids in "discovering the nature and meaning of experience and develops methods and procedures for further investigation and analysis" (Moustakas, 1990, p9).

This type of an approach was not adopted for the purpose of this study. The aim of the study was to research specific questions that were considered as a personal challenge to the researcher thus leading into exploration and self-reflection with an individual and general impact.

The final research approach under discussion is the Survey approach. This is considered a descriptive design that can be conducted on large or small population sizes. It is considered a flexible research method that enables the researcher to generate a significant amount of primary data, from a representative sample of the population by using a various data collection methods such as; questionnaires, interviews etc. (Ritchie and Goeldner, 1994; and Rea and Parker, 2005).

This research approach was chosen for this specific study, as it is flexible and it can have a number of objectives some of which can be to "identify characteristics of a particular group, measure attitudes and describe behavioral pattern" that was very specific to the aims and objective of this study (Zikmund, 1994, p170). This will be further discussed in Chapter 4 entitled as Project Activity.

3.4   Rationale for Research Methods

A number of different research methods were evaluated having in mind the purpose of a Work Based Research study such as: Observations, Focus Groups, Interviews Questionnaires, Case study and Document analysis.

Observation as a method, "relies upon the direct observation of physical phenomena in the gathering of data" (Goeldner and Ritchie, 2009, p520). This data can either be recorded during the time of the observation by the observer or electronically with a mechanical aid. This technique can follow a structured or unstructured framework based on the needs of the study.

This technique is very useful in showing what people are doing, however it cannot help in the investigation of motive, attitudes and behavior of people. It is considered a supplementary method of research whereby the researcher utilizes it to support material acquired through questionnaires, interviews and secondary documents. This method of data collection has not been utilised for the purpose of this study as it would provide a rich source of behavioral data but would not be able to identify the reasons that underline the respondents' behavior and the insights on to why residents behave in a certain way (thus evaluating all three aspects of an attitude) but merely the action itself. Another area of concern for this particular study was ethical issues regarding consent and privacy matters when using Observation. It was therefore abandoned as an option and other techniques have been researched for the purpose of this study such as interviews and questioners.

Focus Groups "is a form of qualitative research that brings together a small number of individuals about eight to twelve for an in depth discussion regarding the topic of interest" (Goeldner and Ritchie, 2009, p515).This form of qualitative research is quite popular in tourism as it enables the researcher to investigate

behavior and the motivation of residents and tourists (p515). The sample participating in the focus group is chosen to represent a part of the population that is interested in the particular topic under investigation. The session is controlled by a moderator that is trained to lead the discussion towards the areas that should be investigated.

This research method has been considered for the purpose of this study particularly during the first stage of the study that concentrates on a qualitative research approach. The limitation of this technique in regard to this particular study was the fact that the researcher wanted to gain an insight on each of the participant's behavior and motivation. Within a focus group session personality clashes and group dynamics might play an important role and influence the respondents' way of expressing their opinion and concerns about the topic under investigation.

Questionnaires can perform two functions "description of individual or group characteristics and... measurement of individual and/ or group variables such as values, attitude opinions and so on" (Goeldner and Ritchie, 1994, p99). The researcher prepares a questionnaire to be answered by a specific group of the population to yield a large amount of information. However it must be said that the information are as good as the questions asked, therefore questionnaires should be carefully designed having in mind the objectives of the study and the informants.

Responses to questionnaire questions can be affected by the respondent's characteristics such as: knowledge, personality, memory, experience etc. (Robson, 2002, p233), and can only provide material that the informants are willing to share in order to portray themselves in a certain way as well as protect their image be presenting themselves the way that they would like to be seen. These factors should be taken into consideration when the questionnaire is designed so as to achieve the best possible results. A questionnaire was used in second stage of this study as a data collection technique. This is further analysed in Chapter 4 entitled as Project Activity.

Case Study is a "development of detailed, intensive knowledge about a single case or of a small number of related cases" (Robson, 2002, p89). Yin (2002) is the strongest supporter of case study method in the social science (Smith et al.

2008). This technique is quite suitable to the Work Based researcher as it allows the investigator to gain a thorough examination of a specific department, organisation, events.

As a research technique it was originally considered for this study as it allows the researcher to acquire a detailed well-structured picture of the specific area of concentration. However it was abandoned as this research technique concentrates mostly on organisations studying specific problems deriving from certain situations. For the purpose of this project a wider scale of investigation deemed necessary, as the researcher was studying and investigating resident attitudes (regarding the socio-cultural impacts of tourism) based on a large sample scale, namely Larnaca residents.

Interviewing is a research technique that has been considerably used in social research in various forms, structured, unstructured, semi-structured depending on the area of investigation (Crabtree and Miller, 1999). This can be used as the main source of data collection or as a supplementary method in combination with other (Ritchie and Goldner, 1994). Interview can be used as "an exploratory device to help identify variables and relations and to generate hypothesis" (Ritchie and Goldner, 1994, p 100).

The interviewer is involved in this process by asking questions to the informants ,face to face, or through the telephone, "designed to obtain answers pertinent to the research problem" (Kerlinger, 1973, p481). This procedure can take place based on a fixed questionnaire design, that allows the informants to choose an answer from alternatives given, or by using a less structure questionnaire design that allows more freedom to the informants or by using an in depth interview that is quite flexible and gives the informants the autonomy to express themselves on a number of topics that are set by the interviewer.

Interviews in all forms are considered a very useful data collecting tool, even though it can be quite time-consuming from the preparation stage to the analyzing stage (Goeldner and Ritchie, 2009). Interviewing was selected as the method of data collection during the first phase of this study due to its flexibility and the fact that it allowed the researcher to gain in depth information about the respondents, thus contributed in the achievement of the aim and the objectives of this study. More information is given in Chapter 4.

Document Analysis is a valuable source of information for researchers. It is important that researchers first review the literature available on their specific area of interest before going ahead with their primary research. This will not only save time but also money as researchers will be taking advantages of the material already acquired through other means such as: the internet, government publication, journals, and academic books.

Carefully consideration should be taken when evaluating documents available regarding issues of bias, sampling matters, and accuracy of data are amongst some of the criteria considered when choosing secondary data for analysis (Goeldner and Ritchie, 2009, p513).

Document analysis was an important part of this research study as it acted as a firm foundation and helped to build the research in the most suitable way. This will be explained in more detail in Chapter 4.

3.5 Sampling

Sampling is an important part of data collection as it refers "to how evidence is collected in the form of qualitative data" (Smith, Thorpe and Jackson, 2008, p212). A sample might mean a number of people from an organisation, or group or a population that the evidence is gathered (Smith, Thorpe and Jackson, 2008, p212). Careful selection of the sample, allows the investigator to collect data from the specific group of people that the research is concentrating on. The two basic principles that underline the decisions taken regarding the sampling design are representativeness and precision (Smith et al, 2008, p213).

It is very important to the accuracy of the results of the study, that the investigator first draws a sampling frame which lists who is eligible to be included in the study. The following step has to do with making sure that all respondent within the sampling frame give a suitable response so as to be able to be included in the study.

The investigators should be careful in regard to bias issues and how the sample is actually chosen for the specific study. There are a number of different sampling methods that can be utilised based on the aim and objectives of the study. There are sampling methods that allow equal probability for participation

of respondents to the study as well as non-probability methods that do not allow equal probability to the informants regarding participation to the study.

This section will briefly explain the different techniques available for probability sampling and non-probability sampling.

Probability Sampling techniques allows precision as it is possible to "state the probability of each individual respondent being selected for inclusion in the research study" (Smith, et al, 2008, p217). Probability sampling techniques includes the following:

- Simple random sampling is a method that gives everyone an equal opportunity to participate in the sample. If the population is the sample individuals are chosen at random and not more than once to prevent bias that would affect negatively the validity of the result of the experiment. However this method of sampling allows the use of statistical methods to analyse sample results.

- Stratified random sampling overcomes the limitation of simple random sampling in regard to small parts of the population that may be omitted from the sample. The investigators divides the population into components referred to as "strata" (taking into consideration disproportionate "strata") and then takes a sample from each "strata" in order to have a representative sample of the population. In this way all groups of the population (no matter how small) will be represented in the sample.

- Systematic Random sampling is another method based on choosing at random based on a system from a list or a database already established as a telephone directory. By developing a system, the researcher can avoid bias and give an opportunity to all members of the group to be part of the sample.

- Cluster Sampling is a method that starts by dividing the population into clusters and then selects a random sample to study in more detail. Then the required information is gathered from the elements within each selected group.

- Multi–stage sampling enables an investigation to take place on a wider scale. The researcher makes decisions at different stages of the study. In this method, the criterion for random choice applies during every stage of the design process of the study.

Non Probability Sampling cannot provide the same level of confidence as Probability Sampling since it does not depend upon chance of a selection procedure. The researcher cannot properly control the possibility of a unit being included in the sample and therefore cannot claim representativeness (Ritchie and Goeldner, 1994, p102)). Kerlinger (1973. p129) suggests that this can be minimized by using "knowledge and expertise in choosing samples". Non Probability Sampling techniques (Smith et al. 2008) are the following:

- Convenience Sampling refers to a sample being chosen based on the convenience of the researcher. This convenience might include not only location of the sample in relation to the researcher and the field workers, but in addition ease of accessibility of the sample units based on their demographic and other characteristics. Convenience sampling is usually based on obtaining respondents that are conveniently available. This method is convenient and economical, as a large number of questionnaires can be completed.

- Judgment sampling is based on a selection of the sample based on personal judgment about specific characteristics requested by the sample member. The researcher uses knowledge and judgment to decide which members of the population are most appropriate to be part of the sample of the research. The results of this research are representative to the rest of the population.

- Quota sampling ensures that various categories of a population are represented based on appropriate characteristics to the level that the investigation demands. The population is usually divided into smaller subgroups/categories, based on demographic and geographic characteristics. From there on, a smaller sample from each quota is selected until a specific size is achieved in every category. It is very important for a researcher to find enough people to meet the quota, the researcher has to achieve. Quota sampling enables data collection faster, is more convenient than other methods and usually of lower cost.

- Snowball sampling is the method that the initial informants are selected by probability methods and the following respondents are then obtained from information provided by the initial informants. The choice of the sample usually starts by choosing unit(s) of the population that meet the

criteria for inclusion in the research; these units will suggest other units to be included in the sample, based on the judgment of the initial informants, meeting the same criteria being eligible to be part of the sample.

- Purposive sampling usually begins with the researcher choosing members of the population who meet the criteria to be included in the sample. Then the researcher will approach these units, and ask a question to decide whether these members chosen meet the criteria to be part of the sample research. The first question asked is vital and members, who do not meet the criteria after answering this question, are usually rejected.

Whether it is Probability or Non -Probability sampling the researcher has to assess the advantages and the disadvantages of using them based on the aims and the objectives of the specific study. As this study was completed in two stages, careful consideration had to be taken in choosing the appropriate sampling design for both stages of the study. During the first stage of the study based on qualitative research, a mixed sampling design was used, combining purposive or judgment sampling and snowball sampling through personal and professional contacts.

In the second stage of the study based on the quantitative research, the sampling design was based on probability simple random sampling technique.

3.6 Statistical Analysis

3.6.1 Reliability and Validity

Data can be collected through a variety of sources available to the Work Based researcher, through the use of both primary and secondary methods, in order to increase the level of reliability and validity related to the findings. Triangulation of the various methods used for data collection, as well as methods of analysis of data, is expected to lead to more accurate and reliable results. Based on these results, the investigator is expected to take decisions and suggest recommendations that will be more applicable and reliable in relation to meeting the objectives of the research.

The statistical reliability of the results is based upon the way that the sample for the study is selected. "If the results of the study are not reliable they cannot be considered as valid" (Robson, 2002). It is very important that the researcher controls factors that may influence the results of the study, by using various methods of data collection that can yield results as a matter of comparison.

Other important issues regarding reliability of results is Observer error and bias as well as the implication of the "Insider" researcher that can influence the results if the investigator does not take the necessary measures to avoid them such as triangulation of data, introducing an independent consult etc. In this study these issues have been taken into consideration and measures have been introduced to increase reliability of the results. This will be further discussed in a following part of this chapter.

"There can be no validity without reliability, a demonstration of validity is sufficient to establish the reliability" (Lincoln and Guba, 1985, p. 316). Once results are consistent, accurate and representative of the population under research, then they can be retested under a related methodology, in this way the research instrument utilised in the original study can be considered as reliable.

Validity refers to the accurate representation of the results through the measures taken to provide valid conclusions in the study. The investigator aims to achieve 'construct' and 'face' validity, by trying to remove issues that are related to participant bias and observer error and bias by using different methods of data collection that can explain and support the results of the study.

Face validity and construct validity can be enhanced through the use of qualitative and quantitative methods of data collection as they can aid in providing explanation of why someone at face value responds one way to a question or whether based on a theory the response given is expected based on the respondent's personality (Ritchie and Goeldner, 1994, p217).

Robson (2002) states, that the "main advantage of employing multiple methods" is the fact that it enables triangulation (p371) of results, through the various methods of data collection used and thus validity and reliability can be achieved and the decisions taken based on the results can be considered to be more

accurate. By using various methods of data collection the researcher apart from double checking the data collected and ensuring the validity and reliability of results acquires a better insight into various aspects and areas of data that can assist in providing more valid conclusions. Triangulation of methods of data collected as well as methods of data analysis reinforces the accuracy of conclusions and recommendations, therefore reliability and validity of results is better achieved.

Denzin, (1988, cited in Robson, 2002, pp174-175) identified four different types of triangulation:

- Theory triangulation, achieved by using a number of theories in the study
- Observer triangulation, achieved by involving more than one observant in the study
- Data triangulation, achieved more than one method of data collection in the study such as: interviews, questionnaires, observations, document analysis etc.
- Methodological triangulation achieved by using both qualitative and quantitative research approaches in the study.

Even though triangulation can help decrease the threats of validity in a study, it can also introduce contradictory results attained through the various sources. It is up to the researcher to use them appropriately in order to achieve the aim and objectives of the study. It is worth noting that the researcher can be assisted in this process if there is careful monitoring of the data gathered throughout the study including raw data as well as the analysis of the results. Debriefing could be useful whenever possible with respondents of the study, as well as peers that can contribute to the better evaluation of the results.

'Attitudes' as an area of research can be more sensitive than other areas of research as it is difficult to evaluate a person's attitude based on a statement, therefore triangulation can contribute in attitude measurement. The use of multiple methods as well as "having a set of ten or twenty items" on a scale can help the investigator in forming a better picture regarding the area of research (Robson, 2002, p 293). This study aims in answering the objectives and research questions by using a combination of research techniques in order to triangulate the validity of the results.

All these factors have been taken into consideration as in this study the researcher is interested in residents' attitudes. This will be further discussed in a latter section regarding the scale chosen for this particular study in Chapter 4 the Project Activity. As this is a two stage study it commenced with an initial investigative qualitative work, utilizing unstructured interviews and continued with quantitative work employing questionnaires. A mixture of primary and secondary data was added to the triangulation of the results of the survey. Further analysis regarding triangulation of the results will be provided in a following section of this chapter.

3.7   Ethical Issues

Ethics can be defined as "principles and systems relating to what is right and wrong Standards and codes of conduct" (Robson, 2002, p547). It is very important at an early point of the study to carefully consider any ethical aspects that might arise during the research. Several codes have been set by many professions such as The British Education Research Association (2000), the American Educational Association (1992) and many others. Various Associations have been evaluated for the purpose of this study.

Bell and Bryman (2007) acknowledged ten principles of ethical practices which are adopted by most of the Associations. During this project the researcher paid particular attention to the following areas :

1. Guarantying confidentiality of research data by informing respondents of the purpose of the study and the people involved in the process.
2. Treating respondents with dignity and respect.
3. Protecting the privacy of respondents and therefore agreeing to hold the interview or complete the questionnaire in the place and time that they considered suitable.
4. Interview questions were emailed to the respondents prior to the interview so that they were given the opportunity to deny participating in the study and also prepare before the interview.
5. All questionnaires were accompanied by a covering letter explaining to the respondents the aim of the survey, stating the name of the sponsor, underlying its importance and assuring confidentiality.

6. Providing an informed consent for respondents that explained the purpose of the study and any information that they might request (see Appendix 1).

7. Ensuring anonymity of respondents by using the term Respondent 1, 2 or Expert 1, 2, Community Officer 1, 2 etc. instead of using their names throughout the study for the interviewees and not requesting the respondents name in the questionnaires.

8. Ensuring accurate reporting of research findings and communicating to them the results.

The British Education Research Association (2000) was chosen as the most appropriate to be followed for the purpose of this study.

3.8 Project Design and methodology chosen for this specific study.

After researching various methodological approaches and research techniques an approach was designed for this specific study that will be discussed in this Chapter and will be further analysed in Chapter 4.

3.8.1 Rationale for Research Family

Having in mind my ontological belief and epistemological perspective, the purpose of the study, the role of an inside researcher, and my constraints and financial implications I started to work towards a plan that would help me accomplish the objectives of this study.

The aim of the study was to investigate the attitude of Larnaca residents' concerning the current and future status of island tourism development. Attitudes motives and expectations can be difficult to measure; therefore it seemed appropriate to conduct an in-depth analysis in order to acquire a better understanding and exploration of issues, help in extending existing theories and developing a theoretical framework. In order to achieve the aims and objectives of the study a multiphase mixed method research approach, combining both qualitative and quantitative methods of data collection was chosen.

3.8.2 Stages of the study

During the first stage of the study a qualitative research approach was followed, utilising semi-structured interviews. In contrast to the limited number of previous studies which were mainly based on quantitative approaches (Nunkoo, 2013 and Sharpley, 2014), the qualitative method, aided in gathering important themes, that derived from the first stage of the study, and were them utilised in the design of the instrument for the second stage (questionnaire), in addition to the themes that derived from the literature. Residents participating in the first stage of the study were contributing in the actual development and design of the study thus making the instrument more suitable to the specific subject area, instead of just selecting themes that derived from the literature.

The reasons for combining qualitative and quantitative design were the following:

1. The use of variety of sources to enhance the rigor of the study and achieve three types of triangulation (Robson, 2002).

- Achieve Data triangulation by using more than one method of data collection.

- Achieve Methodological triangulation by using quantitative and qualitative approaches that enabled data collected from the qualitative part to be compared to data collected from quantitative part as well as with results from previous studies conducted in related areas.

2. The use of a mixed method approach to explore a possible relationships between variables and also help in identifying the reasons behind this relationship.

3. The qualitative part of the study would aid in the the design of the instrument that to be used in the second stage of thestudy the quantitative part.

4. The quantitative part of the study can enhance interpretability on a larger sample and help to clarify results with the use of numerical data (Robson, 2002).

5. The mixed method approach would enable a better exploration of the topic and aid in achieving a more comprehensive analysis of residents' attitudes.

6. The mixed method approach would facilitate a merge between the researchers' view; the participants' view and the literature contribution in the actual development of the study, through the construction of the instrument to be used in the second part of the study.

3.8.3   Rationale for Research Approach

After careful in-depth consideration of the various methodological approaches available, the Survey approach in combination with Discourse Analysis (Discourse Analysis only refers to the first stage of the study) in combination with a mixed method approach, were selected to be the most appropriate research approaches for achieving the aim and objectives of the study(De Vaus, 2001).In this way the study would go beyond the exploring phase into a more interpretative phase by assessing the attitudes of a wider sample of the residents of the Larnaca region.

The Survey was chosen in the specific study as a research approach (Ritchie and Goeldner, 1994, p97) for the following reasons:

1. It provided flexibility in choosing data collection techniques. In this study a mixed method approach (combing qualitative and quantitative methods of data collection) was chosen to aid in exploring residents' attitudes and their intention to act upon that attitude.

2. It allowed possible generalization of the findings of the study to the whole population of the specific study area. Even though this was not the aim of the study, (through the mixed method approach followed) there is the possibility of generalizing the results and aiding in extending existing theories.

3. It had relatively low cost per unit of analysis. Costs were kept to a minimum by utilising facilities and services offered by the Larnaca Municipality, the Larnaca Development Company as well as personal and professional contacts.

4. It provided the opportunity to gather large amounts of data, through the use of a mixed method approach, and explore interesting issues.

5. It allowed high accuracy of results through the use of the mixed method approach.

The limitations of a 'Survey' as a research approach for the specific study were also evaluated (Ritchie and Goeldner, 1994):

1. Shallow penetration. The mixed method approach provided a better picture of the residents' attitudes and allowed the study to penetrate within the community further thus minimizing the limitation of Shallow Penetration.

2. The mixed method approach was expected to be time consuming as it was also conducted in two stages. In order to minimize this limitation a well-structured plan was established to enable sufficient time for the research to be completed.

3. The mixed method approach was selected in order to minimise this limitation. In order to minimize the problems associated with the level of control regarding individual responses, misunderstanding and misconceptions. In addition questions were pre-piloted and then piloted for both qualitative and quantitative parts of the study in order to avoid misunderstandings and incorrect responses and ensure clarity.

4. The fact that attitudes are related with unstable reflection that may lead in frequent changes may be related to external variables. This study aimed in exploring the role of external factors in the formation of attitudes therefore this was an area that was considered while preparing the template for the interviews and later on when developing, the questionnaire.

The use of Discourse analysis in combination to the Survey approach particularly for the first stage of the study aimed to allow the investigator to "take into account the broader social context that the conversation takes place", as well as body language, sign language, body movement etc., rather than just provide detailed analysis of the interview transcripts (Smith et al. 2008, p182). As an inside researcher in this study, the investigator is aware of the social context surrounding the responses of informants during the semi-structure interviews.

During the first part of the study it is very important that the investigator manages to read between the lines as the interview is no longer seen as a means of measuring the genuine views of a participant but as a means of

exploring the varied ways of making sense or accounting practices available to respondents (Marshall, 1994, p95)

3.8.4   Deskwork and Fieldwork

3.8.4.1   Deskwork: Secondary data collection

The combination of deskwork and fieldwork utilised, aimed in gaining a thorough account of the community in question. Literature was reviewed and critically evaluated to identify interesting themes to be utilised in the creation of the template for the fieldwork.

The secondary data was collected from various sources such as:

- Academically based sources aiding in identifying interesting areas of research based on island tourism development, residents' attitudes towards tourism development and socio-cultural impacts of tourism.

- Literature on islands and on non-island states to aid in forming a base for comparison in the data analysis stage.

- Policies on national and international level relating to the area of tourism development,

- Historical data on the RoC and a retrospective on its tourism development,

- Government data such annual reports provided the CTO and the government of the RoC regarding tourism development,

- Census and statistical reports provided by the CTO and the government of the RoC,

- Newspapers, television and radio programs with relevant articles and programmes on the topic under examination.

- The literature collected was carefully evaluated and assessed in order to identify, similar patterns, conflicting results and possible justifications for them.

3.8.4.2   Fieldwork: Primary Data collection

The Deskwork provided the investigator with background information and enabled themes to be incorporated in the fieldwork. Fieldwork in this study was conducted in to two stages. During the first stage semi-structure interviews set

the scene for the attitudes of Larnaca residents and then during the second stage, data was collected from a larger sample, through questionnaires.

The use of a variety of primary and secondary data sources allowed triangulation to take place between the data collected through fieldwork to the data collected from the primary research, thus increasing the validity and reliability of the results.

3.8.5 Research Families

Considering the research families available, the previous research conducted in the area of attitudes and the characteristics of the subject area the study was designed to follow a mixed method approach that combined qualitative and quantitative methods of data collection, completed in two stages.

In this study, qualitative research, in the form of semi-structure interviewing was employed to explore resident attitudes towards the socio-cultural impacts in Larnaca, and an instrument was then developed: a questionnaire, based on some of the themes derived from the qualitative data. In the first stage the primary data was gathered through a qualitative method of data collection and in the second stage the primary data was gathered through a quantitative method of data collection. Each stage is further explained in the following sections.

3.9 Design of the study

3.9.1 First stage of the study: Qualitative method of data collection.

Based on the aim and objectives of the study the most suitable method of data collection from residents during the first stage of the study, was semi-structured interviews. This technique enabled two-way communication to be achieved and allowed the investigator to gain a deeper understanding of the residents' attitudes. Individual semi-structured interviews were selected over group interviews, as they encourage individuals, to express their opinions more freely without feeling any pressure from peer views.

This procedure allowed more flexibility to be achieved in the process of data collection. It contributed in the understanding of residents' attitudes andthe role

that the activities in their life, the environment and the particular characteristics of the community that they belong to might play in the formation of their attitudes.

As previously mentioned all ethical considerations have been considered as requested by the University of Middlesex and as suggested by the British Association of Educational Research Online. A Letter of Consent (see Appendix 1 for a sample of the Letter of consent used for the first part of the study), was distributed to the respondents prior to the interview that clarified all ethical considerations such as: the concept of voluntary participation, the procedure of the interview, the aim of the study, the estimated length of the interview and the potential use of the data collected. The respondents were allowed to assess the questions of the interview and decide whether they are willing to participate in the study. Respondents were informed that consideration has been taken in respect to safekeeping of written data, and recorded data, confidentiality and anonymity of the respondent.

This procedure reduced the possibility of terminating incomplete interviews that would create problems in the analysis of the data due to respondents refusing to answer certain questions. If this event still occurred the interview would be excluded from the sample.

3.9.1.1   *Template Construction*

As previously discussed in Chapter 2, Nunkoo, (2013) identified that the majority of articles related to the area of attitude research is quantitative in nature (Mason and Cheyne, 2000; Fredline and Faulkner, 2000; Gursoy, Jurosky and Uysal, 2002; Tusun, 2002; Andereck and Voght, 2000, 2007; Nepal, 2008). The socio-cultural impact of tourism on the host destination, has been researched by various authors, Andriotis (2005); Gursoy et al (2002), however most of the work done primarily follows a quantitative approach with the exception of the work done by Brunt and Courtney (1999) which utilised a combination of quantitative and qualitative approach (Nunkoo, 2013; Sharpley, 2014). Qualitative research in the area of residents' attitudes is mainly available in more recent articles (Lepp, 2008, Didrich and Garcia Buantes, 2008) however in not such extent as the quantitative. In addition there have been some

attempts to combine both quantitative and qualitative methods (Brunt and Courtney, 1999).

A tentative coded template was created based on themes derived from the literature on resident attitudes towards tourism impacts, socio-cultural impacts of tourism and island tourism, as well as issues which are relevant to the island of Republic of Cyprus and specifically the Larnaca region. Part A included a demographic section and the Part B included the following questions (See Appendix 4: Full transcribed Interview).

1. How do you assess the development of the Tourism Industry in Cyprus and in particular in the Larnaca region?
2. In your opinion what are the reasons behind the growth of Tourism in Cyprus and particularly in the Larnaca region?
3. How would you like tourism to be developed in Cyprus and in particular in the Larnaca region?
4. What is the level of involvement of municipalities in Tourism Planning?
5. Would you prefer to see Larnaca develop further in any other area apart from tourism? If yes which area would you prefer and why?
6. In your opinion what are the socio cultural impacts of tourism on the residents of Larnaca? Elaborate on your answer.
7. In your opinion are Cyprus business opportunities restricted for any reason? Elaborate your answer.
8. Do you believe that the local municipalities should be given more authority regarding the tourism development of the area? If yes, how would you like to see municipalities get involved?
9. How do you see the role of the Cyprus Tourism Organisation in the development of the Tourism Industry?
10. Do you believe that residents should be involved in the decision making regarding the tourism development? If yes in what way?
11. In your opinion should residents protest if they believe that a prospective tourism project may be harmful for the local community? If yes in what way?
12. Very often the Tourism Industry is blamed for a number of negative influences within a community. Can I have your comment on this?

13. Based on your personal opinion in which areas would you like the Government to put emphasis so that the Tourism Industry develops successfully.

The three aspects of an attitude were being evaluated in study through questions that were built around the following themes:

- Tourism's role in the local community: Q1,Q2, Q12, , Q13, Q14, Q15,
- Tourism and the role of the state: Q4, Q9, Q10, ,Q11,
- Socio-Cultural impacts of tourism: Q7 (open ended question), Q16 (open ended question).
- Tourism and future development: Q3, Q5, Q6, Q8 (open ended question), Q17.

Questions were exploratory in order to allow the informants to include any other theme that they might consider as important to the study. This form of interviewing was chosen as it allowed some kind of predetermined order based on the initial template, but still permitted a level of flexibility in the manner in which issues were addressed by the informants (Dunn, 2005).

Questions were not following a fixed sequence, order was altered if the need arose, questions were sometimes omitted or added based on what seemed to be interesting and appropriate to be pursued further (Ritchie and Goeldner, 1994). Respondents were permitted to bring into the interview discussion any other themes that they might considered important for mentioning. The template included close ended and open ended questions so that the respondents were given the opportunity to expand on their answers.

The interview schedule was kept flexible in terms of time devoted to different themes, in order to encourage interesting topics to be fully explored. Great care was taken to continuously link the respondents' responses to the aim and objectives of the study.

All interviews were recorded with the permission of the respondents to aid with the transcription of the data. The primary data collected from the qualitative part was incorporated to the secondary data retrieved from the literature in order to assist in the creating of the instrument that was used during the second stage of the study.

3.9.2 The Second stage of the study: Quantitative method of data collection

3.9.2.1 Background of Instrument design

The second stage of the study was based on a quantitative method of data collection. The research of resident attitudes is based on an extensive use of literature review, using a number of different models and scales in different contexts dealing with residents' attitudes and residents' perceptions of tourism development and tourism impacts studies (Lankford and Howard, 1994, William and Lawson, 2001; Gursoy et al, 2002; Imbakaran and Jackson, 2004; Andereck & Voght 2000; Juroski, et al 1997; Liu and Var, 1986). In the absence of a specific model or attitudes scale related to socio-cultural impacts, various relevant models and scales have been evaluated to create a thorough understanding of all variables and factors which are used to study the research objectives more extensively.

The various models and scales for measuring attitude, derived from the literature review, have been investigated regarding their applicability for the specific study as well as their contribution in achieving the aim and objective of study. Even though a considerable amount of research conducted is not based on any theoretical framework (Gursoy and Rutherford, 2004, p496), it can still provide a wide range of variables that may contribute directly or indirectly on the formation of residents' attitude. These can be incorporated into models in order to assist in gaining a better understanding of the interrelationship between variables and the role that they might play on the formation of residents' attitude (Lankford and Howard, 1994 in Vargas-Sanchez et al 2010, p2).

The existing models and scales derived from the literature were incorporating factors such as: economic and environmental impacts that were not relevant to the objectives of this study (Nepal; 2000; Baros and Matias, 2005; Andereck et al. 2005). A number of models and scales based on hypothesis that integrated factors likely to influence residents' attitudes toward the economic, social and environmental impacts of tourism such as: use of the resource base, attachment to one's community, preservation of the natural environment. Some of these are the Tourism Impact Attitude Scale (TIAS) by Lankford and Howard, 1995; Determinants of the community support model by Juroski, et al, (1997) and further developed by Gursoy et al (2002), Gursoy, and Rutherford (2004).

The literature review generated a selection of theoretical frameworks which through triangulation acted as the basis for the creating of the instrument utilised based on the specific characteristics of this study, the study area, and the objectives set. The instrument utilised can be further developed with the intention of being applied to the whole Cypriot community.

The survey instrument is attributed to and adapted from the impact studies conducted by Lankford and Howard's (1994), Juroski, et al (1997) Gursoy, and Rutherford (2004) and Imbakaran and Jackson, (2006). These studies were used as a foundation and have contributed in different areas in the development of the instrument utilised in this study.

A combination of theoretical frameworks was utilised in this study for the following reasons:

1. Lankford and Howard"s (1994) "Tourism Impact Attitude Scale (TIAS) is the base of a number of theoretical models as they have tried standardisation through. TIAS. This framework is based on the influence that specific "independent" variables such as: length of residence, economic dependency on tourism, rate of community growth and a number of others play on the formation of residents' attitudes. Items adopted for the instrument attributed to Lankford and Howard (1994) have been considerably tested in past studies in a number of contexts successfully such (in Oregon and Washington by Lankford, 1994, in British Columbia, Rollins (1997) and more recently in Charleston, South Carolina by Harrill et al, (2003) and Washington NC by Wang, Pfister and Morais, (2006).and have provided very valid results

2. The "Determinants of the community support model" developed by Juroski, et al (1997), was also a model that was used as a basis for a number of studies and it was further developed by Gursoy et al (2004 and by Imbakaran and Jackson, (2004, 2006) who designed "Imbakaran, Community Attitude towards tourism Scale (ICATT)". This later model allows the investigator to explore the relationship between attitudes and intention to act thus looking at attitude versus behavior.

3. The above mentioned models were used as a foundation that was applicable for testing socio-cultural impacts.

4. These models did not restrict the research approach to be followed and thus they were suitable in a Survey approach chosen for this study.

5. Imbakaran and Jacksson, (2006) theoretical framework is not incorporating any other variable such as economic or environmental.

6. Imbakaran and Jacksson, (2006) theoretical framework enables a deeper exploration into attitudes by assessing all three components: the cognitive, the affective and the behavioral by addressing residents' intention to act pro-tourism or against tourism development in a consistent manner based upon their attitude.

7. Imbakaran and Jacksson, (2006) theoretical framework was developed for an island even though much bigger in size than RoC it was useful to test results acquired form different studies to test the validity and reliability of the theoretical frameworks on a different cultural context and increase the exploratory power of behavioral models (Teye, Sirakaya, and Sommer ,2002).

8. This instrument created makes a contribution to existing knowledge that is valid and can be used by government, local planners, tourism developers etc. The applicability of this instrument was tested in the Larnaca region as a basis before being formally applied by any interested party in any other area of the RoC.

3.9.2.2   Instrument Construction

After the analysis of the first stage of the study (the qualitative part) a number of themes derived that were evaluated against the themes derived from the literature and assessed in order to be include through inductive method to the design of the instrument to be used in the second stage of the study (the quantitative part).

The instrument was designed based on the models and scales previously mentioned and studies conducted on the subject of attitudes towards tourism impacts, utilizing surveys (Gursoy and Jutwosky, 2002; Gursoy and Ruthertford, 2004) having in mind the specific study and study area.

The instrument used in this study was a self-completed questionnaire containing 24 statements in total similar to questionnaires utilized in previous studies in the area of residents' attitudes towards tourism impacts by Imbakaran

and Jackson, (2006);Mason and Cheyne, (2000), Akis, Peristianis and Warner, (1996), Haralambopoulos and Pizam, (1996).

The questionnaire was divided in three sections. Each section included a number of statements aimed to gather information on each all three aspect of an attitude: the Cognitive, the Affective and the Behavioral related to the questionnaire used in Imbakaran and Jackson, (2006) study. In this way the researcher assessed Larnaca's residents' attitudes toward tourists and tourism development, by measuring their scale of agreement or disagreement and their intention to act upon it. The questionnaires were coded to allow easier and more accurate data analysis. As previously mentioned all ethical considerations have been considered.

The following four factors were explored for the purpose of this study:
- Socio-cultural impacts of tourism.
- Tourism and community change.
- Tourism's role in the local community
- Tourism and the role of the state.

The statements were developed by themes derived from the first stage of the study, the literature review particularly items derived from Lankford and TIAS scale, "The Determinants of community support model" the "ICATT" scale, and the researcher's ideas. Questions were kept simple and short to encourage responses.

The items were built based on a five point Likert scale response (1 strongly disagree 2, disagree, 3 neutral, 4 agree, 5 strongly agree). A 5-point Likert type scale was selected based on its superior validity, recommended for tourism impact research (Maddox, 1985).

In order to make this instrument applicable to the Cypriot reality a factor scale was included in titled "Tourism and the role of the state". The inclusion of the Government role was considered necessary in this study as in the case of the RoC and the local community of Larnaca, decisions are made centrally and not at community level as might appear to be the case in larger countries such as Australia where community level decision making holds a strong power.

The instrument combined both positive and negative items mixed within each factor in order to allow the informants the opportunity to identify them without leading them in any way.

For the purpose of this study the section 1 was designed in the following way:

Section 1 consisted of 24 statement distributed in the following four categories:

- Socio-cultural Impacts
- Tourism and Community Change
- Tourism's Role in the Local Community
- Tourism and the role of the state.

The final questionnaire was organised in three sections (see Table 4 and Appendix 9 for the questionnaire used in the study). The first section is addressing the following five factors:

Factors	Statements in the questionnaire evaluating the factor
Socio- Cultural Impacts	A1 Foreign visitors diminish the quality of life of the local community. A2 Local residents are negatively affected by living in an international tourism destination. A3 Foreign visitors can lead to higher crime rates. A4 Foreign visitors can lead to increases in the divorce rate. A5 Interacting with foreign visitors can enhance awareness of other societies. A6 Foreign visitors can enhance local residents' participation in culture-related activities. A7 Tourism development can enhance the community's identity. A8 Tourism development can help to sustain local traditions.
Tourism and Community Changes	B1 Tourism development will help towards the restoration of historic buildings. B2 Infrastructure, such as roads will be of excellent standards due to tourism. B3 Infrastructure, such as public transport will thrive due to tourism: B4 Infrastructure, such as hotels and restaurants will thrive due to tourism. B5 Tourism-related enterprises have most to gain from tourism. B6 Tourism development uses funds that could best be invested in other sectors of the community. B7 Tourism is the only developmental option available for island communities. B8 Tourism benefits a small sector of the

	community.
Tourism's Role in the Local Community	C1 Tourism movement in the local community should be evenly distributed throughout a year. C2 The Local community should have a say in tourism related issues. C3 Visitors should show respect to local traditions and cultures. C4 Island residents' lives are shaped by the tourism industry.
Tourism and the role of the state.	D1 The local community should be consulted in tourism-related issues. D2 Government makes decision in regard to the tourism industry. D3 More decision making should be passed on to the local municipalities mainly based on financial benefits. D4 Island states have limited opportunities for development due to their unique characteristics.

Table 4: Statement from the questionnaire

Section 2 included six questions (three positive intention question and three negative intention questions) dealing with the respondents' intention to act in regarding tourism development.

Positive intention questions refer to community members indicating a willingness to help develop tourism projects within their community: i.e. would you join a local committee to help use government grants on developing tourism in the Larnaca region?

Negative intention questions included community member's objecting to tourism development in the community. (If you believe that a potential tourism project would be destructive for the local community would you participate with other Local residents to protest?

Section 3 included demographic questions i.e. gender, age, educational level, and other related information.

All questionnaires were accompanied by a Letter of Consent (see Appendix 8 for a sample of the Letter of Consent used during the second part of the study), outlining to the respondents the aim of the survey, the name of the sponsor and important information regarding confidentiality matters. Questionnaires whenever possible were addressed to a named person. A pick up date and location was identified in the covering letter so that informants were aware of the procedure that they needed to follow to return the questionnaire (Robson,

2002). Postal questionnaires included a stamped self-addressed envelope to encourage replies.

When the instrument was designed it needed to be pre-piloted and then piloted again before it was finalised.

3.9.3 Piloting

3.9.3.1 Piloting for Stage One

Once the initial template has been created and questions were formed pre piloted on five people out of whom three were experts in the topic, to address issues of clarity and non-bias in their format. Questions were found to be clear and simple to understand. Some minor changes were suggested in regard to the order of the questions. Following the pilot stage, the template was modified and finalized. The questions were piloted again on three more people to make sure that the final template was understandable.

3.9.3.2 Piloting for Stage Two

The questionnaire was pre piloted on a sample of 30 experts to get "the bugs out of the instrument" (Bell, 1993, p 84). An initial analysis was conducted to evaluate the wording and format of questions and address issues of ambiguity and understanding of the statements as well as estimate the time needed for answering it.

As a result of the piloting procedures minor modifications were made in the wording of three statements due to their ambiguity in the questionnaire. The time for completing the questionnaires was estimated to maximum 10 minutes which was considered appropriate timing based on the type of the questions

The final version was piloted again on the same 30 experts to ensure accuracy. The questionnaire was written in the English Language and then it was translated in the local language (Greek), in order to enable all members of the population to have an equal opportunity in participating in the study. Back translation was used in order to ensure an accurate version of the text (Edwards, 1998),

3.9.4   Population and Sampling Frame

The next decision was related to the population and sampling frame, the source of eligible population from which the survey sample was concentrating upon.

The specific study concentrated on Larnaca residents who have stayed in the area "on a full time basis for one consecutive year" (Goeldner and Ritchie, 1994, p66). In this way they are more likely able to express an opinion about the area and the socio-cultural impacts that tourism might have on the community.

Certain criteria were set based on: age, gender, ethnicity, educational level, employment, participant in the survey in the Larnaca region. The proposed survey was concerned with this specific community during a particular period of time, which further tourism development was possible.

This investigative stage, aimed in getting a grip on the situation by being constructive and focusing on the respondents' view, attitudes, belief, value, feeling, philosophy and assumption and not only by looking at facts and describing behaviors that would be truly representative to the population. It was a humanistic study which raised both practical and theoretical issues in regard to the sampling technique that was to be utilised.

As this study was divided in two stages it was considered necessary to assess the use of probability sampling and non-probability sampling for the two stages separately. Each stage will be discussed in a separate section regarding the sampling method used.

3.9.4.1   *First stage:*

It is important to acknowledge that people are not all capable of comprehending as well as explaining their own or other people's behavior. In qualitative research, it is acceptable that some people are considered better informants rather than others and that these people are likely to provide us with insights and understanding in regard to the chosen topic (Marshall, 1996). Therefore random sampling for qualitative questions may not result in acquiring the necessary data needed. It was therefore conclude that during the first stage of the study, utilising semi-structure interviews, non-probability sampling technique

was the most suitable sampling method, combining purposive or judgment sampling and snowball sampling through professional and personal contacts.

From a positivist research perspective, the limitation of purposive sampling, in comparison to probability sampling is that the level of bias regarding the selection of the sample units. However, if specific criteria for sample selection are developed prior as a guide, and the researcher strictly follows them, then this weakness can be minimised.

In order to reduce the element of bias and achieve homogeneity in the sample during stage one of the study a broad range of subjects from Larnaca region. Information was investigated not only from people who are conveniently available but also who conform to some criteria. A specific criterion that was included is the element of "power" (Ap, 1992) of the host communities which may act as motivating factor for them to support or oppose tourism development. In this study the destination's characteristics (such as being an island, divided country) were assessed in terms of the power element.

The criteria were chosen (for the purpose of triangulation) based on the level of their influence on individual's attitude towards tourism development such: as age, occupation, educational background, level of power, that may play a role in the formation residents' attitudes. A person with "power" is one who has an available range of valuable resources to be exchanged with another person. In the case of islands (and in the particular study), the level of power has to do with the level of dependency of the island and its residents on tourism development. The various characteristics of islands such as resource scarcity, small market size, poor accessibility may influence to a certain extent the formation of residents' attitudes towards tourism development (Mc Elroy, 2006).

The criteria derived from the researcher's knowledge of the area, the existing literature and data that derived from the study itself.

The sample included respondents from the following categories:
- Sex. (M / F)
- Age Groups:18-35
  36-50
  Over 50

- Cypriots and non-Cypriot residents
- Educational Level College /University Level.
- Working within the industry.
- Working in other industries (Education, Commerce, Manufacturing, Construction etc.).
- Experts.
- Community Officers.

It was difficult to identify at an early stage the exact number of sample size needed. The subject area of attitudes is complex having to deal with human psychological factors and each participant's input can vary depending on the ability and willingness of each to contribute to the study's objectives as Ritchie and Goeldner (1994) suggested that when 'a few interviews" are "to be conducted 15-30 is often an appropriate sample size' p (491). Therefore interviews were conducted within this sample frame until recurring themes were found in the interviewees responses. The sample consisted of 15 interviews.

1. Three interviews from each age group:
   - 18-35
   - 36-50
   - Over 50
2. Three interviews from experts
3. Three interviews from community officers

The interviews were conducted in Greek or English Language based on the preference of the interviewee. A tentative coded template was created based on themes derived from the literature that were formed into questions. The questionnaire was written in the English Language and then was translated in the Greek Language, with the aid of reliable computer software such as Babylon Translator and Power Translator. It was then back translated into English to confirm that the translation was accurate. They were then given to a bilingual colleague to assess their translation and their clarity in both languages. Once this process has been competed questions have been modified. To ensure

3.9.4.2 Second Stage of the study

The first stage of the study explored residents' attitudes on a smaller sample and provided the basis in order to continue to the second stage of the study. Themes were identified through the first stage of the study and the literature and were incorporated to construct the instrument utilised during the second stage of the study.

The second stage aimed in reaching a representative sample of the population, with the intention of complementing the findings of the qualitative part of the study as well as testing the themes derived onto a larger sample of the population. Probability Sampling and specifically Simple Random sampling technique was chosen to reach the subjects. This sampling technique "can give everyone an equal opportunity to be included in the sample and also make sure that all combinations of persons for a particular sample size are equally possible" (Robson, 2002, p361).

Taking into consideration the fact that for a correct random sample to be achieved the characteristics of the community under study as a whole, should be known, my role as an Inside researcher worked to an advantage thus allowing me acquire knowledge of the community. The intention in this stage was not to have a specific number from each group but simply to acquire a representative sample of the residents. Within the sample of this study respondents covering the main variables selected for this study were included such as: gender, age group, life cycle stage, educational background and occupation.

The sampling frame for this study was the local residents of Larnaca, a total of 86,700 residents, residing in urban areas, excluding the villages surrounding the area (Republic of Cyprus, Statistical Services, 2012, Population by District) due to time limitation and the better opportunity for Urban residents to come into contact with tourists. The sample size was chosen based on the formula derived from the standard deviation of the proportion of times that a researcher gets a sample "right," given a whole bunch of samples (Creative Research Systems)

$$SS = (Z^2 * P * (1 - P)) / c^2$$

- SS represents sample size.
- Z represents the confidence level Z-score (95%).
- P represents the proportion expressed as decimal
  .5 sample size needed
- C represents the confidence interval (expressed as decimal 05).

Based on this formula and the population of Larnaca 382 completed questionnaires needed to have valid results. As the response rate was estimated approximately 25% on postal surveys, 1500 questionnaires were distributed in order to be able to reach the required sample for my analysis.

They were distributed and picked up in various ways such as electronically, by post and by hand through the sponsors, through the Municipality of Larnaca, the Tourism Development Company of Larnaca, through professional and personal contacts and through local organisations.

During the second stage of the research questionnaires were prepared in both Greek and English Language so that an equal opportunity is given to locals. Questions were first written in English and then with the aid of computer software like Google translator the questions were translated in the Greek Language. Then they were back translated into English to confirm that the translation was accurate

The questionnaire was then given to a bilingual colleague to assess its translation and clarity in both languages. Once this process has been competed questions have been modified. The questionnaires were then piloted on five people to make sure that they are clear and comprehensible by everyone and the necessary modification was made.

3.10 Data Analysis

The data analysis will be discussed conducted into two parts and will therefore be discussed in two stages as the first part was based on Qualitative data and the second part on Quantitative data.

3.10.1 First Stage: Qualitative data analysis

The process of analysing the qualitative data of this study was guided by the research question, the theoretical frameworks utilized and the appropriateness of the techniques available in aiding in understanding the data. During analysis, data should be organized and reduced through categorization and patterns so that themes may be identified and linked (Paton, 1987). Some of the most popular approaches to qualitative analysis were evaluated for their suitability in this study including grounded theory, interpretive analysis, content analysis and narrative analysis.

The analysis of the first stage of the study was mainly investigative, as the material generated from the semi-structure interviews was expected to be lengthy and unclear at the beginning (Robson, 2002). All interviews were recorded In order to have consistency and accuracy, with the permission of the respondents, so that the interviewer would be able to concentrate on the interview taking place without worrying that information can be missed during transcription. If this was not possible other arrangement were made that are further discussed in Chapter 4 entitled as Project Activity.

The plan was to start organizing the data in a form that would be easy to work with. In order to achieve that computer assisted qualitative data analysis software (CAQDAS) such as NVivo, NUD.IST, ATLAS, has been assessed for tits suitability in the purpose of this study. Nvivo was chosen out of other qualitative data software as it is new software thus "addressing some of the problems identified with other programs like NUD.IST (Welsh, 2002).

. The intention at this stage was to interrogate the text in more detail and thus identify possible existence of various synonyms, form themes and try to understand how the different themes are tied together This can be difficult to achieve when using CAQDAS such as Nvivo as it may encourage quantitative

analysis of qualitative data (Welsh, 2002; Barry, 1998). as it may lead to partial retrieval of information, as informants might express similar ideas in completely different ways (Welsh, 2002).

It was considered necessary that some quantification of findings from qualitative data contributed in understanding the research question (Silverman, 1984, 1985), however it still "reflected the researcher respondents' own way of understanding their social world" (Bryman et al, 2011, p621). As Scheff, would argue "intensive verbatim records of single cases ... can generate data-driven theories" (p. 74).Therefore transcribes of reporting from the semi-structure interviews were a very valuable source of data (Seale and Silerman, 1997).

In addition to the above consideration, the sample was not too large (12 informants) and therefore it was possible to utilize a manual method for analyzing the data for the first stage of the study (Welsh, 2002). This was done with the aid of word processing software MS Word. After each interview was completed the researcher went off to transcribe the data and notes while everything was still fresh in her mind.

In order to avoid human error and yield more reliable results the data was also subjected to a second analyst impartial to the study and expert in the field to evaluate the results. During analysis care was taken in identifying the deviant cases or findings (those that do not fit with your conclusions) and explain why they are different in order to improve validity and strengthen the analysis.

The qualitative data was analysed using Content Analysis with themes or Thematic Content Analysis, that can provide "subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns" (Hsieh & Shannon, 2005, p.1278).

This type of Analysis was chosen over other as qualitative content analysis as it "was developed primarily in anthropology, qualitative sociology, and psychology, in order to explore the meanings underlying physical messages" (Zhang and Wildermunth, 2009, p1). Content Analysis with themes went beyond simply counting words from text to examining meanings, themes and patterns and thus allowing the researcher to understand social reality in a subjective and scientific manner. It enabled the possibility of generating a theory without it

being the main objective in comparison to grounded theory (Zhang and Wildermunth, 2009). It was a directed content analysis, in which initial coding started in light of the SET as well as relevant research findings from the literature review and the researcher's ideas. Therefore it was used in order to validate and possibly extend the conceptual framework or theories in question. The analysis was based on the following procedure:

Transcription of interviews and notes was the first step after the data was collected through the semi structure interviews. As the sample was not too large a complete interview transcript was considered more suitable to allow the study to develop a more investigative character. The person responsible for conducting the interviews was the same person transcribing the interviews. This was considered as an advantage to allow the interviewer / transcriber to combine Content Analysis with themes and Discourse analysis in analysing the data. A coding manual was developed consisting of category names, definitions or rules for assigning codes, and examples (Weber, 1990), for validity purposes (see Appendix 6 and Appendix 7 for the coding manual for Part A and B of the Interview Template). This was then used by the expert to verify the analysis.

After the transcription of data was completed it was necessary to define the coding unit (Weber, 1990). The unit of coding chosen for the specific study was individual themes. This unit selection is mainly looking for the expressions of an idea (Minichiello et al., 1990) rather than physical linguistic units as a word. In this way a code can be assigned to a piece of text of any size, as long as that text represents a specific theme or has relevance to the objectives of the study (Zhang and Wildermunth, 2009).

The coding process started with an initial processing of the data through manual descriptive coding. This type of involved a summary of the transcribed text before moving into a more theoretical coding that enabled the researcher to develop codes that moved beyond description, into categories based on frequency so as to assess the importance of the themes. A number of concepts based on the literature review were set that allowed the researcher to examine the text for specific things, keeping in mind the objectives of the study and the researcher's ideas. This process involved identifying themes and making an

attempt to verify and qualify them through the data and continuously repeating this process in order to identify further themes and classify them into categories.

It must be mentioned that there was a level of coding flexibility that allowed new themes to emerge from the data to be incorporated into the coding process that may have a bearing on the overall study. In addition, care was taken with language used that expressed similar meaning with different terms such technical words and jargon. Coding was constantly assessed for consistency and changes were made when necessary.

Key themes and strands that emerged through the research were identified and were evaluated in relevance to the aim and objectives of the study. After the final themes were acknowledged they were assessed in comparison to what was said and how respondents answered. Additional notes were created regarding every participant and every theme under examination.

During the interpretation of the data greater care was taken in identifying informants that supported (confirming samples) or disagreed (disconfirming samples) with emerging theories and themes derived from the literature. At this point in order to assess the subjectivity of the study, an expert in the field (who is not an insider), was brought in to assess the interpretations of the responses. Any irrelevant information was assessed independently to see whether it can add anything to the overall study. If not it was then ignored (Weber, 1990).

The data was then evaluated in the light of 'the SET which has been used considerably in the previous studies and could support the validity of the findings.

Following the Analysis a discussion was presented based on interesting themes that emerged during this process. At this point conclusions were drawn to be incorporated into the discussion as well as the recommendations relating to the themes selected to be incorporated in the creation of the instrument for the second stage of the study (Bradley, 1993).

To aid in this process a Summary Sheet (Miles and Huberman, 1994) was created recording the themes that derived during the interviews. Transcripts were used to categorise responses into the themes building a summary of the

interview data. This was used in order to assist in the development of the instrument with inclusion of themes that derived from the first stage of the study. This method was utilized in order to provide some form of quantification of qualitative data by providing a record of their frequency throughout the interviews (Bell and Bryman 2011).

After the analysis was completed, the respondents were debriefed regarding the results of and the recommendation that would be disseminated to the stakeholder.

3.10.2 Second Stage: Quantitative Data Analysis

The second stage of the study was expected to have a confirmatory role by establishing whether the results from both stages and the literature support or contradict each other.

The preliminary qualitative phase of the study and the fact that the questionnaire was endorsed by the CTO and the Local Municipality may have contributed to the response rate that allowed the sample required to be achieved.

Due to the large number of questionnaires gathered "The Statistical Package for the Social Sciences" SPSS was used to aid in the data analysis and assisted in subjecting the data to a number of multivariate analyses:

1. Factor Analysis, to aid reducing the vast number of variables in to a meaningful, interpretable and manageable set of factors (Sekaran, 2003).
2. Pearson Correlation Analysis, to assist in identifying significant correlation between the factors derived from the Factor Analysis.

The results of all statistical analyses were assessed in the light of the SET.

3.10.3 Stage one and Stage two results

Once the statistical analyses have been completed they were evaluated and their results were compared to the first stage of the study and the previous literature. In this way triangulation of statistical analysis, methodological, data and theory contributed in validating the findings. At this point the results of the study were interpreted in light of the aims and objectives set for the study.

This study assisted in creating an instrument that can contribute to the understanding of the role of island characteristics in the formation of residents' attitudes towards the socio-cultural impacts of tourism development in the Larnaca region.

4.0   Validity

Validity in this study was achieved through the following ways:

1. In order to increase validity in this study an approach combining both qualitative and quantitative approaches was used.

2. The question for the first stage of the study to be used in the semi-structure interviews were prepared based on previous literature conducted in the area.

3. The questions for the interviews and the questionnaires were pre-piloted and piloted a second time on a sample of respondents (including experts); in order address issues of ambiguity and bias, so that results were more valid.

4. Content Analysis was utilized in finding themes, and grouping them into categories, so that conclusions can be drawn about them.

5. In order to avoid human error and yield more reliable results the data was also subjected to a second analyst impartial to the study and expert in the field to evaluate the results.

6. Themes that derived from the first stage were incorporated in the second stage, in the creation of the instrument.

7. Items used in the questionnaire have been adopted from various studies conducted by Lankford and Howard, 1994; Brunt and Courtney, 1999; William and Lawson, 2001; Gursoy etc., 2002, 2004, that have been previously used in other settings to have a cross cultural comparison.

8. A number of theoretical frameworks were utilisedas a foundation in order to create the instrument for this study.

9. The questionnaire structure as well as the items utilised were validated by pre-pilot and pilot testing and themes from the primary data were incorporated through inductive method.

10. Theoretical model such as SET has been used as a basis which has been tested considerably by a number of researchers in various settings.

11. The final instrument was pre piloted and piloted again to assess ambiguity and understanding of the statements as well as estimate the time needed for answering it.

12. The questions of the questionnaire were coded thus aiding in the analysis and assisting in the understanding of the findings.

13. SPSS Quantitative Software System was utilised to help analyse the questionnaires.

14. An expert in the field was employed (who is not an insider) in order to evaluate the interpretation of the responses of the data collected during the semi-structure interviews.

15. Triangulation by data, methodology and theory was achieved that validated the results.

5.0   Summary

This methodology chapter states the purpose of the study and presents the methodological issues relating to its design and implementation. It is addressing issues regarding ontology and epistemology underlining this study, as well as addressing ethical issues regarding the role of an insider researcher. It provides a summary of research approaches, research techniques and sampling methods available and provides justifications regarding the method and data collection techniques selected.

The mixed methods approach followed as a research strategy was chosen to allow the scope of the study to go beyond the exploring purpose into an interpretive role and thus be able to assess the attitudes of a wider sample of the residents of the Larnaca region. The sequence of combining the qualitative part followed by the quantitative part has contributed in addressing and understanding the subject as well ensuring that the final design of the study was credible and reliable (Creswell and Plano Clark, 2010).

CHAPTER 4

Project Activity

4.1   Introduction

This chapter provides detailed analysis regarding the completion of this project. All decisions taken have been discussed and confirmed with the project advisor. It must be noted that as the methodology of the project has been analysed in Chapter 3 there is the possibility that information might be repeated on occasions in this chapter in order to explain the actual project activity.

It outlines:

1. The value of the research.
2. The stages of project activity
3. The role of the literature review in the design and the execution of the study
4. Research design for the specific study.
5. The problems identified that hindered the progression of the study.
6. The researcher's approach towards overcoming them.
7. The implications of the problems on the outcome of the study.

4.2   Value of the research for the stakeholders

As already mentioned in the introduction, this project aimed in exploring residents' attitudes towards the socio-cultural impacts of island tourism development. The results of this study contribute relevant knowledge to the stakeholders, the CTO, and the Larnaca Municipality as well as other interested parties such as the Larnaca Tourist Development Company. In addition this study contributes academically with a theoretical framework that can be further developed in order to be tested in other areas.

The first stakeholder for the current study was CTO, a statutory semi-governmental body responsible for the promotion and the development of the island's tourist industry. This study was expected to create a theoretical framework that can aid in understanding role that island characteristics may

play in the formation of residents' attitudes regarding the socio-cultural impacts of tourism development. With the increase in the use of the Common Pool Resources (CPRs) i.e. air, water resources, forests etc. (Briassoulis, 2002), used by the tourist industry, it is of vital importance to involve residents in the decision-making regarding the resource use in order to identify possible areas for development in the Larnaca region, that will create the least opposition from the locals.

This study aimed in aiding the Cyprus Tourism Industry to develop further as a successful tourist destination, in a sustainable manner. More specifically it was expected to assist the CTO in the following areas:

- The results of this study can be used by the CTO for statistical purposes.
- Providing insight information into the resident psychology, and demographic characteristics relating to the Larnaca region and their preference in regard to future tourism development.
- Lack of similar research conducted on the RoC and on the Larnaca region in particular, makes this study even more innovative and it can be considered as a basis for future studies.
- It helps future decision makers as it identifies problems, weaknesses, opportunities and threats and suggests actions for a better planning.
- It assists in making marketing and other future plans for the Larnaca region more effective and directly linked to the residents' needs and wants for their area as well as the plans of the CTO.

The second stakeholder for this study was the Larnaca Municipality. More specifically it expected to assist the Larnaca Municipality in the following areas:

- This research paper can be used as a reference for future researchers conducting research in similar areas.
- The results of this study can be used by the department of statistical services for statistical purposes.
- The local authorities of Larnaca or other cities can use the results of this study in order to identify possible areas of concern in regard to the tourist development of the area.
- It can aid local developers in identifying potential type of development that will be supported by the locals.

- It can aid in identifying possible areas of resentment on the part of the locals.
- The future tourism growth of the Larnaca region will consequently lead to the development of the land, employment opportunities and expansion of other business in the area.
- In addition the study expected to assist other interested parties such as, the Larnaca Tourist Development Company as well as local developers and researchers interested in this the area.

4.2.2 Value of the research for Academic purposes

This study may contribute academically through the creation of an appropriate theoretical framework that can aid in the understanding of the relationship between the formation of residents' attitudes and tourism development with an emphasis on the socio-cultural impacts of tourism on islands' residents. This theoretical framework can be tested and further developed in other areas of the Republic of Cyprus and also other similar destination to assess its validity.

4.3   The stages of project activity

The stages of the project activity are outlined in Table 5.

Stages	Target Date	Task
1	*July 2010 – October 2010*	- Developed and finalized research question, objectives and outcomes. - Assessed and critically evaluated relevant literature available on residents' attitude, impacts of tourism and island development with particular attention on socio-cultural impacts. - Assessed and critically evaluated the models and theoretical frameworks used in regard to residents' attitude, impacts of tourism and island development with particular attention on socio-cultural impacts. - Assessed and critically evaluated the research approach and research

		methods used in regard to residents' attitude, impacts of tourism and island development with particular attention on socio-cultural impacts. • Assessed and critically evaluated the variables utilised in relevant studies. • Identified themes to be used in the preparation of the tentative template for the semi-structure interviews. • Reviewed Ethical Issues for the purpose of this study. • Constructed the questions to be used during the semi-structure interviews.
2	***February 2011-May 2011***	• Familiarised myself with the Survey approach. • Concentrated on the qualitative part of the study. • Researched on how to conduct semi-structure interviews. • Prepared the covering letter and consent letter for the semi-structure interviews. • Piloted the interview question to assess matters of clarity, bias and ambiguity. • Made the necessary amendments following the pilot activity and then re-piloted the questions. • Finalised the interview questions to be used in the fieldwork.
3	***September 2011-April 2012***	• Identified the population sample of the study area for the qualitative part of the study. • Conducted semi-structure interviews based on the aim, objectives and outcomes of the study. • Transcribed the Interview data collected. • Analysed the data collected. • Identified themes and strands that reoccurred or appeared different from the responses during the semi-structured interviews as well themes. • Confirmed the results with an expert during this stage.

4	*April 2012- July 2012*	- Concentrated on the quantitative part of the study. - Identified the population sample for the study area for the quantitative part of the study. - Utilised a number of models and scales to aid in the construction of the instrument to be used in this specific study. - Constructed the questionnaire by incorporating themes derived from the literature and themes derived from the qualitative part of the study. - Prepared the covering letter and the self-addressed and stamped envelopes. - Distributed the questionnaires. - Writing up of the analysis of the qualitative part of the study. - Gathered questionnaires. - Analysed questionnaires using Statistical Software. - Extracted descriptive statistics.
5	*October 2012- January 2013*	- Continue analysing questionnaires. - Extracted Factor and Pearson Correlation Analysis.
6	*January 2013- July 2013.*	- Triangulated the results. - Combined the results of the qualitative and the quantitative part of the study. - Compare results with the literature review. - Answered the objectives and research questions.
7	*July 2013- January 2014*	- Discussed the results. - Completed necessary amendments. - Formulated conclusionsnd recommendations for the sponsors.

8	*January 2014-* *July 2015*	• Evaluated any recent developments in relevance to the study. • Prepared conclusions and recommendations.
9	*July 2014-* *January 2015*	• Reflected on overall experience. • Prepared the Appendices, Abstract and Acknowledgement. • Finalised the Bibliography.
10	*January 2015-* *May 2015*	• Editing of final draft • Printing and Binding • Submission.

Table 5: Project Activity

4.4 Data collection

In order to understand the factors that are shaping residents' attitude, the researcher utilized the following methodologies:

- Deskwork
- Fieldwork
- Collection and analysis of secondary data
- Literature review
- Qualitative Research
- Quantitative Research
- Data Analysis and Validation.

The following resources were utilized during this study:

- Intercollege Library Larnaca Campus.
- University of Nicosia Library,
- Middlesex University Library.
- University of Central Lancashire Library.
- My Uni hub Platform
- Cyprus Tourism Organisation Library.
- Academic Books and Journals.

- Electronically based Journals
- Cyprus Tourism Organisation reports.
- Larnaca Municipality Data and Mailing list.
- Larnaca Development Company Mailing list

Through the use of these various methods the researcher has managed to gain a picture of the attitudes of residents and professionals in the industry and how they perceive tourism impacts on the Larnaca region and island tourism as well as to evaluate the literature available on the area of residents' perceptions, tourism impacts and island tourism development in order to identify important themes and conflicting issues.

4.5   Issues derived from the Literature Review

Before going ahead with the primary research the researcher evaluated the literature available including the internet, government publication, journals, academic and books on the specific area of interest.

Document Analysis was an extremely valuable source of information for researcher taking advantages of the material already acquired through other means thus saving time and money. Document analysis was an important part of this research study as it acted as the foundation of this study, helping to build the research in the most suitable way. It was very important for the researcher to carefully assess the material utilized based on certain criteria set for the specific study:

- Material found is relevant to the specific study and its aims and objectives.
- Material found is accurate and valid.
- Material found is fairly recent.
- Material found is from a reliable source.
- Material should be able to be referenced in the study.

The literature review was then researched based on themes focusing on tourism (tourism development, sustainable tourism, and impacts of tourism) in general and more specifically, socio-cultural impacts in mainland countries and islands. The literature reviewed aided in creating a firm foundation for advancing knowledge by facilitating theory, highlighting key themes and

methodology development, as well as detecting issues that need to be researched further (Webster & Watson, 2002).

Literature was analysed by creating themes that enabled the researcher to classify documents into categories based on their main subject area, their research method, their methodology, the theoretical framework utilised and the means of analysing data. It must be noted that the studies reviewed have used a number of methods and instruments. It was therefore quite difficult to compare their findings due to each country's unique characteristic such as size, location, economic situation, political situation etc. and reach some common grounds. It was considered necessary to evaluate all literature available from a number of areas focusing on tourism, tourism development, sustainable tourism, impacts of tourism in general and more specifically, socio-cultural impacts in mainland countries and islands. The reason in looking at this literature is that articles researching the above mentioned areas threw some light on the complex area of residents' attitudes and contributed to a better understating through their findings. However, the aim of this study was not to generalise the results but merely to explore the subject based on the specific area during this particular period of time.

One of the first problems identified was the number of different terms used such as: attitudes, perceptions, opinions, etc. that has been used interchangeably in studies while generally referring to the same concept. This seems to be the reasons why there is such great variety of opinions regarding residents' attitude, which led in an increasing number of comparative and ethnographic case studies conducted in America and Europe It was necessary therefore at this stage to define the terms of reference for this particular study. All the different terms identified in the literature regarding this area have been researched in order to choose the most suitable definition to be used for the purpose of the study. The term "attitude" was selected as the study intended to assess resident's intention to act upon their attitudes and not just to evaluate what they perceive regarding the socio-cultural impacts of tourism.

The definition chosen for the term "attitude" was chosen as it presents the different aspects of the psychological tendency that are expressed with "some degree of favor or disfavour…...whether overt or covert, cognitive, affective or

behavioral" (Eagly and Chaiken,1993 in William and Lawson, 2001, p272). The intention was to evaluate residents' attitudes in a complete manner so as to be able to provide data to the stakeholders to be used proactively showing possible areas of concern regarding the three aspects of the attitudes of residents towards the socio-cultural impacts of tourism development in the Larnaca region.

The literature reviewed evaluating tourism research studies revealed that the majority of studies conducted in the area of residents' attitudes were atheoretical in nature, (Nunkoo et al, 2013; Sharpley, 2014), that is studies that were conducted without using a theory or intending to build a theoretical framework (Andereck & Voght 2000; Tosun 2002; Teye et al, 2002; Gursoy, Chi and Dyer, 2009). The popularity of atheoretical studies over theoretical may be attributed to the fact that it is far more challenging to test and develop a theory (Nunkoo, et al. 2013). However, the numbers of atheoretical studies are decreasing each year, thus strengthening this subject area (Nunkoo et al., 2013, p9; Sharpley, 2014). It was considered important to give a theoretical base in order to give more validity to the results of the study as well as aid in gaining a better understanding of the subject as well as to and contributing to the existing literature available on the subject.

Theoretically based studies were evaluated with the intention of identifying a suitable and reliable theoretical framework relevant to the purpose of this study. Gursoy et al, 2002; Andriotis and Vaughan, 2003; Gursoy and Rutherford, 2004, utilized various theories based on other disciplines such as social sciences (sociology and psychology), in the context of tourism. Even though investigators were found to have combined different theories and models in an attempt to enhance the explanation of their findings, the most utilized theories in studies of residents' attitudes was the SET (Nunkoo et al., 2013; Sharpley, 2014). The SET in particular was selected for this study due to its long history of application in previous studies and the relevance regarding the "power element" of the exchange.

Another important consideration was the fact that there is no universally accepted comprehensive measure of overall tourism impacts that could assist host communities in attempting to predict the future (Mc Elroy, 2006). As

tourism industry incorporates under its wing other sectors and industries that provide activities on behalf of tourism and therefore has no clear boundary, due to the expansive spread of activities it covers (Gilbert, 1990, p. 7). It was therefore necessary to view tourism with a 'post-disciplinary' approach that it sees tourism as being a flexible and creative approach that breaks through the parochial boundaries of disciplines (Coles et al. 2006).

A historical retrospection was followed through the literature review to understand the development of the research in the area of impacts and guide the path of the study. Even though a considerable amount of research is available in the area of tourism impacts, studies tend to focus on different areas. There are studies that concentrated on economic, environmental or on socio-cultural impacts of tourism, while others concentrated on all or a combination of them. Hall states (2000, p451) that the economy and the society are "inextricably linked…like a spider's web-touch one part of it and reverberations will be felt throughout". It was therefore decided not to exclude studies whose main focus were all three impacts of tourism as part of this literature review.

Another issue identified was the scarcity of methodological guidelines for conducting research on the impact of tourism due to the diverse requirements imposed by the assessment of impacts. This has restricted research mainly in areas of particular tourist activities, in specific tourist's destinations and for impacts that are easier to quantify, such as economic impacts. The study of socio-cultural and environmental impacts appears to be less attractive and difficult to assess in comparison to economic impacts, as their costs and benefits are not seen by researchers in the same way.

Earlier studies on tourism impacts were traced back to the 1960's (Pizam, 1978; Thomason, Crompton and Kamp, 1979), presented the more positive impacts of tourism development by predominantly focusing on economic effects (Getz, 2009; Wall & Mathieson, 2006). During the 80s and 90s tourism research started to follow a more impartial approach by identifying positive and negative impacts and their implication to the local community (Ap, 1992; Haralambopoulos, and Pizam, 1996; Brunt and Courtney, 1999). The main area of research was the impacts on the environment and the economy of the local community (Baros and Matias, 2005; Nepal; 2000); possibly due to the fact that

their effects were more clearly identified on the local community in comparison to the socio-cultural impacts. Since then several researchers have attempted to look beyond the economic impacts and also considered the socio-cultural impacts and their effect on the whole community (Murphy, 1985; Imbakaran and Jackson, 2004).

The literature review revealed that the area of social impacts has gone through a number of stages of development (Deery, Jago and Fredline, 2012), starting from the exploratory and descriptive, moving on to the second stage the beginning of model development that has been adopted in a number of studies such as Doxey's theory (1975), Blau (1964) and Emerson (1976) use of the Social Exchange Theory and Butler's lifecycle theory (1980). The third stage concentrating on developing instruments and tools, "the Tourism Impact Attitude Scale (TIAS)" by Lankford and Howard (1994); "the Determinants of the community support model" by Juroski, et al (1997) and the present stage, the fourth stage concentrating on testing the instrument developed and refining them so that they can be utilized by other investigators. During this stage various researchers are using and testing existing theories and models (Palmer, Koenig-Lewis and Jones, 2013) as well as attempting to introduce new models.

Social impact studies appear to be both substantial and ongoing but have been criticised for reaching a level of maturity that requires updates on the work undertaken and the findings made in order to reduce the chance of unwitting duplication (Deery, Jago and Fredline, 2012, p64). It was important that the even though the focus of this study was the residents' attitudes towards the socio-cultural impacts, the research process followed was designed having in mind the specific destination, the RoC, with its unique characteristics and in particular the Larnaca region which is not very developed in the area of tourism.

Another decision that had to be made was the methodological approach to be followed. Even though in order to understand "attitude" as a study area a more comprehensive analysis would aid significantly however the majority of articles reviewed related to this area of research are quantitative in nature (Nunkoo, 2013; Sharpley, 2014).Qualitative research in the area of residents' attitudes is mainly available in more recent articles, (Lepp, 2008, Diedrich and Garcia Buantes, 2008) however in not such extent as the quantitative. In addition there

have been some attempts to use mixed methods and combine both quantitative and qualitative methods (Brunt and Courtney, 1999). Bryman's and Teevan's (2009) research suggests that "there has been an increase in articles based on mixed methods research" (in Bryman and Bell, 2011, p 630). The results obtained from the literature review in regard to the methodological approaches adopted in previous studies, has contributed in creating the research method most suitable for this study.

4.6   Research design for the specific study.

The aim was to use mixed methods as this research strategy has 'acquired credibility in the field of business studies" (Bryman and Bell, 2011, p 631), with the intention of collecting and assessing data that helped in achieving the aim, objectives and outcomes of the study as well as contributing methodologically in enriching the research available on the area of residents' attitude. More specifically combining qualitative (Flexible) design and quantitative (fixed) design enabled the researcher to achieve the aim and objectives of the study, as discussed in Chapter 3.

After deciding to use mixed methods I had to address issues regarding "level of integration, priority, timing and mixing" (Creswell and Plano Clark, 2011, p68). An exploratory sequential design was chosen as it enabled the study to be more manageable, possible to implement and describe (see Figure 6).This sequence was selected over the other mixed method designs (the embedded design; the convergent parallel design; the explanatory sequential design, the transformative and the multiphase design) in order to gain a comprehensive understanding of residents' attitudes. On many occasions this design enables the development of an instrument at "an intermediate step between the phases that builds on the qualitative results and is used in the subsequent quantitative data collection" (Creswell and Plano Clark, 2011, p86). This is considered as an instrument development design (Creswell, Fetters and Ivankova, 2004) as well as a quantitative follow up sequence (Morgan, 1998).
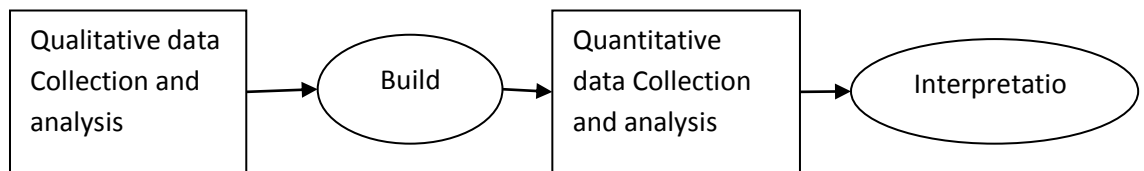
Figure 6: Exploratory sequential design
Source: Creswell and Plano Clark (2011, p69)

This type of design was chosen as the literature review concluded that there was at that time no specific instrument available that would address the research objectives of the study (Creswell, 1994 and Creswell, et al, 2004). Therefore the need arose for an exploration of the subject of residents' attitudes towards the socio-cultural impacts in the Larnaca region through the qualitative part and then a further exploration of the subject in the quantitative part. This design allowed the possible creation of an instrument that could be used in future studies. The qualitative and then quantitative part had equal priority in the study as both have contributed in addressing and understanding the subject. Following this logical sequence guided the researcher in implementing the research methods and ensuring that the final design of the study is credible and reliable (Creswell et al, 2011).

In designating the exploratory sequence, the level of interaction between the two research methods, had to be established as this is a very critical and important point in the development of the study (Greene, 2007). An interactive level of integration between the qualitative and quantitative parts of the study was formed with the intention to explore the subject through the qualitative part and then utilize the themes derived from the first part of the study in the design of the instrument formed to be used for the second part of the study. The researcher aimed in gathering important themes deriving from the first phase of the study, the qualitative phase in order to combine them to the themes derived from the existing literature review to create the questionnaire used in the second stage of the study as well as contribute methodologically in enriching the research available on the area of residents' attitudes. This procedure enabled the residents participating in the first stage of the study, to contribute in the actual design process of the study with their own themes instead of only themes derived from the literature. This sequence facilitated the design of an instrument that was more suitable to the aim of the study looking at all three aspects of residents' attitudes as well as the specific subject area. Finally data

derived from the two parts will be interpreted and triangulated to validate the results.

During this stage the researcher looked for important variables from the literature that would be relevant to this specific study. However this was difficult as studies previously conducted had major differences in regard to their study area, impact researched, methodological approaches and theoretical frameworks utilised.

Specifically variables defined or categorised differently in comparison to the researcher's choice i.e. age categories, educational background, tourist density etc. A number of variables have been identified as having a positive or negative effect on the residents' attitudes which may have contributed in the development of models such as that of Vargas-Vas Sanchez et al (2011), which conceptualizes the relationship between dominant variables such as tourist density (Sharpley, 2014). For the purpose of this study the demographic characteristics were not included in the research questions.

It was therefore necessary to critically evaluate a variety of studies without always comparing their results to each other but merely stating their findings as the reader is not always informed as to exactly how the data collection process was conducted, any problems that these studies have encountered such as: low response rate or respondent misunderstanding of survey questions and how accurate the results are. This type of information was not readily available and therefore the researcher was forced to make assumptions in regard to any problems that might have been encountered in the data collection process. On several occasions although the researcher had tried to communicate with specific authors to request additional information, there was no response.

Investigating attitudes is a difficult area as the results of the study can be questionable. This is why this study is only aimed at the particular stakeholders and for the specific study area. It is not aimed to be generalized at the present stage.

4.6.1 Research Approach and Sampling

The most suitable research approaches in order to achieve the aim and objectives of this study were found to be a combination of the Survey method and Discourse Analysis for the first stage of the study (the qualitative part). The Survey method was chosen for this specific study as it is a flexible research method that enables the researcher to generate a substantial amount of primary data by using a number of data collection methods such as questionnaires and interviews (Ritchie and Goeldner, 1994, p97).

In order to acquire a more complete picture of the sample's attitude the Discourse Analysis was also utilized that enabled the researcher to evaluate conversations not only from what has been said but also by taking into consideration the analysis of "natural language data"(Smith et al, 2008, p182). This analysis helped the researcher in identifying shared views between a number of sources and subjects and then taking these discourses into consideration, the researcher utilised them in understanding how they can assist in understanding how a person can create his or her own opinion about an event, and comprehend how a person can apply these discourses to build on their personality. This analysis was very useful in the qualitative part as it allowed the interviewer to develop a general opinion about the subjects, as it was not concentrating only on what was said by the respondents but also how they behaved during the interview.

The next area of concern was the sample as the statistical reliability of the results of the study is based upon the way that the sample for the study was selected. If the results of the study are not reliable, then they could not be considered as valid (Robson, 2002, p101). The investigator was careful regarding bias issues concerning who was chosen to participate in this study (Creswell et al, 2011). A number of different sampling methods were evaluated for the purpose of this study

As this study was completed in two stages, careful consideration was taken in choosing the appropriate sampling design for both stages of the study.

4.6.1.1 Qualitative Part: First Stage

Regarding the sampling size as this study is exploring a complex area that has to do with human psychological factors it was difficult to identify at an early stage the exact number of sample size needed. Sample may vary depending on the willingness and the ability of respondents to contribute to the questions regarding the aim and objectives of the study.

During this stage of the study information was gathered from people who were conveniently available but also who conformed to certain criteria that might contribute in the formation of their attitude, such as age, occupation, educational background, power level and external influences (i.e. situational influences). For the purpose of triangulation, these criteria were based on the researcher's knowledge of the area, the literature and data that derived from the specific study.

In the first stage (qualitative research) non-probability sampling technique was considered to be the most suitable sampling method. The sampling design was mixed, based on a small sample obtained through purposive or judgment sampling and snowball sampling obtained through personal and professional contacts (Creswell et al, (2011). In order to minimise the element of bias and achieve homogeneity in the sample a wide range of subjects were chosen with characteristics that derived from the literature and the specific community under investigation (Creswell et al, 2011).

The sample included respondents (Larnaca residents) as already mentioned in Chapter 3.

4.6.1.2 Quantitative Part: Second Stage

The overall research was aimed in getting an idea on the specific subject area constructively by focusing on the respondents" views, attitudes, beliefs, values, feelings, philosophies and assumptions.

It was a humanistic study which raised both practical and theoretical issues regarding the sampling technique that was utilised. The quantitative part of the study aimed in reaching a representative sample of the population, in order to complement the qualitative part of the study in evaluating specific themes onto a wider sample of the population. The sampling technique selected for the

second stage of the study was probability sampling and specifically the simple random sampling (Creswell et al, 2011). As it was not the intention of the study to generalise the results this sampling technique (simple random sampling) simply allowed the researcher to identify valid conclusions about the entire population based on the sample by choosing at random from the sampling frame of the required number of persons for the sample. This technique allows equal opportunity of participation in the sample as well as allowing the possibility of different combinations of persons to be present within the sample (Robson, 2002).

In order to achieve a correct random sample, the characteristics of the community under study should be known, in this case my role as an Inside researcher worked to my advantage by giving me the opportunity to use my knowledge of the subject area. In this stage the intention was to have a representative sample of the populations and not to acquire a specific number from each group. Within the sample respondents were covering the main variables selected such as: gender, age group, life cycle stage, educational background and occupation. This survey was exploring particular characteristics of a specific community during a particular period of time, that further tourism development in the area was possible.

The sampling frame was based on Larnaca residents, The main concern at this point was how to reach this large sample so as to be able to produce valid results. Questionnaires were distributed and picked up in various ways to encourage participation such as: electronically, by post, by hand through the sponsors: the Municipality of Larnaca, the Tourism Development Company of Larnaca, personal and professional contacts and through local organisations. In order for the required sample to be reached various sources were utilized:

- The assistance of the Municipality of Larnaca was requested in order to provide a mailing list of the Larnaca residents.
- Permission was given to distribute questionnaires through the mailing information to the Larnaca residents.
- The assistance of the Tourism Development Company of Larnaca was also requested for distributing questionnaires through its mailing list to Larnaca residents.

- Assistance was requested from the local CTO office in assisting with the distribution of questionnaires through their mailing list to Larnaca residents.

- The telephone directory was used with simple random sampling for posting questionnaires.

- Questionnaires were distributed to local large organisations providing a substantial number of respondents.

- Personal and professional contacts were utilized in order to aid in the distribution of questionnaires to Larnaca residents.

4.6.2 Template for Semi-structure Interviews

The qualitative part of the study explored residents' attitudes within a smaller particular sample in order to access the information needed, to continue to the second quantitative part of the study. A tentative coded template was created based on the themes derived from the literature. The themes were related to residents' attitudes towards positive and negative socio-cultural impacts of tourism, (Ko and Stewaer, 2002; Jurowsky and Gursoy, 2004; Gursoy and Rutherford, 2004; Gursoy et al, 2009; Imbakaran and Jackson, 2004; 2006), residents' attitudes towards future tourism development (Ko and Stewaer, 2002; Jurowsky and Gursoy, 2004; Gursoy and Rutherford, 2004; Dyer et al 2007), island tourism (Andriotis 2003, 2005; Andriotis and Vaughan, 2003); and the residents' intention to act upon their attitudes (Imbakaran and Jackson, 2004; 2006) and on issues which are relevant to the island of Cyprus and specifically the Larnaca region.

The tentative template was divided in two parts:

Part A included a demographic section and Part B was made up off thirteen questions previously presented in chapter 3.

The tentative template was piloted on five people, out of whom three were experts in the topic, to address issues of clarity and non-bias in their format. Questions were found to be clear and simple to understand. Some minor changes were suggested in regard to the order of the questions. Following the pilot stage, the template was modified and finalized. The questions were piloted

again on three more people to make sure that the final template was understandable.

4.6.3 The Interview process

The interview process took place within the period between September 2011 and April 2012. All of the interviews were conducted by the main researcher of the study. The location of the interview was left to the discretion of the informant who communicated prior to the interview, via email or telephone call with the researcher, the most suitable time and place for the interview to be held. Four out of the twelve interviews were held at the workplace of the informant, five at the workplace of the researcher and three at a coffee shop at the request of the informants. The interview's duration ranged from half an hour to one hour depending on the time available and the willingness of the informants to contribute to the study.

The researcher communicated with the informants prior to the interview to set up the time and place and to brief the respondents on the process. The covering letter with the background of the study was distributed to the informants before the interview so that they had all the necessary information regarding the aim and objective of the study as well as any confidentially and consensual issues that they might have (see Appendix 8). Most of the respondents did not have a problem in participating except government officials who were very concerned with confidentiality and wished to remain anonymous in this study. It was made cleared to them that their contribution to the study will not be known and that names and details will be omitted as it is not the intent of the study to research them individually but as a collective unit (the residents of the Larnaca region).

Another point worth mentioning is the fact that some of the respondents requested to have a copy of the interview questions prior to the interview so that they can prepare themselves. It was thus decided by the researcher to email the questions prior to the interview to all respondents with the cover letter to ensure fairness in the process.

The researcher was involved in this process by asking questions to the respondents that were quite flexible and gave them the autonomy to express

themselves freely (see Appendix 3 for a sample of the Interview Template). Questions were exploratory in nature order to allow the informants to express themselves as well as give them an opportunity to introduce any relevant material that may contribute to the study. A predetermined order was given to the questions however on occasion questions were omitted and others were added based on what seemed to be intriguing and suitable for the purpose of the study in order to be explored further. Questions included open-ended, that respondents could provide a more analytical response regarding a specific question as well as close-ended questions that needed a more specific answer.

Interviews were conducted in both Greek and English Language depending on the preference of the participant. The Greek interviews were later on translated to the English language by the researcher with the aid of software programs Babylon Translator and Power Translator. The translated transcripts and the original transcripts were then evaluated by a native English speaker to make sure that the translation was accurate. The transcribed data was then back translated in to Greek to evaluate the translation (Finn et al, 2000).

The interview schedule was kept flexible in terms of time and attention devoted to different themes. Certain questions may have got more time devoted to them based on the informants willing to express his/her views and the interviewer's need to pursue a particular point further. Care was taken by the interviewer to control the level of bias and to relate respondents' answers to the aim and objectives of the study so that interviews do not "go everywhere and nowhere" (Van Manen, 2007, p.67). Besides the interview schedule was kept as flexible as possible in terms of time and attention devoted to different themes, so as to allow interesting issues that respondents might raise to be fully explored.

The researcher was very careful to control the level of bias and that the interview's main subject was relevant to the question under examination. During the interviews it became apparent that not all people are capable of comprehending as well as explaining their own or other people's feelings and behavior. Therefore it was not surprising to notice that some respondents were considered better informants rather than others and that these provided the researcher with better insights and understanding in regard to the chosen topic than others (Marshall, 1996).

In order to assist the researcher with the transcription of the interviews a small tape recorder was used to record the entire interview procedure, with the permission of the interviewee.

Having a tape recorder made it easier for the interviewer to concentrate on the interview process without having to worry about transcribing everything that has been said by the informant. This gave the opportunity to record other interesting issues such as body language, facial expressions and reactions that were later on used during the analysis stage (Discourse Analysis).

However there were four informants that politely refused to be recorded in order to be willing to participate in the study. In this case the interviewer was transcribing everything that was said during the interview at the same time using Microsoft Word. The first time that this process had to take place proved to be quite difficult as it was not easy to concentrate on pursuing interesting themes as the interviewer was quite busy trying to keep track of everything that is being said. The researcher tried to avoid this during the next not recorded interview, by involving an assistant to type during the interview process, with the permission of the informant. This way at least the interviewer could concentrate on the interview and be able to take advantage from the benefit of semi-structured interview process. After the interview was completed the informant was given a copy of the transcript for approval. The interviews lasted between half an hour and one hour.

After each interview was completed the researcher went off to transcribe the data and notes while everything was still fresh in her mind. This way too much data was not left to accumulate and thus create a problem with transcription.

The sample was not too large (15 interviews in total), therefore the researcher decided that a complete interview transcript would be more beneficial based on the nature of the study. In this way information will not be lost in the transcription and also the transcribed data can be available for validation purposes. In addition Qualitative Content Analysis facilitates the possibility of validating and possibly contributing to the theory in question the SET as well as aiding in the development of an instrument without making it its main objective in comparison to grounded theory (Zhang and Wildemuth, 2009).

The analysis of the first stage of the study was mainly investigative in nature, therefore Content Analysis with themes and Discourse Analysis were very useful methods as they allowed the researcher to "explore the meanings underlying physical messages" (Zhang and Wildemuth, 2009), not simply by counting words from text to examining meanings, themes and patterns but also moving towards understanding social reality in a subjective and scientific manner.

The fact that the person responsible for conducting the interviews was the same person transcribing them was considered as an advantage because it allowed the combination of Qualitative Content Analysis and Discourse analysis in analysing the data. Once the transcription of data was completed it was necessary to define the coding unit (Weber, 1990). The unit of coding for the specific study included individual themes, expressions and ideas (Minichiello et al., 1990) rather than units as words. A coding manual was developed containing categories, names, definitions or rules for assigning codes as well as examples (Weber, 1990), for validity purposes (see Appendix 6). This was then used by the expert to verify the coding process. A code was assigned to a piece of text of any size that represented a specific theme or has relevance to the objectives of the study (Zhang and Wildemuth, 2009) i.e. level of current development, limitations for future development etc. The analysis was based on the following procedure:

The coding process started with an initial processing of the data involving manual descriptive coding having in light of the SET as well as relevant research findings from the literature review and the researcher's ideas. The researcher started with a summary of the transcribed text before moving into more theoretical coding that enabled the development of codes moving form description, into categories based on frequency. In this way importance of the themes was explored. A selection of concepts based on the literature review and the researcher's ideas were set that allowed the researcher to examine the text far more closely for specific things, keeping in mind the objectives of the study. To aid in this process a Summary Sheet (Miles and Huberman, 1994) was created recording the themes that derived during the interviews thus building a summary of the interview data (see Appendix 5 for a sample of an interview transcript). This was used in order to assist in the development of the

instrument with inclusion of themes that derived from the first stage of the study. This method was utilised in order to provide some form of quantification of qualitative data by providing a record of their frequency throughout the interviews (Bryman and Bell, 2011).

A level of coding flexibility was necessary at this point that allowed the emergence of new themes from the data that were later on incorporated into the coding process. This became apparent with the emergence of an important theme that had a bearing on the overall study titled "island characteristics and tourism development". Informants through their responses acknowledged the characteristics of the island and their role in tourism development. This theme was identified through several points under different questions. Through content analysis the researcher managed with great care to link statements together with language used expressing similar meanings with different terms, i.e. "Cyprus is not having too many options for further development as it is restricted by the fact that it is an island and a small one as well";"….what else can we do in our country even if it may not be the only option it is one of the best due to the limitations that we are facing in comparison to other countries particularly main lands". Coding was constantly assessed for consistency and changes were made when necessary. During interpretation of the data attention was taken in identifying confirming samples disconfirming samples with any emerging theories and literature.

All key themes that emerged were identified and evaluated in relevance to the aim and objectives of the study. After the final themes were acknowledged they were assessed in relevance to what was said and how respondents respondent to it, regarding facial expressions and body language. Additional notes were created regarding each participant and theme under examination. Any irrelevant information was assessed independently to see whether it can add anything to the overall study. If not, it was then ignored (Weber, 1990).

When the Content Analysis was completed an expert in the field who is not an insider was invited in order to assess the subjectivity of the study and evaluate the interpretations of the responses. After the analysis was completed, the respondents were debriefed regarding the results of and recommendations that would be given to the stakeholder. Respondents were reassured that all

measures have been taken regarding the safekeeping of data confidentiality and anonymity matters of the respondents

Following this step conclusions were drawn regarding the final themes to be incorporated into the discussion as well as the recommendations relating to the themes selected to be integrated in the creation of the instrument for the second stage of the study (Bradley, 1993). 4.6.4 Problems encountered during the qualitative phase of the study:

- The unwillingness of community officers to participate in the study and thus reaching the sample specified. It was very difficult to get respondents from the municipality possibly due to the fact that they did not want to comment on the matter. This was overcome by using the sponsors and the researcher's personal contacts.

- The unwillingness of respondents to be recorded during the interview process. A number of respondents felt uncomfortable being recorded during this procedure. The researcher agreed to have someone type the responses during the interview and then allow them access to the transcribed data for approval.

- Interviewing process was found to be very time consuming.

- The respondents had to be interviewed in the place and time that was suitable to their schedule. The researcher worked around their requests.

- On occasions the interview had to be rescheduled on quite a short notice due to the busy schedule of the respondents. The researcher cooperated with the respondents requests.

- Too much information was gathered during interviewing process and the transcription was very time-consuming. The researcher allocated more time on this phase from the original time allocated on timetable set.

- The respondents sometimes were moving away from the relevant subject and the researcher through probing had to get them back into the area of main concern. The researcher tried to gain as much information as possible form the respondents on the specific area of interest.

- Questions were omitted at times and others were added based on what appeared to be interesting and appropriate to be pursued in more detail which created some problems in the analysis of the interviews.

- Care was taken in linking the respondents" responses to the aim of the study so that the interview's main subject was still relevant to the question under examination.

- It was quite time-consuming to debrief all respondents' of the results of the study.

- Multi-method research was quite expensive.

- Researcher training was needed for conducting interviews and probing as well as analyzing the data.

4.6.5 Quantitative Stage

The various models and scales for measuring attitudes, derived from the literature review, have been assessed regarding their applicability to the specific study and their contribution in achieving its aim and objectives. The number of variables derived from the literature that might have a direct or indirect impact on the formation of residents' attitudes towards the development of tourism, should be integrated into models in order to shed some light in the interrelationships that may exists between them (Lankford and Howard, 1994 in Sanchez et al, 2010, p2).

4.6.6 Background regarding the Instrument Construction

The existing models and scales derived from the literature were found to be integrating a number of factors that were not relevant to the objectives of this study as assessing economic and environmental impacts (Lindberg et al, 1994; Liu and Var, 1996; Perez and Nadal, 2005). Other models and scales were mainly used in studies based on hypothesis or prior conceptualisation (Juroski, et al, 1997), while incorporating factors likely to influence reactions toward tourism such as: use of the resource base, attachment to one's community and attitudes towards the preservation of the natural environment and how can these influence local residents' attitudes towards the economic, social and environmental impacts (Gursoy et al, 2002;Gursoy and Rutherford ,2004).

As there is not a specific model or attitude scale for socio-cultural impacts, general models and scales have been evaluated. The purpose of using a number of models and scales in different contexts dealing with residents'

attitude, residents perceptions of tourism development and tourism impacts studies (Lankford and Howard, 1994, William and Lawson, 2001; Gursoy et al, 2002; Imbakaran and Jackson, 2004; Andereck & Voght 2000; Juroski, et al 1997; Liu and Var, 1986) aimed in creating a thorough understanding of all variables and factors which were used to study the research objectives more extensively.

The result of this literature review was a selection of a number of theoretical frameworks which through triangulation acted as the basis for the creating of the instrument utilised based on the specific characteristics of this study and the particular study area, with the intention that later on it can be further developed in order to be applied to the whole Cypriot community.

The survey instrument developed is attributed to and adapted from a number of attitude impact studies including Lankford and Howard's TIAS (1994), "the Determinants of the community support model" originally developed by Juroski, et al (1997) and further developed by Gursoy, and Rutherford (2004) and Imbakaran and Jacksson, (2006) as well as incorporating themes derived from the first phase of the study that have been incorporated through inductive method. These studies were used as a foundation and have contributed in the development of the instrument used in this study. A number of modifications had to be incorporated in order to make it applicable for the purpose of the study and the special characteristics of the RoC.

The combination of theoretical frameworks utilised have contributed in:
- Enabling the researcher to follow the Survey approach which was considered suitable for this study.
- Allowing the addition of specific characteristics related to the subject area and the particular study.
- Aiding in the designing of an instrument that can be applicable for evaluating residents' attitudes towards the socio- cultural impacts.
- Allowing the investigation of one variable instead of all three variables: economic, environmental and socio-cultural.
- Enabling a deeper understanding of the three components of an attitude: the cognitive, the affective and the behavioral as well as addressing

issues regarding residents' intention to act (Imbakaran and Jacksson, 2006).

- Comparing results acquired form different studies on a different cultural context, in order to increase the   investigative power of behavioral models (Sirakaya, Teye and Sommer, 2002; (Imbakaran and Jacksson's, (2006).

- Utilising items attributed to a theoretical framework (Lankford and Howard, 1994) that has been considerably tested in previous studies, in a number of different contexts such (in Oregon and Washington by Lankford, 1994, in British Columbia, Rollins (1997) and more recently in Charleston, South Carolina by Harrill et al, (2003) and Washington NC by Wang et al (2006).and have provided very valid results.

- Suggesting an instrument that is designed for the purpose of this study that is valid and that may contribute to the existing knowledge as well as have practical applicability to be used by government, local planners, tourism developers etc.

4.6.7 The instrument utilised

The instrument used was a self-completed questionnaire containing 24 simple and short statements to encourage responses to be answered by a specific group of the population in order to yield a large amount of information. Careful consideration was taken in order to design the questionnaire having in mind the objectives of the study as well as the specific sample. Particularly in the area of residents' attitudes it can be said that it is quite difficult to know whether the results obtained from the study are realistic, as questionnaires can only provide information that the respondents want to portray so as to protect their image and present themselves in the way that they would like to be seen. This factor was taken into consideration when the questionnaire was designed so as to achieve the most objectively possible results.

The questionnaire included three sections. Each section included a number of statements aimed in getting information on the three aspects of an attitude: the Cognitive, the Affective and the Behavioral. The statements were formed based on themes derived from the first stage of the study, the literature review,

particular items derived from Lankford and Howard's (1994) TIAS scale, Gursoy et al (2004) study), and the researchers own ideas.

The statements were built based on a five point Likert scale response (1 strongly disagree 2, disagree, 3 neutral, 4 agree, 5 strongly agree).

The questionnaire was piloted on a sample of 30 experts to assess ambiguity and understanding of the statements as well as estimate the time needed for answering it. As a result of the piloting procedures, minor modifications were made in the wording of three statements due to their ambiguity in questionnaire. The time for completing the questionnaires was estimated to maximum 10 minutes, an appropriate timing based on the type of the questions.

The final questionnaire was organized in the following sections:

Section 1 was organised to address the following five (5) factors (see Table 6 for the Statements of Section 1 of the questionnaire):

Factors	Statements in the questionnaire evaluating the factor
Socio-cultural Impacts	A1 Foreign visitors diminish the quality of life of the local community.
	A2 Local residents are negatively affected by living in an international tourism destination.
	A3 Foreign visitors can lead to higher crime rates.
	A4 Foreign visitors can lead to increases in the divorce rate.
	A5 Interacting with foreign visitors can enhance awareness of other societies.
	A6 Foreign visitors can enhance local residents' participation in culture-related activities.
	A7 Tourism development can enhance the community's identity.
	A8 Tourism development can help to sustain local traditions.
Tourism and Community Changes	B1 Tourism development will help towards the restoration of historic buildings.
	B2 Infrastructure, such as roads, will be of excellent

	standards due to tourism.
	B3 Infrastructure, such as public transport, will thrive due to tourism:
	B4 Infrastructure, such as hotels and restaurants, will thrive due to tourism.
	B5 Tourism-related enterprises have most to gain from tourism.
	B6 Tourism development uses funds that could best be invested in other sectors of the community.
	B7 Tourism is the only developmental option available for island communities.
	B8 Tourism benefits a small sector of the community.
Tourism's Role in the Local Community	C1 Tourism movement in the local community should be evenly distributed throughout a year.
	C2 The local community should have a say in tourism-related issues.
	C3 Visitor should show respect to local tradition and culture.
	C4 Island residents' lives are shaped by the tourism industry.
Tourism and the role of the state.	D1 The local community should be consulted in tourism-related issues.
	D2 Government makes decision in regard to the tourism industry.
	D3 More decision-making should be passed on to the local municipalities mainly based on financial benefits.
	D4 Island states have limited opportunities for development due to their unique characteristics.

Table 6: Statements in Section 1 of the questionnaire.

Section 2 contained six questions concerning the participant's intention to act in response to tourism development, three positive intention question and three negative intention questions in random order (see Table 7 for the Statements of Section 2 of the questionnaire).

131

E1	I would join a local committee to help use government grants on developing tourism in the Larnaca region.
E2	I would support the development of hotels in the Larnaca region.
E3	I would vote for a municipality counselor that is in favor of extensive tourism development.
E4	I would protest if I believe that a prospective tourism project may be harmful for the local community.
E5	I refuse to use facilities that are mainly used by tourists.
E6	If I was acting as a member in the municipal consul, I would prefer to invest local funds in the building of a new school instead of developing in tourism.

Table 7: Statements in Section 2 of the questionnaire

Section 3 included demographic questions i.e. gender, age, educational level, and other related information.

The questionnaire was created in the English Language and then it was translated in the local language (Greek), with the aid of computer software Babylon Translator and Power Translator),in order to allow all members of the population to have an equal opportunity in participating in the study. The questionnaire was then given to a bilingual colleague to assess its translation and clarity in both languages. Back translation was used in order to ensure an accurate version of the text (Edwards, 1998),

When the instrument was designed it was pre-piloted on a sample of 30 experts, to assess ambiguity and understanding of the statements as well as estimate the time needed for answering it. Following this procedure minor modifications were made in the wording of three statements due to their ambiguity in the questionnaire. Once this process has been completed questions have been modified The time for completing the questionnaires was estimated to maximum 10 minutes which was considered appropriate timing based on the type of the questions. The final instrument was piloted again on the same sample to ensure accuracy.

Whenever possible, questionnaires were addressed to individuals. In addition a pick up date and location was identified so that respondents were aware of the procedure that they needed to follow to return the questionnaire (Robson, 2002). Postal questionnaires included a stamped self-addressed envelope to encourage replies.

Questionnaires were distributed and picked up in a number of ways such as electronically, by post and by hand through the sponsor, through the Municipality of Larnaca, the Tourism Development Company of Larnaca, through professional and personal contacts and through local organisation.

The second stage of the study was having a confirmatory role in assessing whether the results from both stages of the study as well as the literature support or contradict each other. Due to the large number of questionnaires received the researcher utilised the Statistical Package for the Social Sciences (SPSS) to aid with the analysis and assist in subjecting the data to a number of multivariate analyses such as:

- Factor analysis, that reduced the vast number of variables in to a meaningful, interpretable and manageable set of factors (Sekaran, 2003)
- Pearson Correlation Analysis, that identified significant correlation between the factors derived from the Factor Analysis.
- Methodological and data triangulation validated and supported the findings of the study.

The results of the statistical analyses were assessed in the light of the SET and the compared to previous studies conducted on islands states and non-islands ones.

The instrument designed and used for this study can contribute to the understanding of the role of island characteristics in the formation of residents' attitudes towards the socio-cultural impacts of tourism development. This instrument can be tested in other cities of the RoC and the findings can be compared in each case. Afterwards it can be further tested in other island contexts for possible generalization of the results.

4.6.8 Problems encountered during the Quantitative part of the study

A number of problems were encountered during the first part of the study, as outlined below:

- Various models and scales have been identified in the literature but most of them were based on hypothesis or prior conceptualization.
- At the time that the literature review was completed there was not a model or attitude scale for socio-cultural impacts specifically that could address the objectives of this study.
- Difficult to operate as a qualitative researcher and then as a quantitative researcher as they both stages of the study operated within different sets of assumptions.
- Multi-method research was expensive with posting, printing and travelling expenses.
- Multi-design and phased approach took more time to complete as the first stage had to be completed so that the instrument can be constructed.
- Difficult to reach the required sample.
- Difficult to get people to answer and return the questionnaires.
- Incomplete questionnaires that needed to be excluded from the overall sample.
- The collaboration of the stakeholders was needed in order to reach the required sample size.
- Training was needed regarding the design of the instrument and the analysis of the data.
- Difficulty faced in integrating qualitative (narrative) data and quantitative (numeric data).
- It was challenging to interpret numeric data.
- Difficult to cope with the changes that took place regarding the RoC's economy during the period of time that the study needed to be completed.

4.7   Ethical Considerations for the study.

Ethical aspects in this study were considered as very important and therefore The British Association of Educational Research (2000) was chosen as the most appropriate to be followed for the purpose of this study as discussed previously in the Chapter 3 (Smith et al. 2008, p 134).

4.8   General Comments on the study.

As a Work Based Researcher in this study the investigator answered the objectives and research questions by using combination research techniques in order to triangulate the validity of the results. Overall the study has managed to extract from the Qualitative and the Quantitative parts important information that led to the development of an instrument that could be utilised by future researchers in other studies.

The combination of data collection assisted highlighting the reasons of why someone at face-value responds a particular way to a question or whether based on a theory the response given is expected based on the respondent's personality (Ritchie and Goeldner, 1994, p217). The various methods of data collection used (documents, qualitative and quantitative), enabled the researcher not only to double-cross data collected, (therefore, ensure the validity and reliability of results), but furthermore, to get more insights into various aspects and areas of data needed, in order to be more valid in the decisions and recommendations given.

Triangulation of methods of data collected as well as methods of data analysis reinforced the accuracy of conclusions and recommendations, therefore reliability and validity of results are achieved (Ritchie and Goeldner, 1994, p372).

'Attitudes' as a research area can be more sensitive than other areas of research as it can be difficult to evaluate a person's attitude based on a statement. This is one of the reasons why triangulation can play a very important role in attitude measurement. In addition the use of multiple methods as well as "having a set of ten or twenty items" on a scale can help the investigator in forming a better picture regarding this area of research (Robson,

2002, p 293). As in this study the subject area is residents' attitudes this factor was taken into consideration regarding the scale chosen for this particular study.

Triangulation introduced a different view, disagreements as well as contradictory results attained through the various sources; however it was up to the researcher to use them appropriately in order to achieve the aim and objectives of the study.

Debriefing was found useful with respondents of the study, as well as peers that have contributed to the better evaluation of the results.

As this was a two stage study, it commenced with an initial investigative qualitative research utilising unstructured interviews and continuing with quantitative research employing questionnaires. A mixture of primary and secondary data was used to aid in triangulating the results of the survey. Triangulation of the various methods used for data collection, as well as methods of analysis of data utilized, aimed in leading to more accurate and reliable results. If the findings of this study can be replicated based on the same methodological approach then the instrument designed and utilised can be considered to be reliable.

As this study is descriptive in nature, the investigator achieved 'construct' and 'face' validity, by removing issues that are related to participant bias and observer error and bias by using various methods of data collection (qualitative and quantitative), in order to support the results of the study. Due to the delay in the study predictive validity was established as the instrument has managed to predict the future attitudes or behaviors of the locals towards tourism development. Even though data was not collected for a second time the actions of the locals at different time confirm the results of the study. Therefore it can be said that through the informed judgment of the investigator it seems that the study has managed to yield reasonable results. Based on these results the investigator was able to reach conclusion and make suggestions and recommendations that can be utilised by the stakeholders of the research study.

4.9   Delay in Project Activity

The scheduled year of handing in this research project was expected to be 2013. Unfortunately a number of unforeseen difficulties, relating to the professional and personal matters, caused a delay in the completion of the project. As a result an extension was requested, in order to ensure that sufficient time was available to complete the writing up stage of the project. It must be noted that due to this delay the researcher had to make certain amendments as well as to keep up to date with recent developments regarding the study area and the literature available.

This unexpected delay brought about an interesting development as the Larnaca region was faced with new challenges regarding its planning development. The current situation of Larnaca can be considered as a confirming agent regarding the results of the study with residents protesting against an industrial development plan and requesting a shift towards further tourism development in the area. This act comes to support the findings of the study which conclude that residents will act upon their attitudes and will protest if they feel that the developments are not to their benefit. Also this action proves that the residents are for further tourism development in the area.

4.10   Summary

This chapter provided an overview of the process that took place in the implementation of this study. It outlines the steps and how decisions were formed as the study progressed. Specific mention was made on the limitations and the delay of the project and their implications to the development of the study.

It was very important to acknowledge the initial design of the project as well as the final path that was followed based on the objective and research questions, the progress of the study and the limitations that were encountered.

CHAPTER 5

Findings and Discussion

5.1 Introduction

This chapter presents the data analysis of the primary qualitative and quantitative data, the findings and the conclusions derived. The chapter starts with a presentation of the results obtained through the qualitative part of the study and then it goes on to present the findings of the quantitative part of the study. The results will be presented in relation to the research questions and the literature reviewed. In the end of the chapter a discussion is presented based on the findings and the previous studies.

The findings concentrated in answering the following research questions based on the aim and objectives of the study:

1. What is the nature and importance of tourism development for the RoC?
2. Which theoretical framework would be appropriate in contributing to the understanding of the relationship between the formation of residents' attitudes and tourism development with concentration on socio-cultural impacts?
3. What are the residents' attitudes towards the socio-cultural impacts of tourism development?
4. Is there a relationship between island characteristics and the formation of residents' attitudes towards tourism development?'
5. Is there a relationship between residents' attitudes towards tourism development and their intention to act?
6. Identify possible suggestions for future tourism development in the Larnaca region with the least opposition from Locals.

5.2   Comments on the analysis of a mixed method approach

The mixed method approach was chosen as a research strategy, to enable the study to go beyond the exploring purpose into an interpretive one, achieving the aim, objectives of the study as well as contributing methodologically in enriching the research available on the area of residents' attitudes.

The exploratory sequential design (Figure 6) enabled the study to be more manageable, and easier to be described as well as IT gave the opportunity to work towards the creation of an instrument that could be used in future studies.

The qualitative and then quantitative part had equal priority in the study as both have contributed in addressing and understanding the subject. This logical sequence ensured that the final design of the study was credible and reliable (Creswell and Plano Clark, 2010).

An interactive level between the qualitative and quantitative parts of the study was formed. The qualitative part preceded the quantitative part. The qualitative explored the objectives and the research questions on a smaller sample, and the themes derived from this part were implemented in the quantitative part of the study that followed.

Important themes, derived from the first part of the study (the qualitative part) were combined with selected themes from the literature review to aid in the creation of the instrument/ questionnaire that was utilised during the second part of the study (the quantitative part). As a result residents participating in the first part of the study contributed in the actual design and development of the study with interesting themes resulting from their interviews instead of simply using themes derived from the literature.

This sequence facilitated the design of an instrument that was more suitable to the aim of the study looking at all three aspects of residents' attitudes as well as the specific subject area. In this way the potential benefits of mixed method design, that integrates findings of the qualitative within the quantitative were utilised. Finally, the data derived from the two parts were interpreted individually as well as collectively and were triangulated with the literature to validate the results.

The following steps were used as a general guide in the process of data analysis as suggested by Onwuegbuzie and Teddlie (2003, p375):

- Data reduction regarding both the qualitative using content analysis with themes and the quantitative data using descriptive statistics.
- Data display using tables, graphs, charts.
- Data transformation regarding quantifying qualitative data as well as qualitative quantitative data.
- Data Correlation of Qualitative and Quantitative data.
- Data Consolidation in creating variables and data set.
- Data Comparison from different data sources
- Data integration of both parts into a coherent whole.

The data analysis in this mixed method study aimed in examining quantitative data by utilising quantitative methods and exploring qualitative data by using qualitative methods. (Creswell and Plano-Clark ,2010).

The findings listed in this chapter cannot be regarded as generalizable outside of the sampling frame and the methodology utilized for this study, as in mixed methods research "…inquiry conclusions, interpretations or warranted assertions arise from the mind of the inquirer, not directly from the output of a statistical or thematic analysis" (Greene ,2007, p142).

5.3   Qualitative Data Analysis

5.3.1 Introduction

The process of analysing the qualitative data of this study was , guided by the objectives and research questions and the theoretical framework utilized the Social Exchange Theory. This was done through the process of Thematic Qualitative Content Analysis and Discourse Analysis that assisted in exploring meanings underlying physical message and not just counting words from transcribed text to examine meanings and understand the social reality in a subjective and scientific manner.

Thematic Qualitative Content Analysis aided in validating the SET which was used in contributing to the understanding of the results, as well as the design of

the instrument utilized during the quantitative part of the study. The template for the interviews was divided in two parts. Part A consisted of demographic information and Part B consisted of 16 questions exploring the three aspects of the resident's attitude: The Cognitive, The Affective and the Behavioral.

5.3.2   Part A: Demographics and descriptive analysis of the qualitative part.

The sample requested was achieved with a total of 15 interviews of Larnaca residents. The following Table (8) presents a description of the respondents during the qualitative part of the study.

Categories	Number
Number of Female	**8**
Number of Male	**7**
Number of respondents working in Hospitality and Tourism related fields	**5**
Number of respondents working in other fields apart of Hospitality and Tourism Related fields	**7**
Experts in the Field of Hospitality and Tourism	**3**
Community Officers	**3**
Number of Cypriot respondents	**12**
Number of Non Cypriot respondents	**3**
Number of respondents within each age group: • *18-35* • *36-50* • *Over 50*	**3** **10** **2**
Number of respondents within each Educational level : • *College/University – Diploma (Associate Degree, HND, etc.)* • *College/University –Bachelor Degree (BSc, BA, etc.)* • *Graduate Degree – Master's Degree (MSc, MBA, MA, PhD etc.)*	**2** **9** **4**
Total Number	

Table 8: Description of the Respondents

In order to minimise the element of bias and achieve homogeneity a broad range of respondents were selected, based on characteristics derived from the literature and the Larnaca region as a community (Creswell and Plano Clark, 2010)

The sample was acquired through purposive or judgment sampling and snowball sampling through professional and personal contacts. The sample needed was achieved with 8 female respondents and 7 male respondents of Cypriot and non-Cypriot residents.

Three age groups were covered ranging from 25 to 70. In this way opinions from respondents at different life stages were acquired to create a better picture of the community. Literature supports the results of this study with that most studies concluding that age, is not contributing significantly to the formation of residents' attitudes.

The educational levels included in the respondents ranged from Diploma level to PhD level. This was intended to provide information regarding the impact of education on residents' attitudes. There was no real different in the results.

Within the sample at the time, 5 respondents were employed within the Hospitality and Tourism related field, out of which 3 were considered as Experts in the field, 7 were employed in other non-related fields and 3 were employed as community officers. The different occupations of the respondent have contributed in providing different perspectives on the specific area of research i.e. employees of the industry and experts, were more specific with their answers regarding suggestions for future development in the area, the role of the government and the municipality and the limitations regarding business opportunities. On the other hand community officers were the least critical of government and municipality matters (see Appendix 2 for the Description of the respondents during the qualitative part)

The rest of the respondents were expressing their views based on the experience with tourism and tourists, the information that they acquire through the media and their personal opinion on the matters involving the community. The variety in the sample in all categories reinforced the validity of the study even though demographics were not further investigated in this study.

5.3.3 Findings derived from Interview questions

The unit of coding chosen for the specific study was individual themes mainly looking for the expressions of an idea, rather than linguistic units as a word. A code was assigned to a piece of text of any size that represented a specific theme or had relevance to the aim and the objectives and the research questions of the study (Minichiello et al, 1990).Through textual investigation; transcripts were individually assessed in order to establish the initial categories/ themes relevant to the objectives research questions.

The questions used in the interviews were exploring resident's attitudes based on specific themes discussed in chapter 3.

Questions were exploratory and permitted informants to include any other theme that they considered as important to the study. This form of interviewing followed some kind of predetermined order based on the initial template, but still permitted a level of flexibility in the manner in which issues were addressed by the informants (Dunn, 2005) that enabled the introduction of additional themes.

The following section concentrates on a discussion on the themes derived from the qualitative part through Thematic Content Analysis and their involvement in the design of the instrument to be used during the quantitative part of the study.

A brief discussion on the questions and the general responses of respondents is presented this section with examples of actual remarks in order to highlight the important issues that arose from each question (see Appendix 2, for a table of the respondents and their occupation). The findings from the questions were then divided into themes in order to aid in the development of the instrument to be used during the second part of the study. This will be discussed in section 5.3.6 .

Q1: How do you assess the development of the Tourism Industry in Cyprus and in particular in the Larnaca region?

This question was answered on a similar pattern by all 15 respondents who have mentioned that tourism development in Cyprus is satisfactory but needs further improvement.

Some examples of the original transcribed answers given by respondents:

- *"Since the last 20 years I believe there has been development in the tourism industry in Cyprus. Regarding Larnaca I think not that much comparing to the other cities I feel that Larnaca has been left behind, the recent development of tourism Cyprus comparing to other cities.*
- *"I see that Larnaca is well behind the other areas in tourism development at the moment" (Expert, 7).*

The Larnaca region was mentioned by everyone as being the least developed coastal town in the island that needs to be further developed. It is interesting

that respondents stated that *"Larnaca could compete with the other coastal towns in tourism development but it's like the government wants to hold back its development"* (Expert, 11). *Residents seem to be critical of the role that the government plays in the development of tourism on the Republic of Cyprus as a whole.*

It appears from their responses that they do not perceive that the carrying capacity of the area has been reached; therefore, they do not consider further tourism development as a negative option for Larnaca.

The residents' support for further tourism development in the area has also been publicized in the recent developments with residents' protesting towards further tourism development in the area instead of further industrialization of the town.

Residents are aware of the benefits of tourism and they acknowledge that Larnaca region has still a lot to offer to the overall tourism development of the island as a whole.

Q2: In your opinion what are the reasons behind the growth of Tourism in Cyprus and particularly in the Larnaca region?

All respondents commented on the fact that tourism is one of the main areas of development for the Republic of Cyprus due to the unique characteristics that it is presenting such as the fact that it is an island, its political situation as well as its natural resources.

Some examples of the original transcribed answers given by respondents:
- *"There are not too many options for us due to the fact that Cyprus is an island. Tourism is our best option"* (Community Officer, 7).
- *"We have scarcity of resources that can affect the sustainability of our country therefore we need to proceed with caution. Tourism can help in developing our community and improving our standard of leaving in general"* (Expert, 11).

10 out of the 15 respondents mentioned that the Larnaca region has reasons to invest in the tourism industry due to the positive impacts that it is having as well as the limited business opportunities due to the fact that "it has the airport on

the one side and the petrol tanks on the other side (Expert, 3). It appears that residents' see Larnaca as being left out and its development is restricted by the boundaries set by these main operations. The petrol Tanks have been a constant area for concern for a number of reason including safety reasons, environmental reasons, beautification and developmental reasons of the area. Tourism is seen by them as a very good opportunity for development.

12 out of the 15 respondents commented on the limitations of islands and the role that they play on their overall development. Respondents commented on the fact that as "there is not much to do to", so we should use our natural beauty and lovely climate to our advantage" (Respondent 9). They acknowledge the scarcity of resources; however they recognize the importance of the tourism industry for the area.

Residents are aware of the benefits of Tourism that in the case of islands, due to limited options of development available, is seen as an excellent opportunity to maintain the economy of the country as well as improve the standard of leaving of the locals.

Q3. How would you like tourism to be developed in Cyprus and in particular in the Larnaca region?

All 15 respondents were supportive of tourism development in the area and they have identified a number of suggestions that were shared by many.

Some examples of the original transcribed answers given by respondents:
- *"As far as restaurants are concerned we have plenty of them. What we need is unique facilities so that they can differentiate their product from other entrainment facilities like a golf, kids facilities. As far as hotels I don't remember any new hotel being built for the last 20 years here in Larnaca. Maybe they should invest in new types of hotels like boutique hotels, residential hotels in order to be unique" (Respondent 3).*

12 out of the15 respondents have expressed an interest the further development of the Tourism industry. Their suggestion aimed towards recreational facilities, such as: theme park and family oriented facilities, unique type of hotels such as boutique hotels with the intention of attracting more cultural type friendly tourists. Residents consider that this type of tourist is the

most suitable for the Larnaca region with the least threat towards socio - culture structure of their community.

2 out of the 15 have commented on the fact that they would like to see more planning in regard to tourism development on behalf of the authorities. Even though further development is suggested residents seem to express some concern regarding the procedures followed by the local authorities regarding tourism related projects. They want to see more planning and organisation so as to avoid any problems that might arise.

Q4 What is the level of involvement of municipalities in Tourism Planning?

12 out of the 15 respondents expressed similar views regarding the role of the municipalities in Tourism Planning. The residents expressed concerns regarding the role that the municipality plays in these matters.

Some examples of the original transcribed answers given by respondents:

- *"They claim that they have a high level of involvement in the tourism but in what I see they don't not have such a high level" (Respondent 3).*
- *"Basically very low from what we see with Larnaca, because the municipality is shouting do this and do that and nothing is happening so actually they don't really have any actual level of involvement" (Respondent 4).*

Residents expected more involvement and a powerful voice from the Municipality when it comes to the demands of the community from the government particularly towards tourism planning of the Larnaca region. They expected that overall the municipality would play a more active role in the development of Tourism in the area.

Residents seem disappointed with the level of insolvent of the Municipality in Tourism development of the area. Their responses expressed concerns regarding the way that certain projects are organised and the implications that they might have on the development of the area and the Tourism Industry of the island, for example the Larnaca Harbour plans which residents have expressed great concerns.

A participant mentioned that the municipality is working closely with the Larnaca Tourism Company in regard to the promotion of tourism. 2 other

respondents claimed that the municipality is not too much involved in Tourism planning as they see that projects affecting tourism (such as the Larnaca Dhekelia road, or other projects) are delayed thus resulting in problems for both the tourist and the locals t and need to be planned during the off season period

This concern was also identified in the Question 2 which respondents stressing the role of planning in the further development of the area.

Q5. Would you prefer to see Larnaca develop further in any other area apart from tourism? If yes which area would you prefer and why?

14 out of the 15 respondents have expressed a positive attitude towards future tourism development in the area. Residents appear to have preference towards tourism development and tourism related projects rather than any other type of development within their community. This is also shown from their reaction towards the Larnaca harbour development plans and the possible industrialization of the area.

Some examples of the original transcribed answers given by respondents:

- *"That would be lovely actually. Larnaca could be like an academic destination such as Dubai for example where a lot of British universities have opened branches there and I strongly believe that Larnaca due to its position over other cities in Cyprus unfortunately however tourism seems to be an easy way of developing a city. I would have preferred that area of development rather than tourism also due to the risk factor of tourism being a very risky business" (Expert 4).*

- *"Larnaca maybe attracting tourist build some conference centres other types of tourism. In Cyprus we face the problem of seasonality it is only for a couple of months so they should develop something that will attract people for the winter all year round tourism conference, convention sports and other areas like this so it can sustain work for the local community on a yearly basis on for all the business that depend on tourism" (Respondent 6).*

It was interesting to see that one of the respondents who is an expert in the field has commented on the fact that as tourism is a risky business Larnaca could also consider investing in academia. Larnaca is hosting a number of local

colleges as well as British University brunch with great success. This area of development is not at all restricting the further tourism industry development of the area and it can be considered as a complementing the tourism development and providing a business prospect that is not seasonal. As residents realize that Tourism is a sensitive Industry they do acknowledge that it would be profitable to invest in other types of industries as well.

Q6.In your opinion what are the socio-cultural impacts of tourism on the residents of Larnaca? Elaborate on your answer.

All respondents expressed a positive attitude towards the socio-cultural impacts of tourism on the residents of Larnaca region. They have commented on the fact that the tourist type attracted to the area is more family oriented and therefore the area is not facing the problems that the Ayia Napa area is facing. It appears that residents consider that the carrying capacity in the area has not been reached and therefore they don't feel negatively towards tourism density in the area.

Some examples of the original transcribed answers given by respondents:
- *"At the moment I don't think there are too much impacts because of the low number of tourists in compared to other districts, if am to compare it with Ayia Napa the sociocultural impacts in the area are very high because we have a lot of biracial marriages" (Respondent 3)*
- *There are so many foreigners permanently staying in the area so why are we to blame tourist?" (Respondent 5).*
- *"People can meet other cultures and they can learn a lot from each other. However the ones that live close to the tourist area are bound to get annoyed by the noise in the summer time. However it all depends on planning what tourists to attract and how you control the development in the area. If this is done well then there should not be any serious problems"(Respondent 12).*

Similar comments have been given regarding the fact that foreigners are permanent residents of the area as well as the RoC. Respondents seemed aware that that tourism cannot be blamed for all negative impacts associated with the society and their culture.

These responses are also supporting the answers from question 2 that stress the role of planning and the need to attract a particular type of tourist in the area.

<u>Q7. In your opinion are Cyprus business opportunities restricted for any reason? Elaborate your answer.</u>

Respondents have expressed different opinions regarding business opportunities restrictions for the Republic of Cyprus. It is interesting to note that 12 out of the 15 respondents mentioned that the Republic of Cyprus has limited business opportunities due to the fact that it is an island. Residents' acknowledge that this fact has implication regarding the prospects of the country.

10 out of the 15 also mentioned the political and economic situation that raises concerns for foreigner investors as well as visitors regarding safety and financial matters.

Some examples of the original transcribed answers given by respondents:

- *" "Due to the fact that Cyprus is an island the tourism Industry is faced with the problem of accessibility because basically Cyprus is only connected by air with other countries. There is no schedule sea connection with boats or ferry boats which is a shame actually. This necessary raises our prices in everything really" (Respondent 13).*

- *"Maybe because the size of Cyprus 700,000 thousand people, it is remote from Europe you need to have air ground transportation to come here or do business and definitely it is a higher cost in transportation" (Respondent 6).*

- *"We lack capital, we lack resources. I think this is the main reason." (Respondent 3).*

- *"The international economic conditions are restricting any further economic development because of many countries that are facing serious economic problems. In addition to our political situation are all creating problems for us" (Respondent 13).*

Respondents seem to express a kind of anxiety regarding the future of the Larnaca region and the island as a whole. 'Having in mind the SET and the role

that the power element playing within the transaction between the tourist and the residents, it does appear that island characteristics play a role in the formation of residents' attitudes towards tourism development. They acknowledge the fact that their country is not having too many opportunities for development due to a number of factors such as its isolated location, its limited resources and its political situation; therefore their attitude might be influenced by this need to develop an industry that will guarantee their viability.

Q8. Do you believe that the local municipalities should be given more authority regarding the tourism development of the area?

Q9. If yes, how would you like to see municipalities get involved?

All respondents have commented that they would prefer that more authority is given to local municipalities regarding the tourism development of the area. Respondents

Some examples of the original transcribed answers given by respondents:

- *"Definitely because the CTO is concentrating on promoting Cyprus as a whole and in my opinion the mistake that they make when they are promoting Cyprus especially abroad, they concentrate on the cities that area supposed to be attracting higher level of tourists. If some of this authority is being decentralised to the local authority it means that the city as a whole will be more concerned in finding ways to bring more tourists to that specific city. It's like they are going to care for themselves, as a municipality, more than the CTO will care in general " (Respondent 3)*

- *"Definitely, I actually believe that the CTO should be dissolved and its authority should be passed over to the municipalities generally all the authorities. Duties such as licensing, supervising, controlling establishing tourist policy for the region etc." (Respondent 4).*

"They should take note of new developments and hold meetings to discuss with the locals their views and opinions on the matter" (Respondent 11) It has been mentioned by 8 out of the 15 respondents that the CTO is not promoting all towns equally and that more promotion should be done in attracting tourists in all towns of the island. This view has also been

expressed in question 1 with respondents commenting that Larnaca has not been developed as much as other areas of the island.

1 out of the 15 respondents also respondents commented that the Larnaca Tourist Company is doing a very good job in promoting the areas and that the local municipality should assist by being more organized in planning permission regarding tourism projects. This also supports the responses given in question 2 regarding the planning of projects and the role of the municipality.

Another interesting point derived from this question was the fact that 13 out of 15 respondents expressed an interest in getting the locals involved in collaboration with the municipality, in order to help in the tourist development of the Larnaca region. Residents seem to be anxious to participate in the decision making regarding the development of their community. Based on the responses given in questions 1-5 support this could be resulting from their disappointed of the way things have been handled by the government and the local representatives as well as the concerns regarding the future of economic development of the Larnaca region and the island as a whole.

Q10.How do you see the role of the Cyprus Tourism Organisation in the development of the Tourism Industry?

The responses in this question support the results derived from questions 1,2 and 8 and show residents' attitudes towards the role of the CTO in the development of the Tourism Industry. Respondents

11 out of the 15 respondents have commented that the CTO is not promoting all towns equally and that more promotion should be done to attract tourists in all towns. This view has been expressed in the despondences from a number of questions such as 1, 2 8 and 10.

Some examples of the original transcribed answers given by :
- *"They should be given more responsibility from the relevant ministry of commerce and tourism to take actions and decisions without having every little think having to be approved by lots of people from the ministry of commerce. Another obstacle here is the budget that has to be approved by the ministry therefore they have to take and apply these*

decisions on a restricted budget. So another way that they enhance their role and increase the number of visitors here is to push of higher budget to be used for promoting Cyprus as a whole" (Respondent 3).

- *"The CTO has a role in promoting tourism of Cyprus I am not sure that COT sees tourist development to all towns I think much more attention COT has given to other areas such as Paphos and Protaras instead of the (Respondent 5).*

It is worth noting that respondents discussed the role of the CTO and addressed issues that might hinder its role and implication in the tourism development of the area. Respondents commented on the CTOs archaic and bureaucratic system and the fact that it is operating as all the other civil service departments of the republic is also a weakness.

Another restriction identified was that thus it is controlled by the Ministry of Commerce therefore things take longer time to proceed thus creating a number of problems in the area of Tourism development.

Therefore suggestions are given regarding modernisation of the system and filtering of power down from the Ministry to the CTO and an increase in funding in order to enable a more efficient operation and further Tourism development of the republic as a whole.

Q11: Do you believe that residents should be involved in the decision making regarding the tourism development?

Q12: If yes, in what way?

12 out of the 15 respondents expressed an interest in getting residents involved on some level in decision making regarding tourism development in their area as was already mentioned in the responses in question 10.

An interesting point that was raised in the responses from question 2 has also derived in the responses in this question as well regarding the respondents concerns about the implications associated with the fact that Cyprus is an island. These implications have been identifies as an important reason in getting residents involved in the decision making. Residents acknowledge the limitations of islands in the future sustainability of their area and thus as already

mentioned in question 2 the bargaining power that they have as locals is not so strong as they see tourism as one of the most important area of development. Respondents

Some examples of the original transcribed answers given by :

- *"Considering the fact that Cyprus is a small island anything very drastic can harm the country which will affect the local residents. These people are not here for holiday but they live here and anything that can cause them problems they have the right to protest. However to a certain point they have a right to express their opinion to a certain point"* (Respondent, 11)

- *"I believe that people have a key role in decision- making regarding the development of tourism. That would have to implement the system "bottom-up", is starting to listen to the needs and suggestions from simple common in organized groups and then proceeding to the application and decision making by the scientific community"* (Respondent ,10)

  Respondents realize that any wrong decisions might have more serious implication for the locals due the fact that they also have to deal with the unique characteristics associated with islands.

Respondents realize that decisions affect them on a personal level and thus realize that they need to take an active role within their community whether it is by participating in committees or taking part in voting for appropriate candidates to represent them in the municipality and the government.

Q13: In your opinion should residents protest if they believe that a prospective tourism project may be harmful for the local community?

Q14: If yes, in what way?

All respondents have commented that they would agree on residents protesting if they consider a project to be harmful to their community. However they have expressed concerns on the way of protesting and the reasons behind their decision to protest.

Some examples of the original transcribed answers given by respondents:

- *"If something is considered harmful, then yes you should report it promptly for better collective decision making"* (Respondent, 10).
- *"Definitely I think that for such important things referendums should be made and the residents should be called to vote and express their opinion on matters that are concerning their well-being and definitely tourist development will influence their well-being (Respondent, 6).*
- *"There is a peaceful protest and a violent protest of course I am in favour of peaceful protest by publication picketing whatever means we have to give reasons for that. If the people that are protesting receive clarifications justification or rationale they might accept it"* (Respondent, 5).

Respondents seem to express a strong opinion regarding protesting towards a project that they don't feel suitable for their community. The answer to this question has been demonstrated in the through the residents reaction towards the plans for development of the Larnaca harbour.

The responses might be related to the overall opinion of the residents regarding the development of the Larnaca region in comparison to the rest of the towns as well as possible options of future development in the area.

As a result of the financial crisis and the unstable economic situation residents are even more anxious to invest in areas of development that will aid in the sustainability of Larnaca.

Q15: Very often the Tourism Industry is blamed for a number of negative influences within a community. Can I have your comment on this?

All respondents recognize that the Tourism Industry might be associated with negative influences; however they are not associating Tourism development with any serious problems.

Some examples of the original transcribed answers given by respondents:

- *"I think that it is not the tourist industry to be blamed but the government for deciding a certain amount of things before involving the community and allowing them to have their say"* (Respondent, 11).

- *"Yes foreign influences in general can be dangerous for the community. However If the residents and the young generator is well educated and has their own thought and beliefs and customs they are not running the risks of being negatively influenced maybe the tourist might be influenced by them" (Respondent, 9).*
- *"It is yes in areas where there is no proper planning, if there is appropriate planning there will not be any negative social problems. If you take the appropriate planning measures and preventive measures no issues will take place (Respondent, 4).*

Residents seem to recognize that any negative influences to the community that might be linked with the Tourism Industry, are only minor in comparison to the benefits that are associated with its development..

Planning matters have been mentioned in the residents' responses in a number of questions such as 4, 8 and 10. Respondents would like to see a more proactive position regarding tourism projects in the area. They support further development of tourism as they see it as a good economic opportunity for the area however they claim that it needs careful organisation and planning on behalf of all parties concerned.

They acknowledge that negative influences as a result of development within the community might play a role in the future of the community. Residents don't expect to have any problems within their community if all necessary measures are taken.

Q16: Based on your personal opinion in which areas would you like the Government to put emphasis so that the Tourism Industry develops successfully?

Al respondents presented suggestions regarding matters that the government should place more emphasis upon so that the tourism industry in the community can develop productively. Amongst many the most popular suggestions were concerned with infrastructure, suggestions improvement of the roads in the area, the public transport system as well as the creation of hospitality services such as hotels, theme parks and entertainment facilities that can be utilized by tourists and locals.

The unique characteristics of the island have also been identified as an area of concern regarding the emphasis that need to be paid in order to aid the development of the Tourism Industry in the area and the Republic. Residents have mentioned that as Cyprus is an island it needs to concentrate on offering improved air and sea connections with other countries through better availability of airline carriers and sea transports This will aid in attracting more tourists to the island through new markets as well as reduce the high costs associated with the fare of travelling to the island and become more competitive,

Some examples of the original transcribed answers given by respondents:

- *"Definitely Infrastructure such as building roads airports as they do now. Deregulating the laws and allowing some other companies coming to Cyprus such as transportation companies, if they invest more in to the public transportation system taxis, busses that will make it so much easier for the local people and the tourists to travel from one town to the other for example it is very expensive to get a taxi now"* (Respondent, 3).

- *"Number one accessibility to Cyprus we need more airline connections….. It would have been nice also to find ways of connecting Cyprus by sea to the mainland Europe that would actually attract a lot of tourist".* (Respondent, 4).

- *"I think that the government should take more measures in historical and archaeological sites preservation to beautify and facilitate the access of people to the area not only tourists but also locals"* (Respondent, 5).

As residents have mentioned in question 3 as well they would like to see more emphasis in attracting a particular type of tourist in the areas that is more culture oriented. Therefore another suggestion presented by them was the preservation of historical buildings that will be benefiting for both locals and tourists.

It is important to acknowledge that all suggestions presented regarding government emphasis for the future development of the Tourism Industry, by the respondents are referring to suggestions that will benefit both locals and tourists.

It can therefore be assumed that residents acknowledge that the benefits of Tourism can affect them on a personal as well as on a collective level.

5.3.4 Discussion on themes derived from the qualitative data.

Keeping in mind a number of concepts derived from the literature, the interview transcripts were examined to discover themes based on the aim, the objectives and the research questions of the study that would aid in verifying them as well as contribute in identifying further themes and categories.

A Summary Sheet (see Table 9) was created to aid in this process of analysis of the qualitative data. It presents a record of the themes derived from the interviews as well as their frequency and percentage throughout the interviewing process and provides some form of quantification of the qualitative data so as to assess their importance and relevance to the objectives and the research questions. The Summary Sheet was used in order to make it easier in identifying the important themes to be included in the development of the instrument to be used in the second part of the study part of the study.

Themes	Frequency*	%**	N***	%****
1. Level of current development	22	12.0	15	100
2. Future development	20	11.0	15	100
3. Limitations for future development	18	10.0	15	100
4. Positive Impacts of tourism development	16	9.0	15	100
5. Negative Impacts tourism development	6	3.0	4	27
6. Island Characteristics and tourism development	16	9.0	15	100
7. Negative Feelings towards tourism development	8	4.0	6	40
8. Positive Feelings towards tourism development	18	10.0	15	100
9. Positive Intention to act towards tourism development	16	9.0	15	100
10. Negative Intention to act towards tourism development	7	3.0	5	33
11. Government role towards tourism development	18	10.0	15	100
12. Municipality Involvement	18	10.0	15	100
Total	183			

*Frequency of themes mentioned by interviewees.
** Percentage of each theme based on the total frequencies of all themes.
*** Number of Interviewees mentioning each theme.
**** Percentage of Interviewees (total 15) in relation to their responses.

Table 9: Summary Sheet of themes derived from the semi-structure interviews with their frequency and percentage.

Great care was taken with language used, which expressed similar meaning with different terms such as technical words and jargon. Coding was constantly assessed for consistency and changes were made when necessary. Additional notes were created regarding every participant and every theme under examination. During interpretation of the data caution was given in identifying informants that supported (confirming samples) or disagreed (disconfirming samples) with any emerging theories and previous and the literature. This process was repeated to identify further themes and categories until the key themes and strands emerged, based on the number of instances mentioned in the data. Themes were then confirmed and evaluated in relevance to the aim and objectives and the research questions of the study.

The themes derived were assessed based on the three aspects of the attitude: the Cognitive, the Affective and the Behavioural, as defined for the purpose of this study (see Table 10 for a description of the themes, example of answers their frequency and percentage). Themes were also compared to the literature

and assessed in order to be incorporated, through inductive method, in the design of the instrument to be used during the second part of the study, the quantitative part. In this way the respondents of the first part of the study, (the residents) were part of the actual design of the instrument to be used in the study. Their views were evaluated and further tested on a larger sample. A discussion on the analysis of the themes based on the three aspects of the attitude follows.

Theme	Example of answer	Freq*	%**	N**	%***
A Cognitive Themes	**Within this category themes were incorporated that are associated with the respondent's conception, thinking, and understanding regarding Tourism Development in Cyprus and particularly in the Larnaca region.**				
Level of current development	"In the Larnaca region unfortunately even though a lot of things have been announced nothing has taken place as yet and therefore there hasn't been in my opinion any growth in Larnaca over the past 10 years" (Respondent 3).	22	12.0	15	100
Future development	"It would be good to see some more hotels in the area" (Respondent 4)	20	11.0	15	100
Limitations for future development	"It is difficult and expensive to travel to Cyprus they have use either air or water transportation from other countries and unfortunately there is no schedule sea connection with boats or ferry boats which is a shame actually." (Respondent 5)	18	10.0	15	100
Positive Impacts of tourism development	"Tourism is helping the community improve, the infrastructure is improved, the area is beautified". (Respondent 1)	16	9.0	15	100
Negative Impacts of tourism development	"The problem of seasonality leads to a lot of employees being laid off during the off season as hotels are closed' (Respondent 3)	6	3.0	4	27
Island characteristics and tourism development	"There are not too many options for us due to the fact that Cyprus is an island. Tourism is our best option' (Respondent 7)	16	9.0	15	100
Government involvement in tourism development	"I actually believe that the CTO should be dissolved" (Respondent 3)	18	10.0	15	100
Municipality Involvement	"I actually believe that the CTO authority should be passed over to the municipalities generally all the authorities".(Respondent 10)	18	10.0	15	100
B Affective Themes:	**Themes associated with the respondent's emotions, feelings regarding Tourism Development in Cyprus and particularly in the Larnaca region.**				
Positive Feelings towards tourism development	"I enjoy meeting people from other countries, locals can gain so much from associating themselves with other cultures". (Respondent 12)	18	10.0	15	100
Negative Feelings	"I don't want tourism to be developed further. I think there are other areas of	8	4.0	6	40

towards tourism development	development" (Respondent 5)				
C Behavioral Themes	**Themes associated with behavioural matters regarding the respondent's views towards their intention to act pro or again tourism development in Cyprus and particularly in the Larnaca region.**				
Positive Intention to act towards tourism development	"I believe locals should treat tourists in a very friendly manner, after all they are income providers. If they are asked they should give to tourists' directions, advise them on which sites to visit which restaurants to try".(Respondent 5)	16	9.0	15	100
Negative intention to act towards tourism development	"They could start with the polite way having meetings with the mayor, writing letters, telling the mayor and the people involved in this project why it would be harmful to the community".(Respondent 2)	7	3.0	5	33
Total		**183**			

*Frequency of themes mentioned by interviewees.
** Percentage of each theme based on the total frequencies of all themes.
*** Number of Interviewees mentioning each theme.
**** Percentage of Interviewees (total 15) in relation to their responses.
Table 10: Description of the themes their frequency and percentage.

3.5   Discussion on the analysis of the Qualitative part

From the analysis of the qualitative data gathered through the first part of the study with resident of the Larnaca region important themes derived that contributed in answering research questions 1,3,4,5,6. This first part of the study aimed in identifying and selecting important themes deriving from the primary research and combining them to themes derived from the literature in order to design the instrument that was later on used during the second part of the study, the quantitative part. These are discussed below in light of the literature review and the SET.

The respondents were asked to express their attitude towards tourism and tourism development in the Larnaca region. From the analysis of the qualitative data it appears that Larnaca residents consider tourism as a key mode of developing their area as a result of the various positive features related to tourism development. The results for each aspect of the attitude (the Cognitive,

the Affective and the Behavioral), under investigation, are briefly summarized below.

The Cognitive Themes associated with the respondent's conception, thinking, and understanding regarding Tourism current and future development. This theme incorporated topics regarding the positive and negative impacts of that tourism may have on the community, and the role of the government and the municipality in the development of the Larnaca region.

Residents overall see in a good light the positive contributions of tourism such as financial benefits to the community, infrastructure development, giving to locals the opportunity in getting to know foreign cultures, socio-cultural impacts that are strongly coinciding with the literature (Ap, 1992; Haralambopoulos, and Pizam, 1996; Brunt and Courtney, 1999; Osti et al 2009). Even though they acknowledge the benefits of tourism they are also aware of certain negative aspects that might be associated with tourism development such as problems associated with seasonality, crime, as well as influences on the resident's way of leaving. However these benefits of tourism to the community, as they are perceived by the residents, seem to outweigh the costs, an argument that is also apparent in the literature (Stylidis, et al, 2014).

This category also incorporated themes related to the limitations of future development as well as issues related to island characteristics and their impact on the future business opportunities of the area.

Residents are aware of the importance of tourism to the island and particularly to their community. They acknowledge the positive and negative impacts associated with this type of development as well as the role that the government and the municipality play in this. The inclusion of island characteristics in the formation of residents' attitudes towards tourism was an interesting topic that needed to be further researched through the second stage of the study.

The SET can be used to explain the issues regarding the limitations of future tourism development that have introduced the role that island characteristic play on the formation of resident' attitudes towards tourism. The element of power regarding the tourism exchange was acknowledged within the participant's responses (see Table 10: Description of the themes and their frequency). This

element of power appears to be particularly important in the case of islands as well as the specific subject area. Residents considered this exchange as being unbalanced as the power of both parties is not equal in regard to the dependency of the exchange (Emerson, 1962; 1972a, b). Residents recognise that the fact that they live in an island restricts their business opportunities and thus see tourism is an easy and profitable way to develop their area. The level of this dependency provided the basis for determining the resident's perception of the exchange (Ap, 1990). The theme of island limitations derived through this part of the study was furthered examined in a wider sample through the quantitative part of the study.

A number of suggestions were given through the Cognitive themes, regarding the future development of the island and specifically the subject area regarding the Sun and Sea and Sand tourism with the development of new hotels in the area, as well as theme parks. In addition other forms of tourism were mentioned like conference tourism, sports tourism which are also supported by the literature (Gursoy et al, 2010; Pulina et al., 2013)

Following are examples of sub themes included under the Cognitive aspect of a residents' attitudes (more examples are included in the Coding manual found in Appendix 7)

1. *Level of current development*

   This theme evaluated the residents' attitudes towards the level of tourism development in the Larnaca region. It included responses regarding the present situation of tourism projects as well as the overall position of Larnaca development in comparison to the rest of the Republic.

   - Example: *"In the Larnaca region unfortunately, even though a lot of things have been announced nothing has taken place as yet and therefore there hasn't been in my opinion any growth in Larnaca over the past 10 years"* (Respondent ,3).

2. *Future development*

   This theme evaluated residents' attitudes towards future tourism development in the area. Within this category residents are evaluate possible areas of development within their community, apart from tourism-related business.

- Care was taken to identify in this category supported (confirming samples) or disagreed (disconfirming samples) that emerged in order to be able to recognise residents aspirations regarding the future development of the area.
- ***Supported confirming examples.***
  - Example: *"It would be good to see some more hotels in the area"* (for *tourism development) (Respondent, 12).*
- ***Disagreed/ disconfirming example***
  - Example: *"Larnaca could be like an academic destination such as Dubai for example where a lot of British universities have opened branches there and I strongly believe that Larnaca due to its position over other cities in Cyprus (for other types of development) (Respondent,4).*

3. ***Limitations for future development***

This theme evaluated residents' attitudes towards limitations regarding the future development of the area. Within this theme, it was important to identify possible areas of concern regarding future development and the role that any limitations faced by the area and possibly the island of Cyprus as a whole, are playing on the development opportunities available.

- Example*: "it is difficult and expensive to travel to Cyprus; they have to use either air or water transportation from other countries and unfortunately there is no schedule sea connection with boats or ferry boats which is a shame actually" (Respondent ,5).*

4. ***Positive Impacts of tourism development***

This theme assessed the positive impacts that residents' acknowledge in relation to tourism development. Even though the main area of research in this study was socio-cultural impacts, this theme incorporated all benefits mentioned by respondents associated with tourism development. By identifying the positive contributions of tourism development, residents can become aware of the changes that take place within their community as a result of tourism and can even contribute by giving suggestions on further development.

- Example: *"Tourism is helping the community improve, the infrastructure is improved, and the area is beautified" (Respondent ,1).*

5. *Negative Impacts of tourism development*

This theme assessed the negative impacts that residents acknowledge in relation to tourism development. Even though the main area of research in this study was socio-cultural impacts, this theme incorporated all negative impacts mentioned by respondents associated with tourism development. Residents become aware of any negative aspects that they associated with tourism development within their community as well as question the relation between the benefits and the costs.

- *Example: "The problem of seasonality leads to a lot of employees being laid off during the off season as hotels are closed' (Respondent ,3).*

6. *Island characteristics and tourism development*

This theme explored the possibility of island characteristics as a contributing factor in the formation of the residents' attitudes towards tourism development in the area. Island characteristics incorporated issues regarding location, financial situation, accessibility, limited resources and any other point that respondents related to islands. This theme aided in understanding residents' attitudes towards the actual tourism exchange, their level dependency and their ideas regarding future

Example: *"Accessibility is an issue; as basically Cyprus is only connected by air with other countries unfortunately there is no schedule sea connection with boats or ferry boats which is a shame actually"* (Respondent ,4).

- Example: *"Being an island has advantages and disadvantages. We have a lot to offer to tourists with our nice climate, beaches and History but on the other hand we are isolated and the business opportunities that we have are limited'* (Respondent ,14).

7. *Government involvement in tourism development*

This theme assessed the residents' attitudes towards the government's involvement in the tourism development. This theme incorporated comments regarding all levels of government involvement in tourism development, such as the role of the Ministry, the role of the CTO as well as the Tourism development Company of Larnaca region. Residents evaluated the

involvement of the above stakeholders, questioned their contribution as well as their overall planning procedure.

- Example: *"The CTO is that it is very old and very archaic plus the way it is structured is actually not assisting at all with its role. For example in the board of directors there should be people that have no connection with the tourist industry"* (Respondent ,4).

8. *Municipality Involvement*

This theme assessed residents' attitudes towards the Municipality's involvement in the tourism development. It incorporated comments regarding planning, promotion, as well as the overall level of involvement in decision making regarding tourism related matters.

It was important to identify residents' attitudes towards the role of the municipality in tourism development in order to understand their expectations and their demands towards their elected body.

- Example: *"More authority should be given to municipalities. After all they know more about the local community"* (Respondent, 13).

The Cognitive aspect of the attitude of residents has aided in painting a valuable picture regarding their knowledge and understanding of the subject of tourism and the impacts relating to it.

The Affective Themes were associated with the respondent's emotions and feelings regarding Tourism Development in Cyprus and particularly in the Larnaca region.

This category incorporated themes based on Positive and Negative feelings towards tourism development related to residents personal experiences. Overall residents conveyed a positive attitude towards the socio-cultural impacts of tourism on the Larnaca region as they have noted that the tourist type attracted to the area is more family oriented and therefore the area is not facing the problems that the Ayia Napa area is facing regarding crime. This could be related to the fact that residents have not expressed concerns regarding the carrying capacity in their community and therefore they don't feel negatively towards tourism density in the Larnaca region.

Similar to the literature residents did not express significant negative feelings towards tourism but rather expressed concerns on certain socio-cultural impacts of tourism development like crime, morality and drugs (Tosan, 2002). Even though residents expressed some apprehensions regarding this type of development they did not express negative feelings towards it, possibly due to the fact that they recognize benefits to outweigh the costs (Tsundoda and Medlinger, 2009).

Residents expressed positive feelings towards specific future tourism development for their area similar to the results of the study conducted by Andereck and Voght, (2002); Pulina et al (2013) regarding the idea of sea and sun as well as alternative forms of tourism.

Following are examples of themes included under the main category of the Affective aspect of a resident's attitude (more examples are included in the Coding manual found in Appendix 7):

1.   Positive Feelings towards tourism development
This theme assessed residents' positive feelings towards tourism development and specific aspects of it.

- Example: *"I feel that tourism helps people grow, they learn from each other even if we don't travel outside our country"(Respondent, 15).*

2.   Negative Feelings towards tourism development
This theme assessed residents' negative feelings towards tourism development and specific aspects of it..

- Example: *"I don't want Larnaca to become like the Ayia Napa area, because of the Tourism Development, that is faced with so much crime. Larnaca is still a nice and quiet town" (Respondent, 6).*

The Affective aspect of the attitude of residents has contributed in the emotional state of the residents by expressing the way they feel towards this type of development regarding their community having in mind a realistic picture of the impacts relating to it.

The Behavioural Themes associated with Behavioral themes regarding the respondents' views towards their intention to act pro or again tourism

development in Cyprus and particularly in the Larnaca region. This category incorporates themes associated with Behavioral matters regarding the respondent's views and their intentions to act pro or again tourism development in Cyprus and particularly in the Larnaca region.

The results of the qualitative part indicated that residents are not willing to object to potential tourism development in their area unless they believe that their community is threatened as presented in the literature (Jackson and Imbakaran, 2006).

Resident's awareness of the socio-cultural impacts of Tourism development in the area gives them the motivation to act upon their concerns in order to make sure that their voices are heard.

Following are examples of themes included under the main category of the Behavioral aspect of a resident's attitudes (more examples are included in the Coding manual found in Appendix 7):

1. **Positive Intention to act towards tourism development**

   This theme assessed residents' positive intention to act towards tourism development and specific aspects of it.

   Example: *"I believe locals should treat tourists in a very friendly manner, after all they are income providers. If they are asked they should be willing to give to tourists' directions or advise them on which sites to visit which restaurants to try" (Respondent, 9).*

2. **Negative intention to act towards tourism development**

   This theme assessed residents' negative intention to act towards tourism development and specific aspects of it.

   Example*: "They could start with the polite ways having meetings with the mayo, writing letters, telling the mayor and the people involved in this project and why it would be harmful to the community" (Respondent, 2).*

The Behavioral aspect assisted in creating an indicative picture regarding residents' intentions to act upon their attitude regarding Tourism development in their area during this particular time.

5.3.6 Contribution of the qualitative part to the quantitative part.

The template used for the interviews, aided in the development and the introduction of new themes that highlighted the three aspects of the residents' attitudes towards the sociocultural impacts of tourism development in the Larnaca region: the Cognitive, the Affective and the Behavioural, as well as themes such the tourism's role in the local community, the tourism and the role of the state, island characteristics and tourism development which were more specifically related to the study area and to island destinations.

In this way the residents participating in the first part of the study would be active respondents in the design and the execution of this study, with the intention that it may be utilized in future studies. This exploratory sequential design facilitated in the design of an instrument that was more appropriate to the aim of the study by looking at all three aspects of residents' attitudes as well more specific to the subject area.

The results of the qualitative part support the SET and acknowledge that as residents recognise the benefits of tourism they are more willing to participate in the exchange (King *et al.*1993; Ap, 1992). Even though they recognise some costs they look deeper and question whether it is actually tourism that is responsible for these negative impacts to their community or whether it is inappropriate management controls. Residents are aware of the limitations that they have to face and they still see tourism development as a profitable business opportunity for their community. This attitude is supported in the literature conducted on other island such as Australia (Fredline and Faulkner, 2000) and Crete, (Andriotis and Vaughan, 2003).

The results of the qualitative part of this study contributes methodologically to the existing body of literature available, as qualitative research in the area of residents' attitudes is not as common as quantitative **(**Nunkoo, 2013; Sharpley, 2014).

Overall the results derived aided in setting the part for answering the objectives and the research questions, developing interesting themes to be used in the quantitative part as well as forming base of knowledge regarding the subject area that was used to triangulate the results and thus make the finding more valid.

5.4   Quantitative Data Analysis

5.4.1   Introduction

The quantitative data collected was coded and analysed using the Statistical Package for Social Sciences (SPSS, V.19). Descriptive and inferential statistics techniques were used to explore the data and draw conclusions about it. Firstly descriptive statistics were performed in order to that analyse and summarise the characteristics of the sample, by using a combination of graphical description, tabulated description and statistical interpretation. Secondly, the Inferential statistics were performed including, Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity, factor analysis and Pearson Correlation analysis.

5.4.2   Demographics

This part is concentrating on presenting the size and the demographic characteristics of the sample. The sample for this study included individuals, who live in the Larnaca region on a full time basis for one continuous year (as stated in the Letter of Consent). A total of 1500 questionnaires were distributed to achieve the sample size requested for the study (382 questionnaires) resulting to 399 completed questionnaires, a total of 26% response rate. Three questionnaires were omitted due to a large number of missing values providing 396 valid questionnaires for analysis. A set of technical (statistical) procedures were utilized to aid in summarizing attitudes and activities aiming to reveal possible relationships among them.

The results of the statistical analysis were reported in regard to Factor Analysis and Pearson Correlation. It must be noted that nonresponses as well as non-response rates will also be included in the analysis.

Out of the 396 questionnaires, male respondents accounted for 42% and female respondents for 56% with a 2% no response rate. (see Figure 7).All age group categories have a sufficient number of responses The 18 to 30 group had a 14% response rate, the 31 to 40 group had a 27 % response rate, The 41 to 50 group had a 29% response rate, the 51 to 65 group had a 9% response rate, while the over 65 group had a 19% response rate. The no response rate was 2%.

These results are representative of the overall population of Cyprus based on the annual demographic report of the Republic of Cyprus Statistical Services for 2013, with the proportion of persons aged 45-64 increased to 24, 7% from 19, 3% in 1992 and 17, 6% in 1982 (Population estimates and vital statistics in the Government controlled area).
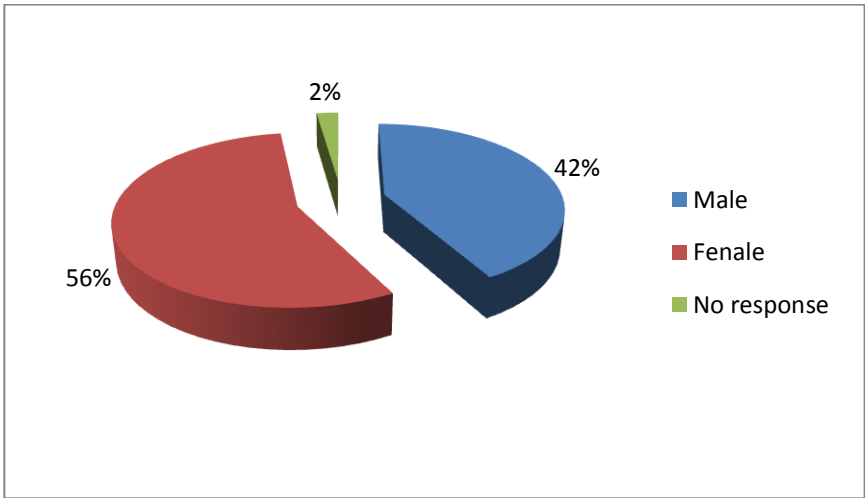
Figure 7: Gender of respondents within the sample.

The majority of respondents reported university education 85% at bachelor level 63% and 22% at diploma level. The smaller part of the sample 1% is held by university graduates holding a post graduate degree. The remaining 14% reported having high school education (see Figure 8). The sample presents a reliable picture of the population (Republic of Cyprus Statistical Services for 2013, employment and education).
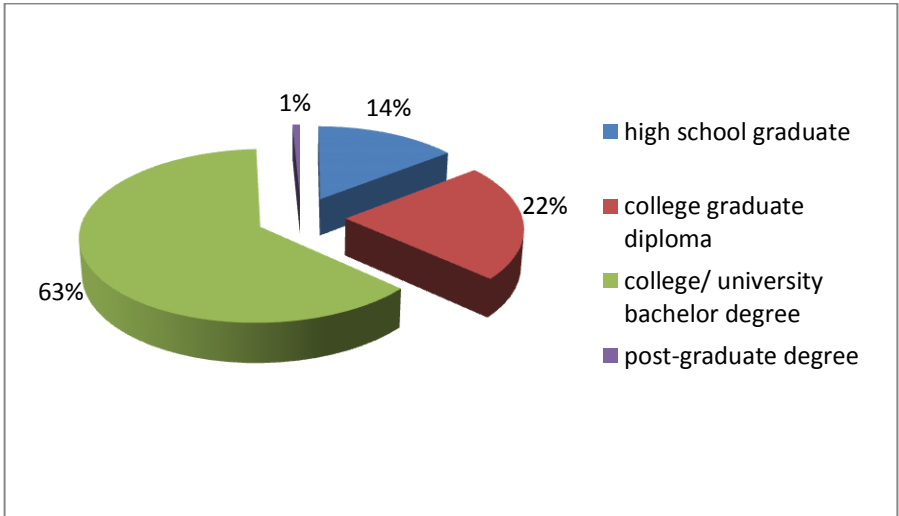
Figure 8: Educational level of Respondents

In regard to the employment status of the sample nearly three quarters of the total sample 73% are not working in tourism industry related jobs, while one fourth are working in tourism industry related job. The non-response rate in this statement was 2% which may include respondents who were unsure in which category their job might be placed (see Figure 9).
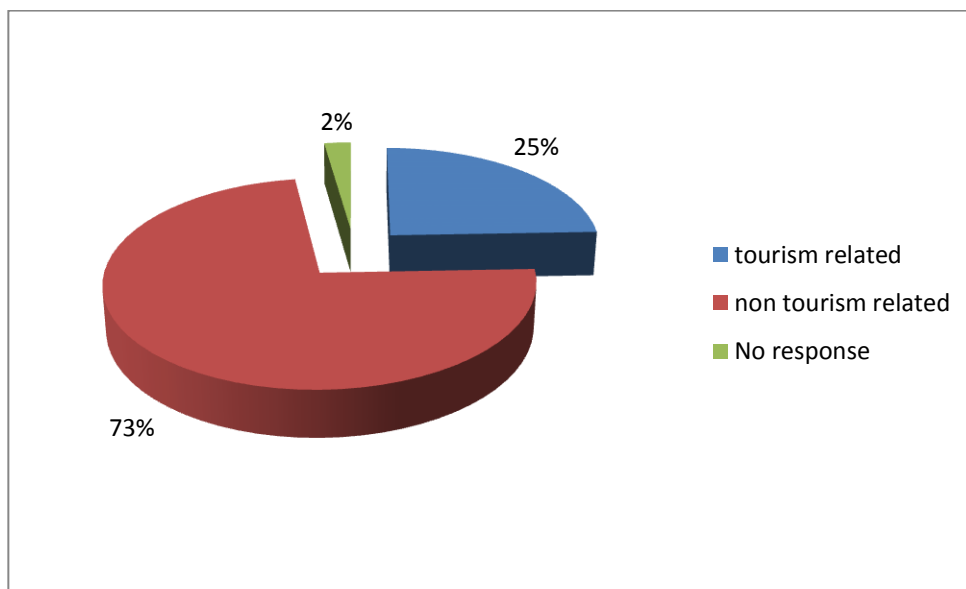
Figure 9: Frequencies of respondents by employment status

In regard to the nationality of the respondent 85% of the total sample has a Cypriot nationality while a 14%) of the total sample has other than a Cypriot nationality. The non-response rate in this statement is 1% which might include respondents with double nationality or respondents that omitted to state their nationality.

The aim was to seek information not only from people who were conveniently available but who also conformed to certain characteristics that might play a role in the formation of residents' attitudes derived from the literature (for the purpose of triangulation) such as age, occupation, educational background and power level. The variety in the sample in all categories reinforced the validity of the study.

5.4.3 Descriptive Analysis of the questionnaire

The questionnaire was divided in three sections each assessing a category based on eight statements:

Section 1: including 24 statements divided in four parts each evaluating a different factor.

- Part: A: evaluating socio-cultural impacts of tourism.
- Part: B: evaluating tourism and community change.
- Part: C: evaluating tourism's role in the local community.
- Part: D: evaluating tourism and the role of the state.

Section 2: including behavioural Intentions.

Section 3: looking at demographics and other related Information (see Figure 2 for the statements and the factors under evaluation in this study and Appendix 2 for the questionnaire used in the study).

A descriptive analysis of the questionnaire is presented based on the response rates for each statement.

SECTION 1: *Part A:*

The first category under evaluation was the socio-cultural impacts of tourism development. Positive and negative statements were included in this category and respondents had to answer accordingly (see Figure10 for statements in Part A).

Part A: Socio-cultural Impacts	Statements
Positive Statements Negative Statements	A1 Foreign visitors diminish the quality of life of the local community. A2 Local residents are negatively affected by living in an international tourism destination. A3 Foreign visitors can lead to higher crime rates. A4 Foreign visitors can lead to increases in the divorce rate. A5 Interacting with foreign visitors can enhance awareness of other societies. A6 Foreign visitors can enhance local residents' participation in culture-related activities. A7 Tourism development can enhance the community's identity. A8 Tourism development can help sustain local traditions.

Figure 10: Statements in Part A

Based on the results the mean score for all questions in this part was over 2.50 out of 5.00 on the Likert Scale (see Appendix 11 for the Descriptive Analysis of the Part A of the Questionnaire). The positive statements, (A1, A2, A3, A4) all

have a mean score above 3.50 which shows the positive attitude of residents towards the socio-cultural impacts of tourism development with the highest statement (A7), reaching almost 4.00 (3.97) regarding the impacts of tourism on the community's identity. This is supported through the results yielded from factor 1 and 2.

The negative statements have scored the lowest 2.80 (A1). The area that seems to concern the residents the most regarding the socio-cultural impacts is the effect of tourism on the crime of the area with the statement (A3) scoring 3.58 and the effect on the divorce rate with the statement (A4) scoring 3.56.

The lowest mean scores were 2.81 and 2.80, related to negative statements (A1 and A2) about general negative effects on the quality of life of an international tourism destination (see Figure 11 for the summary of the results Part A statement loadings).

Figure 11: Summary of the mean scores of Part A statement loadings

The statements in Part A of the questionnaire, initially evaluating the category of Socio Cultural Impacts, were divided based on their loading in factors: 2 (A6, A7, A8), factor 6 (A1, A2, A4) and factor 7 (A3, A5).

SECTION 1: *Part B:*

The second category under evaluation was Tourism and Community changes due to tourism development. Positive and negative statements were included in this category and respondents had to answer accordingly (see Figure 12 for statements in Part B).

Part B: Tourism and community changes.	Statements
Positive Statements	**B.1 Tourism** development will help towards the restoration of historic buildings.
	B.2 Infrastructure, such as roads will be of excellent standards due to tourism.
	B.3 Infrastructure, such as public transport will thrive due to tourism:
	B.4 Infrastructure, such as hotels and restaurants will thrive due to tourism.
Negative Statements	**B.5** Tourism-related enterprises have most to gain from tourism.
	B.6 Tourism development uses funds that could best be invested in other sectors of the community.
	B.7 Tourism is the only developmental option available for island communities.
	B.8 Tourism benefits a small sector of the community.

Figure 12: Statements in Part B

Based on the results the mean score for all questions in this part was over 2.50 (see Appendix 11 for the Descriptive Analysis of the Part B of the Questionnaire). The mean core for the positive statements, (B1, B2, B3, B4) was above 3.50 which shows the positive attitude of residents towards the sociocultural impacts of tourism development with the highest statement (B4), reaching a mean score of 4.15 regarding the positive changes from tourism on the community. This is supported through the results yielded from factor 1 and 2.

The negative statements have scored the lowest mean score with statement (B8) with a mean 2.71 showing that the residents perceive that tourism does benefit the whole community. This is contradicting to the results of statement (B5) which has the highest a mean score reaching 4.26 out of all the eight statements claiming that residents believe that tourism-related enterprises gain the most out of tourism. This could be the result of foreign investments on the island that in many cases can make residents the base of the pyramid regarding the benefits of tourism in their area (Lewis-Cameron and Roberts, 2010).

Within this category the negative statements relating to the island characteristics have a mean score over 3.25 which show tourism as the only option of development for an island.

On the other hand, residents claim that funds could also be invested in other sectors of development with statement (B6) having a mean score of 3.31 (See Figure 13 for the summary of the results Part B statement loadings). It is worth noting that statement (B7) regarding islands has a mean score over 3.0 (3.25). This statement through exploratory factor analysis has with other statements formed a factor relating to islands (see Figure 6 for the summary of the results Part B statement loadings).
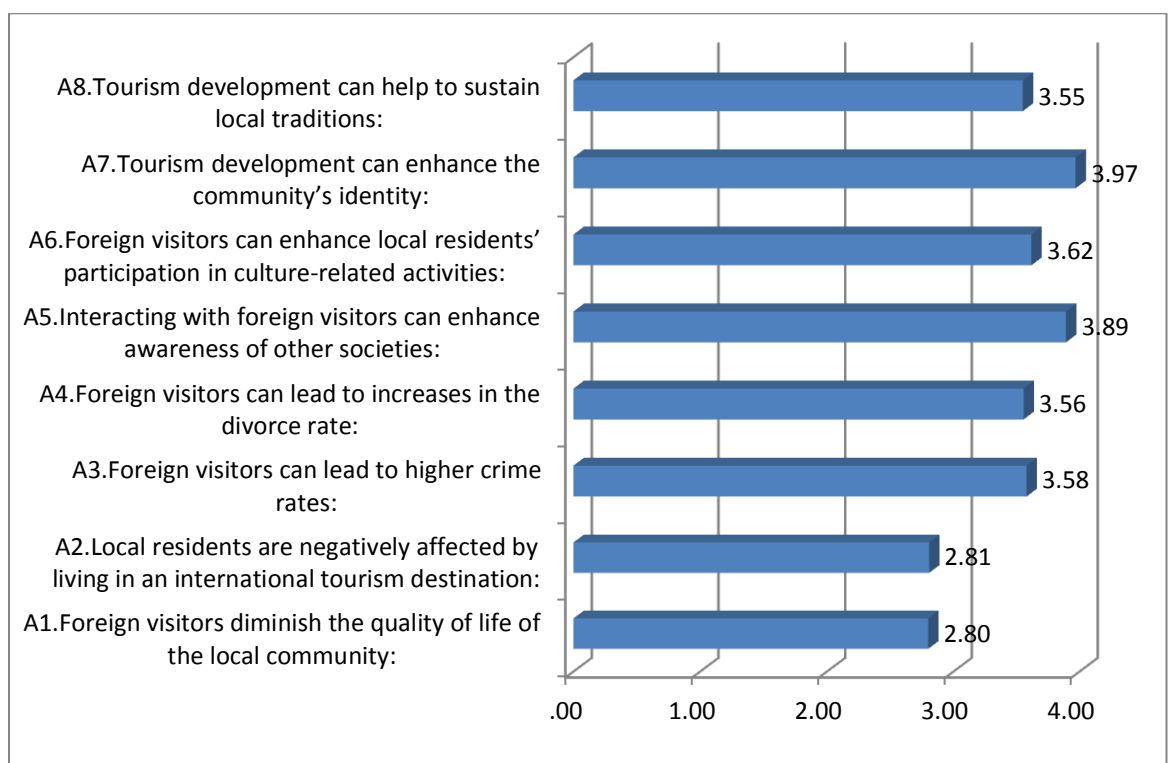
The statements in Part B of the questionnaire, initially evaluating the category of Tourism and Community changes, were divided based on their loading in Factors: 1 (B1. B2, B3, B4, B5), Factor 5: (B5, B7, B8).
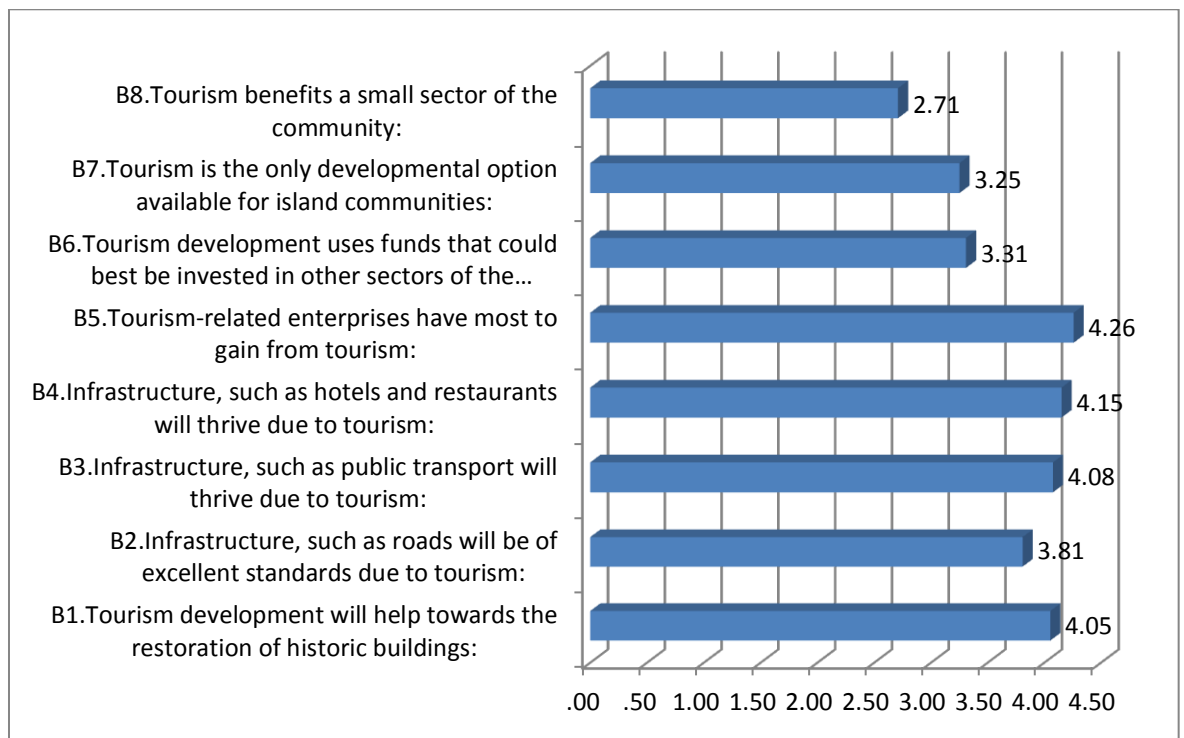
Figure 13: Summary of the mean scores of the Part B statement loadings.

177

SECTION 1: Part C

The third category under evaluation was Tourism's Role in the Local Community. Four general statements were included in this category assessing the residents' attitude towards the role that Tourism plays in the local community (see Figure 14 for statements in Part C).

Part C: Tourism's Role in the Local Community	Statements
General Statements	C1 Tourism movement in the local community should be evenly distributed throughout a year. C2 The local community should have a say in tourism-related issues. C3 Visitors should show respect to local traditions and cultures. C4 Island residents' lives are shaped by the tourism industry.

Figure 14: Statements in Part C

In this section all statements have a mean score over 3.0(see Appendix 12 for the Descriptive Analysis of the Part C of the Questionnaire). The highest mean score was attained by statement (C3), 4.62, which shows residents' demand for tourists to show respect to the traditions and cultures of the island. The lowest mean score was attained by statement (C1), 3.87, regarding the even distribution of tourism throughout the year. Even though RoC is faced with seasonality Larnaca residents are not so much affected as the tourism density in the area is not too high throughout the year. However they do recognize that even distribution of tourism movement is important to the development of a sustainable destination. This is supported through the results yielded from factor 1, 2 and 3 (see Figure 15 for the summary of the results Part C statement loadings).

Another statement with a high mean score was (C2) with a score of 4.09, which expresses residents view regarding their involvement in tourism related matters. They believe that they should be involved in decision making regarding their community. This is also supported through the results of the qualitative part as well as the literature (Nunkoo, 2013;Chen, 2006; Del Chiappa, 2012).

The statements in the category evaluating Tourism's Role in the local community were divided in Factors 3 (C1, C2, and C3) and Factor 5 (C4), the factor related to the islands.
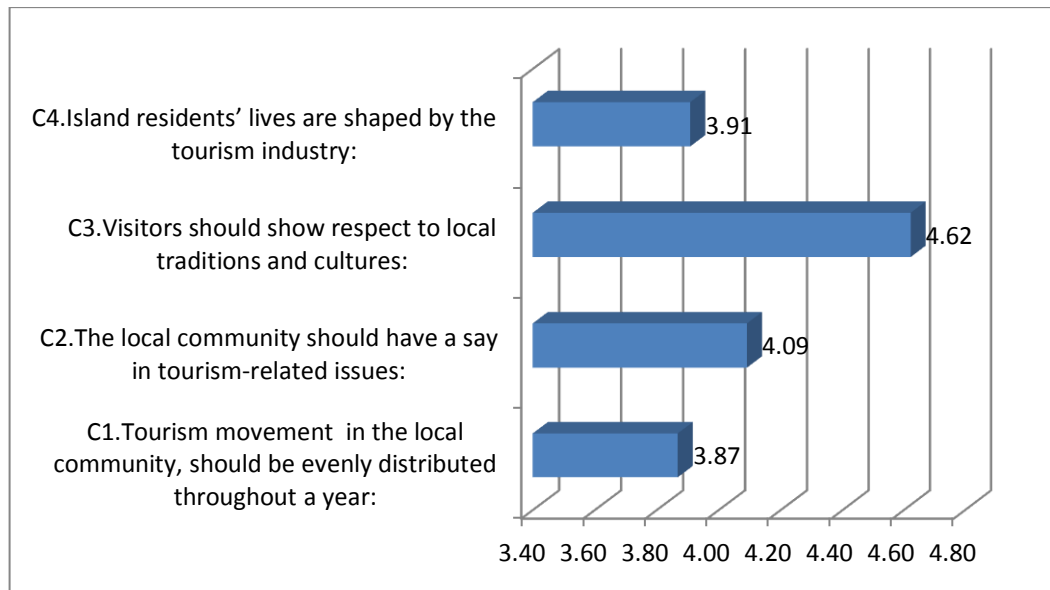
Figure 15: Summary of the mean scores of the Part C statement loadings.

SECTION 1: Part D

The fourth category under evaluation was Tourism and the Role of the State. Four general statements were included in this category assessing the residents' attitudes towards the role that the state plays in Tourism development (see Figure 16 for statements in Part D).

Part D: Tourism and the role of the state	Statements
General Statements	D1 The local community should be consulted in tourism-related issues. D2 Government makes decision in regard to the tourism industry. D3 More decision making should be passed on to the local municipalities mainly based on financial benefits. D4 Island states have limited opportunities for development due to their unique characteristics.

Figure 16: Statements in Part D

Based on the results for the statements in this category it is found that the mean score was over 3.0. The statement with the highest mean score was (D1), 4.16, which shows that residents expect to be consulted in tourism-related matters. The statement with the lowest mean score (but still with quite high mean score)

179

was statement (D1) with almost 3.50, referring to the limited opportunities available to island states. Residents acknowledge that island have unique characteristics that restrict their development (see Figure 17 for the summary of the results Part D statement loadings).
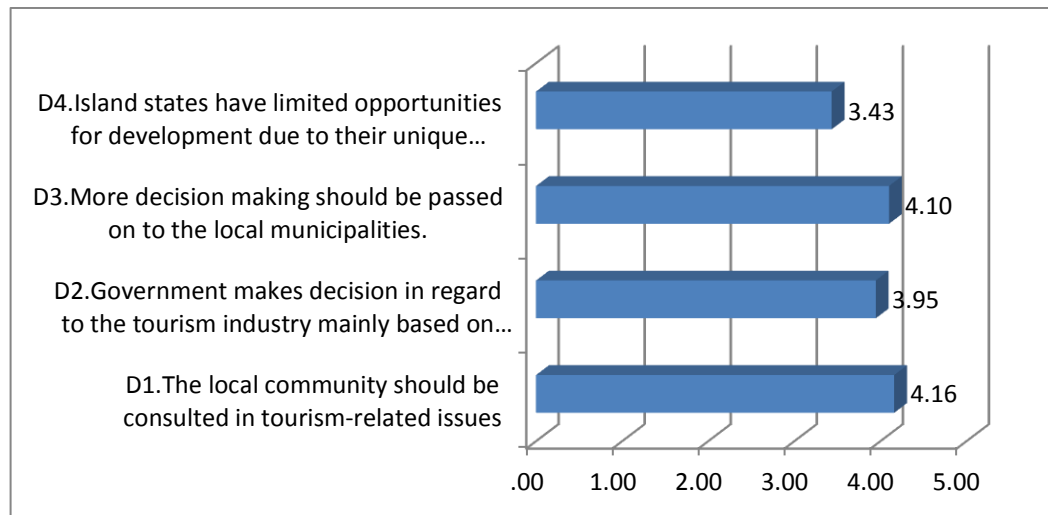
Figure 17: Summary of the mean scores of the Part D statement loadings.

The statements in the category evaluating Tourism and the Role of the state were divided in Factors 4 (D1, D2, and D3) and Factor 5 (D4), the factor related to the islands.

SECTION 2: Part E

Part E was concentrating on Behavioral factors that show the respondents' intention to act on their attitude as this study is aiming to evaluate all aspect of residents' attitudes including the cognitive, the affective and the behavioural (Eagly and Chaiken, 1993).

Within this section there are 6 items, 3 of which show positive (for) intention to act towards tourism development (E1, E2, E3)and three items that show negative intention to act towards tourism development (E3, E4, E5) (see Figure 18 for statements in Part E).

Behavioral Intentions: Residents' Intention to Act	Statements
Positive Intention to Act for Tourism development	E.1 I would join a local committee to help use government grants on developing tourism in the Larnaca region. E.2 I would support the development of hotels in the Larnaca region. E.3 I would vote for a municipality counsellor that is in favour of extensive tourism development.
Negative Intention to Act for Tourism development	E.4 I would protest if I believe that a prospective tourism project may be harmful for the local community. E.5 I refuse to use facilities that are mainly used by tourists. E.6 If I was acting as a member in the municipal consul I would prefer to invest local funds in the building of a new school instead of developing in tourism.

Figure 18: Statements in Part E

The mean scores within this section are ranged between 2.2 and 4.36 (see Figure 19 for the Summary of the results Part E statement loadings). E1 shows a positive intention to act with a mean score of 3, 90 towards joining a local committee to help use government grants on developing tourism in the area.

The statement that scored the highest mean score was (E4) with 4.36 expressing the residents' intentions to protest if they disagree with a perspective tourism project that they believe to be harmful for their community. The residents' intention to protest was evident this year with Larnaca residents protesting as "the government has given permission to natural gas companies to move support operations to Larnaca temporarily" (Psyllides, 2014). However this was considered by residents "as something that could affect plans to develop this area into a marina and leisure centre" that was originally intended (Psyllides, 2014). Even though they were not protesting against a tourism project their protest supports the findings of the study that show Larnaca residents as being capable to dispute for something that they consider to not to benefit the local community. In addition their actions support the results of positive statements (E1, E2, E3) who have scored a mean score of almost 4.0.

The statements (E1 and E6) show that there is a high percentage of undecided respondents within the Larnaca residents with a mean score of 3.18 for other development and a mean score of 3.90 for tourism development. This may be due to the fact that residents are not really aware of what to expect, nor do they seem to be properly informed regarding any development that might take place in their community (Hadjistassou, 2014). It is worth noting however that if

another option of possible development was given (i.e. factory instead of a school) the results might have been different.
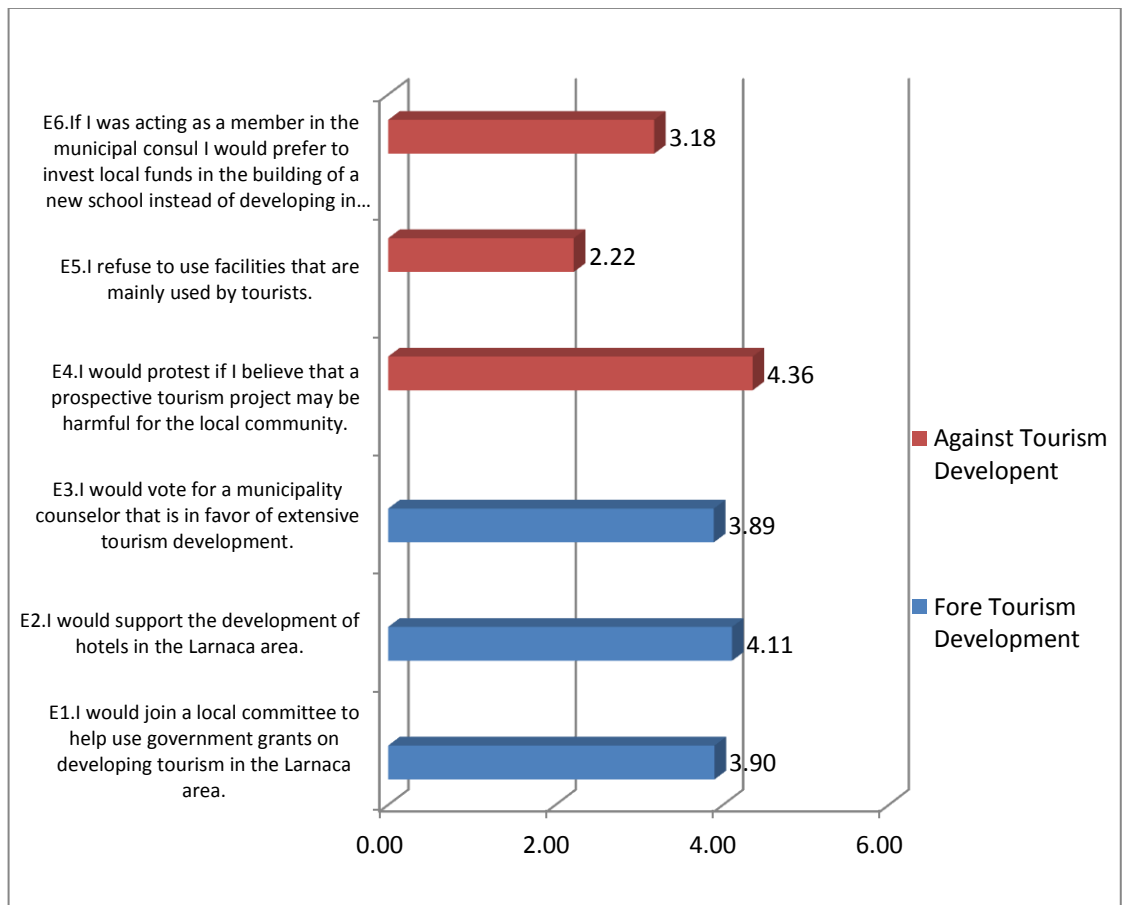
Figure 19: Summary of the mean scores Part E statement loadings.

The descriptive part of the questionnaire is contributing in the understanding of the aim, objectives and research questions of the study. The following statistical analysis gives a more detailed picture of the results.

5.4.4 Statistical Analysis

5.4.4.1   Exploratory Factor Analysis (EFA).

EFA was utilised in this study firstly because it as a statistical analysis usually adopted in the fields of psychology and education (Hogarty et al. 2005) and secondly as it is widely suggested as a suitable method for interpreting self-reporting questionnaires (Byrant, 1999).

EFA assisted in this study in a number of ways:

- Firstly by initially reducing the (24) variables into a lesser set of variables referred to as factors,

- Secondly by aiding in establishing underlying relations between measured variables and theories.

Thirdly by assisting in providing construct validity evidence for the questionnaires as"... factor analysis is intimately involved with questions of validity ... Factor analysis is at the heart of the measurement of psychological construct" (Nunnally, 1978, pp112-113)

The 24 statements were subjected to an EFA, using SPSS with the intent to firstly represent a large number of relationships amongst interval level variables but also to understand the relation amongst variables by understanding the concepts that underline them (Leech et al. 2005).

Before performing the analysis the suitability of the data was assessed. The Kaiser-Meyer-Oklin Measure of Sampling Adequacy (KMO) value was (.72) exceeding the recommended value of .6 or above as suggested by Kaiser (1970).

The Bartlett's Test of Shpericity value is significant (p:000) that is the Sig value should be (.05) or smaller. These results suggest that factor analysis was appropriate (see Figure 20).

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,72
Bartlett's Test of Sphericity	Approx. Chi-Square	925,515
	df	276
	Sig.	,000

Figure 20: KMO and Bartlett's Test

In order to reinforce the reliability of the factor analysis of the study a sample of at least 300 cases was achieved as suggested by Tabachnick and Fidell, (1996). In addition the 10 to 1 ratio as was followed as recommended by Nunnually (1978) with 16 cases per statement to be evaluated.

The second issue under concern was the strength of the inter correlations between the statements under evaluation (Pallant, 2001). The correlation matrix showed some correlations of r=.3 or greater.

To aid in the interpretation of the results Varimax rotation was performed. The EFA yielded the following 7 factors (see Table 11 for the results of the EFA). The seven factors explained a total of 62.43 % of the variance with Factor 1 contributing: 18.09, factor 2 contributing 10.39, factor 3 contributing: 8.80, factor 4 contributing: 7.41, factor 5: contributing: 6.52, factor 6 contributing: 5.73 and factor 7 contributing: 5.50.

The proportion of the variance of each item h^2 ranges between 55 and 76.

Statements	FACTORS							
	I	II	III	IV	V	VI	VII	$\underline{h^2}$
B5.Tourism-related enterprises have most to gain from tourism:	.78	.03	.00	.10	-.05	-.06	.04	.68
B3.Infrastructure, such as public transport will thrive due to tourism:	.75	.03	.01	-.12	.14	.02	.05	.76
B4.Infrastructure, such as hotels and restaurants will thrive due to tourism:	.74	.29	.15	-.11	-.04	-.14	-.10	.71
B1.Tourism development will help towards the restoration of historic buildings:	.65	.41	.03	.17	.05	.11	-.02	.72
B2.Infrastructure, such as roads will be of excellent standards due to tourism:	.62	.19	.18	-.05	.18	.20	-.08	.71
A8.Tourism development can help to sustain local traditions:	.19	.83	-.01	-.03	.04	-.16	.05	.77
A6.Foreign visitors can enhance local residents' participation in culture-related activities:	.02	.82	.16	.02	-.03	-.16	-.10	.54
A7.Tourism development can enhance the community's identity:	.26	.63	.20	.06	.00	.14	.05	.75
C1.Tourism movement in the local community, should be evenly distributed throughout a year:	.06	.09	.76	.08	.06	.14	.13	.74
C2.The local community should have a say in tourism related issues:	.21	.15	.67	.13	.11	-.02	-.12	.69
C3.Visitors should show respect to local traditions and cultures:	.45	.04	.50	.35	-.05	-.08	.15	.70
D2.Government makes decision in regard to the tourism industry mainly based on financial benefits	-.05	-.14	.15	.81	.13	.06	.05	.63
D1.The local community should be consulted in tourism-related issues	-.01	.10	.04	.80	.01	.01	-.10	.67
D3.More decision making should be passed on to the	.06	.28	-.09	.50	-.04	.05	.43	.55

local municipalities.

Item	1	2	3	4	5	6	7	h²
B6.Tourism development uses funds that could best be invested in other sectors of the community:	.25	-.14	-.11	-.13	**.73**	-.13	.08	.67
B8.Tourism benefits a small sector of the community:	.16	-.10	.29	.14	**.66**	.16	.05	.60
C4.Island residents' lives are shaped by the tourism industry:	-.06	.07	.18	-.05	**.65**	.42	.00	.57
B7.Tourism is the only developmental option available for island communities:	.16	.10	.09	.16	**.64**	-.21	-.17	.63
D4.Island states have limited opportunities for development due to their unique characteristics:	-.29	.01	-.14	.24	**.58**	.05	.17	.68
A2.Local residents are negatively affected by living in an international tourism destination:	-.08	-.07	-.15	.06	.03	**.85**	-.07	.73
A1.Foreign visitors diminish the quality of life of the local community:	.11	-.16	.19	.03	-.17	**.67**	.15	.53
A4.Foreign visitors can lead to increases in the divorce rate:	-.08	.07	.13	.15	.06	**.23**	-.02	.66
A5.Interacting with foreign visitors can enhance awareness of other societies:	.17	.09	.23	.04	.08	.01	**.77**	.61
A3.Foreign visitors can lead to higher crime rates:	.22	.16	.19	.08	.03	.00	**.73**	.60
Eigenvalue	4.34	2.49	2.11	1.78	1.56	1.38	1.32	
% of Variance explain	18.09	10.39	8.80	7.41	6.52	5.73	5.50	
Total Variance explain	18.09	28.47	37.27	44.68	51.20	56.93	62.43	66.77

Table 11: Factor Analysis

The EFA yielded the following 7 factors;

a. Tourism and community positive changes

b. Perceived socio-cultural benefits of tourism.

c. Tourism's role in the local community.

d. Tourism and the role of the state.

e. Tourism impacts and island countries.

f. Perceived negative socio-cultural impacts of tourism.

g. Tourism and community concerns.

The themes will be discussed in more detail (Table 12 for the Summary of the results of the EFA).

The first factor entitled Tourism and Community positive changes.

All of the items in this factor involve changes within the community which are related to tourism such as improved infrastructure in regard to public roads, development of the hospitality industry, restoration of historic buildings.

Statements (B1, B2, B3 and B4) show residents' positive attitude towards the role that tourism development plays in the restoration of historical buildings, infrastructure as well as tourism related business like hotels and restaurants. These items have scored quite high ranging from (0.62-0.75). This is also supported through the literature (Ko and Stewart, 2002, Vargas and Sanchez et al., 2009). The attitude of residents regarding these positive impacts of tourism on the community was also apparent in the qualitative part of the study (see Table 10).

Even though residents perceive that tourism development contributes to positive changes in the community statement (B5 with a score of 0.78), shows concern that businesses related directly to tourism benefit the most out of it. Residents at large are mainly not aware of the exact benefits of tourism in their community. However, it can be assumed that even though residents perceive that tourism-related businesses benefit the most out of the industry, they can still acknowledge that tourism benefits are still significant to the community at large and they understand that the community is substantially improved as a result of tourism development. This is also supported in the literature through 'Psychological Empowerment' within the context of tourism (Scheyvens, 1999). Tourism can be used to enhance residents pride and self-worth from strangers (tourists) who recognise the uniqueness of the local people, their community, culture, the natural resources and traditions of the island (Scheyvens, 1999; Andriotis, 2005; Di Castri, 2004).This opinion was also expressed through the qualitative part of the study with respondents suggesting that locals need to feel proud of their island their culture, history and traditions *(Respondent, 20).*

This factor is aiding in answering research questions 1 and 3 regarding the role and nature of tourism in the community and the attitude of residents towards the socio- cultural impacts of tourism.

The second factor is entitled: Perceived Socio-Cultural benefits of tourism.

All of the statements in this factor involve socio-cultural benefits that can result from tourism such as enhancement of residents' participation in culture-related activities, enhancement of community identity and local traditions. These items have scored quite almost (0 .80)

Statement: A6: shows that respondents acknowledge that tourism can enhance local residents' participation in culture-related activities (55.0) and a smaller number (36.6) remain neutral. Statement: A7: shows that respondents consider tourism as a means to improve the community's identity (77.1). This is also supported in the literature in a study conducted in Belize where residents support that they become more culturally aware and more proud of their traditions as a result of tourism (Diedrich and Garcia- Buandes, 2009).

Statement A8: shows a positive (53.4) response to the role that tourism plays in sustaining local traditions with a neutral responses rate of (26.7). The neutral response rates in these statements are worth mentioning as residents may not feel that they are totally aware of the benefits and the costs that tourism and other developments will expose their community to and thus they are not in position to make a clear decision regarding the sociocultural impacts of tourism development. This attitude also became apparent through the qualitative part of the study with respondents claiming that they acknowledge the benefits however they feel that residents are not always informed regarding the direct positive influences that tourism bring to the community "through creation of public awareness from the Municipality and the Larnaca Tourism Company" (*Respondent, 17*). This view supports the Social Representation theory as it acknowledges residents' attitudes regarding tourism can be communicated and shared to a greater or lesser extent among various subgroups within a society (Far and Moscovici, 1984). It may be beneficiary to make something unfamiliar, as the benefits of socio-cultural benefits of tourism to the local community, familiar to the residents (Moscovici, 2001, p37). In this way the information promoting tourism development issues, is utilised to positively influence residents' attitudes relating to this specific type of development (Abrric, 1993; Wagner et al., 1996).

This is also supported with the fact that when residents responding to statements B4 and B8 referring to the benefits of tourism on the community, the results showed that residents are not totally aware of the benefits and the costs that tourism and other developments will expose their community to. This is also supported by the acts of protest of Larnaca residents regarding the recent developments in the Larnaca harbour which show their concern regarding the possible dangers attached to this development and the implications they might have in the future tourist development of the area. The residents are protesting in order to be given the opportunity to be more involved in the decision-making regarding the options for future development of their community and also be more informed regarding environmental, social and economic factors in order to be able to make a more objective decision regarding the future development of their community.

As suggested also in the literature, if residents are considered as major stakeholders in the tourism planning and development process of their community (Murphy, 1985; Hall, 1994, Choi and Sirakaya, 2005), they will be more aware of the benefits and thus more willing to support this type of development.

The third factor is entitled: Tourism's role in the local community.

All of the items in this factor involve issues that are affecting the local community positively or negatively. Statement (C1) scored the highest loading in this factor (0.76). This statement is referring to the even distribution of tourism movement in the local community throughout the year. This shows that the element of seasonality is being acknowledged by the locals as an important problem that the Cyprus Tourism Industry is facing. The issue of seasonality is an area of concern that was identified in the Qualitative part of the study (see Table 10). Respondents were referring to the negative impacts of seasonality as well as giving suggestions for overcoming the effects of seasonality.

This area is also supported through the literature that acknowledges the impacts of seasonality on tourist destinations (Commons and Page, 2001; Manning and Powers, 1984).

Statement (C2) with a score of (0.67) presents residents as interested and willing respondents in tourism related issues affecting their community. It must

also be noted that residents through statement (C3) and a score of (0.50) express their concern and preference regarding the type of tourist they would like to attract in the area. Residents prefer the type of tourists that would respect local traditions and culture and thus will more likely have the lesser negative effect on the local community. The preference towards a tourist type sensitive towards culture and tradition was a conclusion derived from the qualitative part of the study as well. Respondents have given suggestion regarding the type of tourist that is better suited for the Larnaca area.

This is also supported through the literature available on type of tourist to be attracted within a community which mainly supports tourism based on culture, nature and tradition (Dyer et al. 2007; Gursoy et al. (2009).

This factor is aiding in answering objectives research questions 3 regarding the attitude of residents towards the socio-cultural impacts of tourism as well as shedding some light in answering research question 6 regarding possible suggestions for future tourism development.

The fourth factor is entitled: Tourism and the role of the state.

All of the statements in this factor are linked to the role of the state /government in tourism. The statement with the highest score was (D2) with a score of (0.81) that strongly indicates residents' attitudes towards government decision making regarding the tourism industry development. Their response shows that they believe that government decision regarding the development of the tourism industry is mainly based on financial benefits. Their response to statement D1 regarding the involvement of the community in tourism-related issues has scored also very high with a score of (0.80). These high scores can be interpreted as insecurity on behalf of the locals towards the decision-making bodies. Their need to be more involved and empowered to contribute in decision making is further shown in their response to statement (D3) with a score of (0.50) that they would prefer for more decision making to be passed on to the local municipalities.

The qualitative part of the study strongly supports this factor with respondents expressing strong opinions regarding the management of tourism and the role of the municipality. Residents recognise that decisions are being centrally

controlled however they prefer that the municipality is given more authority regarding community decision making (see Table 10). This is also supported by the literature as the role of the public sector is always fundamental in the development and promotion of tourism (Smith, 2000; Wong, 2003).

The fifth factor is entitled: Tourism impacts and island countries.

All of the statements in this factor are linked to tourism impacts and island countries. The results indicate that residents recognize that island states have limited opportunities for development due to their unique characteristics. Statement (D4) with a score of (0.58) shows a positive attitude towards tourism as the only developmental option available for island communities. Residents recognize the fact that islands have limitations and they do not hold a very strong bargaining power in comparison to non-islands. Statement (B7) and a score of (0.64) give an idea on the concept of the level of power relating to the resources available to islands and their possibilities of development.

Statement (C4) with a score of (0.65) shows residents' awareness in regard to tourism influence on their lives. Even though residents acknowledge the benefits of tourism, they do recognize that funds are being allocated in the development of the industry that could have been invested in other areas (B6), with a score of (0.73). However statement (B8) gives a general picture on the residents' opinion regarding the benefits of tourism to the whole community with a score of (0.66). This is also supported by the results of factor 1 which raises concern about the awareness of locals in regard to the benefits of tourism in the local community.

The issue regarding island characteristics was present during the qualitative part of the study, with respondents commenting on limitations of islands and their concerns regarding other future options for development. This is also defended through the literature with studies conducted on islands which even though are addressing the concerns regarding tourism development still consider tourism as an important economic tool **(**Andriotis, 2005; Mc Elroy, 2006; Stylidis et al. 2014). This possible relationship between island characteristics and the formation of residents' attitudes has proven to be acting as an element of power (Ap, 1992) in the formation of residents' attitudes towards tourism development in their area. The element of power was an area

of interest regarding the use of the SET in understanding residents' attitudes towards this type of development.

This factor is aiding in answering research question 4, regarding possible relationship between island characteristics and the formation of residents' attitudes towards tourism development as well as shedding some light in answering research question 6 regarding possible suggestions for future tourism development.

The sixth factor entitled the Perceived negative Socio-cultural impacts of tourism

All of the statements in this factor are linked to perceived negative sociocultural impacts of tourism. Statements (A1 and A2) show a strong support by local community. Residents perceive that by living in an international tourism destination they are negatively affected based on statement A2 which yielded one of the highest scores (0.85) out of the 24 statements under evaluation. In addition they perceive that the quality of life for the local community can diminish due to foreign visitors based on statement (A1) with a score of (0.67). Another area of concern for residents seems to be their opinion regarding a link between divorce rates and tourism based on their responses to statement (A4) with a score of (0.23).

Based on the most recent statistics available, during 2012 the number of divorces reached 2.036 while in 2013 it reached 1.857. Comparing these numbers to the tourist arrivals of these years in 2012 the tourist arrivals have reached 2,464,908 persons while in 2013 there was a decrease with 2,405,390 persons (Statistical Services Cyprus, 2013, 2013, Marriages and Divorce rates).

These data can show a possible relation between divorce rate and tourist arrivals; however this could also be related to foreign residents and not specifically tourists of course.
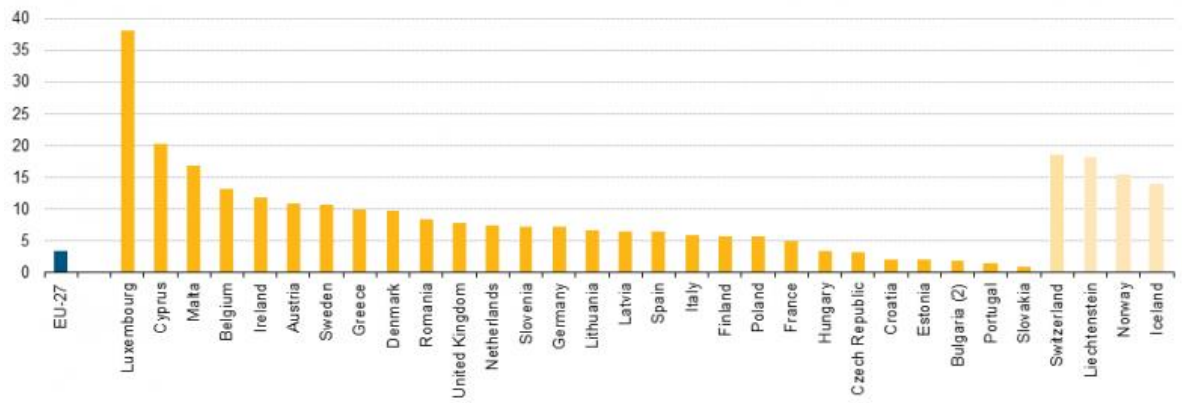
Figure 14: Immigrant per 1000 inhabitants

Source: European Commission- Eurostat

Based on the size of the population Cyprus held the highest rates of emigration in 2012 with 21 emigrants per 1 000 (European Commission- Eurostat, see Figure 14 for Immigrants per 1000 inhabitants). This structure of the population therefore makes it difficult to prove that whether it is tourists that are to be blamed for these negative socio-culture impacts or the large number of foreigners permanently residing on the island.

The uncertainty of the results related to this factor is also present in the literature with studies presenting similar results from island destination (Spanou, 2006 in the Republic of Cyprus; Haralambopoulos and Pizam, 1996 in Samos and Liu and Var in a study in Hawai, 1996).

It must be noted that the area of negative socio-cultural impacts of tourism has been examined through the overall assessment of impacts in several studies **(**Sharpley, 2014; Andriotis and Vaughan, 2003; Andriotis, 2005; Woosnam, 2012)**;** however there is no specific assessment regarding the impact on divorce rate. This impact is examined mainly together with other negative impacts such as crimes, prostitution, drugs and gambling (Tusun 2002; Diedrich and Garcia-Buandes (2009).

These different responses in the case of Larnaca residents might be related to the large number of foreigners living in the area which are not tourists.

This factor is aiding in answering research question 3 residents' attitudes towards the socio-cultural impacts of tourism development.

The seventh factor is entitled: Tourism and community concerns

This factor is including items directly related to matters affecting the community. Residents are concerned that foreign visitors can enhance awareness of other societies on the one hand but on the other they can also lead to higher crime rates. Statements (A5) and (A3) have scored quite high loading 0.77 and 0.73. This is also supported through the literature (Tosan 2002). Unfortunately there exist no statistical data available since the year 2011 as the statistical services are getting information from the police and the data takes far too long to be analysed. In order to assess this further previous years have been investigated in order to understand residents' response. During 2010 there were 165 offences committed by Cypriot residents, 121 foreign residents and 3 by tourists. During 2011, there were 153 crimes committed by Cypriot residents 99 by foreign residents, and 7 by tourists. Tourist arrivals in 2010 totalled 2,172.998 compared to 2,392.228 in the corresponding period of 2011, recording an increase of 10.1% (Statistical Services Cyprus, 2010; 2011).The data available shows that residents' response to statement (A3) regarding their concern about tourism and crime might be related to foreigners in general and not specifically tourists as statistics show that foreign residents commit more crimes than tourists (see Figure 14 for Immigrants per 1000 inhabitants).

This factor has yield only two variables so it may be a factor that might be excluded in future studies.

Factor	Mean	Std. Deviation
1. Tourism and community positive changes	4,14	,69
2. Perceived Socio Cultural benefits of tourism	3,71	,79
3. Tourism's role in the local community	4,19	,64
4. Tourism and the role of the state	4,67	,62
5. Tourism impacts and island countries	3,32	,65

6.Perceived negative Socio cultural impacts of tourism	3,06	,76
7.Tourism and community concerns.	3,74	,52

Likert scale 1-5 (1= Strongly Disagree , 5= Strongly Agree)

Table 12: Summary of the results Factor Analysis

5.4.4.2   Issues emerging from EFA findings

The results of the EFA indicate that residents have a positive attitude towards tourism development in their community. This is also supported through the qualitative part of the study and the body of literature available. Due to the fact that Larnaca residents associate tourism development with more positive than negative impacts, they are therefore inclined to be more supportive and willing to get involved in the exchange (King et al.1993), thus supporting the SET. This is also evident in the literature review with a number of studies conducted in different geographical locations that yielded similar results (Lindberg and Johnson, 1997; Gursoy et al, 2002; Jurosky and Gursoy, 2004; Gursoy and Rutherford, 2004; Vargas-Sanchez et al, 2009, Kayat and Propst, 2002: Ap, 1992, Andereck and Voght, 2000).

The residents' concerns regarding the socio-cultural impacts of tourism on the community such as crime and divorce are also supported by the literature (Tosan 2002); however they are not affecting their judgment as they are aware of the benefits of tourism that seem to outweigh any possible costs that the industry might impose on the community.

It must be mentioned that statistical data available show that the residents' concern regarding the impact of tourism on the level of crime and divorce rate might be related to foreign residents in general and not specifically tourists.

Factor 5 relating to islands destinations yielded through the EFA, is an interesting area of further research as it can demonstrate a possible connection between residents' attitudes towards tourism development and island limitations. This connection can explain their positive attitude towards tourism as a whole despite any other concerns that they might have.

The recent developments in the Larnaca region regarding the residents' collective protesting activities regarding the Larnaca harbour into Industrial instead of a marina development has confirmed the results obtained through the EFA. Residents have shown clearly that they are supporting tourism development in their community as they acknowledge the benefits of such a development will be far more than any concerns that they might have. The findings of the EFA support the results of Jackson and Imbakaran' study (2006) in Australia, who concluded that residents presented "pro-tourism intentions to act" (p363) similar to the case of the Larnaca region. This can be related to the fact that both destinations are islands.

5.4.4.3 Pearson Correlation

The Pearson Correlation analysis was used to describe the relationship between two variables and the direction both in terms of the strength and the direction of the relationship. For each pair of variables evaluated the SPSS system provided the (r) value, the significant level, and the number of cases given (see Table 13 for the Analysis).

It was important to evaluate the relationship between the variables based on the way the variables are scored. The direction of the relationship was evaluated through the negative sign in front of the (r), which referred to a negative correlation between the two variables. Care was taken with negatively worded questions during analysis, which were reversed before scoring.

The statements were correlated with the 7 factors that yielded from the EFA in order to assess the direction and the strength of their relationship. The Pearson correlation shows a positive relationship between the residents' intention to act and the factors derived. Factor 1 and 2 are linked towards the benefits regarding the development of tourism. Factor 3 and factor 4 are related towards the organisation and the management of the tourism industry, Factor 5 is evaluating island characteristics and linked with all others, factor 6 and 7 are linked towards the costs regarding the development of tourism (see Table 13 for the results of the Pearson Correlation). However it must be mentioned that this correlation is based on the specific sample tested as well as the political, economic, environmental and social factors related to the specific community at that specific time.

Part E: Behavioural Intentions		factor 1	factor 2	factor 3	factor 4	factor 5	factor 6	factor 7
E1. I would join a local committee to help use government grants on developing tourism in the Larnaca region.	Pearson Correlation	,118[*]	,337[**]	,182[**]	,285[**]	,108[*]	-,043	,240[**]
	Sig. (2-tailed)	,020	,000	,000	,000	,034	,394	,000
	N	387	387	387	387	387	387	387
E2. I would support the development of hotels in the Larnaca region.	Pearson Correlation	,150[**]	,121[*]	,154[**]	,128[*]	-,164[**]	-,010	,111[*]
	Sig. (2-tailed)	,003	,017	,002	,012	,001	,848	,029
	N	387	387	387	387	387	387	387
E3. I would vote for a municipality counsellor that is in favour of extensive tourism development	Pearson Correlation	-,058	,071	,073	,092	-,170[**]	-,073	,118[*]
	Sig. (2-tailed)	,256	,162	,153	,072	,001	,154	,020
	N	384	384	384	384	384	384	384
E4. I would protest if I believe that a prospective tourism project may be harmful for the local community.	Pearson Correlation	,176[**]	,153[**]	,053	,116[*]	,188[**]	-060	,115[*]
	Sig. (2-tailed)	,000	,002	,302	,022	,000	,240	,024
	N	387	387	387	387	387	387	387
E5. I refuse to use facilities that are mainly used by tourists.	Pearson Correlation	-189[**]	-,146[*]	-,196[**]	,003	,441[**]	,181[**]	-,101[*]
	Sig. (2-tailed)	,000	,004	,000	,949	,000	,000	,048
	N	387	387	387	387	387	387	387
E6. If I was acting as a member in the municipal consul I would prefer to invest local funds in the building of a new school instead of developing in tourism.	Pearson Correlation	,016	-,116[*]	,085	-,049	,102[*]	,130[*]	,034
	Sig. (2-tailed)	,761	,023	,096	,335	,045	,010	,511
	N	387	387	387	387	387	387	387

Table 13: Pearson Correlation.

* It is correlated with this factor

** it is highly correlated with the factor: Correlation is significant at the 0.01 level (2-tailed)

Statement (E1) shows a strong positive correlation with Factors 1, 2, 3, 4, 5 and 7. This statement supports tourism development and presents a correlation between residents' intentions to act towards investing government grants in the development of tourism in the Larnaca region. Further development is

correlated with positive changes in the community and positive socio-cultural impacts (Factors 1,2,3) Residents are aware that decision-making in regard to tourism is centrally controlled and there is not much power given to municipalities and consequently to the residents. This is also apparent through the results of the EFA through results yielded in Factor 4 entitled: Tourism and the role of the state. This correlation is also evident in the qualitative part of the study (see Table 10) with residents supporting tourism development as well as commenting on the control of the government and the need for municipality and residents to be furthered involved in decision making with comments like *"It's time for the CTO to pass more responsibilities and control to the local bodies who are more interested in promoting tourism in the Larnaca region"* (Respondent, 19).

It is worth noting however that there is a strong positive correlation with Factor 7 thus showing that residents' concern regarding negative influences on the local community. This view is also supported by the literature review with host communities expressing reasonable concerns on certain socio-cultural impacts of tourism development such as legal issues, individual organized crime, morality and drugs (Tosan 2002) but not expressing significant negative feelings towards tourism. These concerns were also expressed during the qualitative part of the study with respondents commenting on the fact that *"Ayia Napa is turning into a place where you get a lot of teenagers who come to get drunk buying drags having sex all the time, so the town is being destroyed in a way and the local people are not leaving in the city; anymore they have moved their house around the city"* (Respondent, 3).

However even though concerns are mentioned there appears to be no correlation with this statement and Factor 6, the factor entitled perceived negative socio-cultural impacts of tourism. Residents possibly do not perceive such influences to be dangerous for the local community but rather they see them as concerns that they feel the decision-makers should bear in mind when planning tourism in their community.

Tourism is seen as a good option for development as identified through the qualitative part of the study and the results of the EFA through Factors 1 and 3. Evidence supporting this view is available in the literature in light of the SET, as

residents seem more willing to accept any negative socio cultural impacts if tourism is providing them with economic benefits personally and collectively (Tsundoda and Medlinger, 2009). Residents are aware of the benefits of tourism as they have mentioned during the qualitative part of the study that "*the contact of the people with foreign tourists generally helps in promotion and training in intercultural issues. The acquaintance with other cultures can help the diffusion and upgrading of culture in general" (Respondent 11)*, a view that is also shared in the literature (Osti et al. 2009). This correlation assists in answering research questions 1, 3 and 4.

Statement E1 shows a correlation with Factor 5 which is entitled tourism impacts and island countries. Residents appear to acknowledge the limitations of their community which might act as an element of power towards having a positive intention to act regarding tourism. The literature review supports this opinion through studies (conducted by Andriotis, 2003, 2005; Andriotis and Vaughan, 2003; Kayat, 2002), on island destinations**.** In addition respondents through the qualitative part of the study also mentioned that *"being an island limits our options we don't have too much capital and we don't have too many resources" (Respondent 13).* This correlation assists in answering research question 4 related to island characteristics.

Statement (E2) is positively correlated with factors 1,2,3,4,7 and correlated with factor 6. Factors 1 and 3 are highly positively correlated in comparison to the other factors. Residents perceive tourism as providing positive impacts on the local community and therefore they support further development of hotels in the area. This view was also shared in the qualitative part of the study with residents commenting that *"there is a great need for hotels in the area that will provide employment for locals as well as improve our standard of living" (Respondent 5).* This correlation assists in answering research question 6 relating suggestion for further areas of development.

There is less correlation with factor 2 and factor 7 relating to the socio-cultural impacts of tourism and the community concerns regarding tourism development. Residents do not perceive that further development of hotels will have a major effect on the society and the culture of the community. The residents' preference for particular type of development is also highlighted in the

qualitative part of the study with respondents addressing the issue of renovation of the existent hotel properties and the development of new facilities, "*it would be good to see renovated properties in the Larnaca region as there is only a limited number of hotels in comparison to other towns particularly 5* hotel*" *(Respondent 8).* This view is also supported by previous studies in other island destinations by Andereck and Vogt"s (2000) and Perez and Nadal (2005),

Factor 4 entitled: tourism and the role of the state, is also not highly correlated with this statement. This could be possibly due to the fact that residents understand that the power that the municipality has over matters relating to the future development of the community is limited. This is evident from the qualitative part as respondents have mentioned that "*If some of this authority is being decentralized to the local authority it means that the city as a whole will be more concerned in finding ways to bring more tourist to that specific city*" (Respondent 3).This view is also shared by the literature with studies conducted on the role of the government in the development of tourism (Smith 2000; Wong, 2003).

It must be noted that this statement is highly negatively correlated with factor 5. This can be explained as residents recognize the limited opportunities available to the unique characteristics of the island, so they believe that if they do not support the development of hotels in their area they will have even more limited opportunities for development. This negative correlation can be considered as expressing a positive attitude towards tourism development. This is also shown from the weak correlation that this statement has with Factor 6 entitled: perceived negative socio-cultural impacts. Residents see the development of hotels in the area positively without linking it directly to any negative socio-cultural impacts.

These correlations assist in answering research question 3 and 4 regarding the influence of island characteristics on the residents' attitudes as well as 6 dealing with possible areas of future development.

Statement (E3) has no correlation with factors 1,2,3,4,6. It is positively correlated with factor 7 and highly negatively correlated with factor 5.

It is worth explaining the fact that there appears to be no correlation with the above factors. Residents seem to recognize that decision making regarding tourism development is centrally controlled and there is not much power given to municipalities and their residents. Therefore they do not see much point in voting for a member of the municipality that would support this type of development. This is apparent in the qualitative part of the study with *Respondent 3)* commenting that *the* municipality claims to *"have a high level of involvement in the tourism but in what I see they don't not have such a high level").*

They recognize that extensive tourism development raises some concerns regarding negative influences on the local community and this is also apparent through the results of the EFA as well as the responses of respondents during the qualitative part of the study. However these concerns do not seem to discourage residents from supporting tourism development in the Larnaca region as they also perceive the benefits. This view is supported throughout the qualitative part of the study with respondents all 15 respondents expressing a positive attitude towards tourism development.

The negative correlation of this statement with Factor 5 entitled: tourism impacts and island countries could be influenced by the residents' 'attitudes towards the importance that tourism plays for island destinations, due to their unique characteristics and the limited opportunities for other areas of possible development. Residents perceive that if community officers do not invest further in tourism the community might have more serious implications to deal with based on the limitations of their community and the island as a whole. This view was expressed through the qualitative part of the study with respondents' acknowledging that *"there are not too many options for us due to the fact that Cyprus is an island; Tourism is our best option" (Community Officer, 7).*

This overall positive attitude towards tourism development in the area is evident from the recent protest of Larnaca residents and their preference in moving towards making the Larnaca a tourist oriented community (Psyllides, 2014). Therefore we can comment that the negative correlation can be considered as conveying a positive attitude towards tourism development and assisting in answering research questions 3 and 4, regarding the influence of island

characteristics on residents' attitudes. This response is also evident in the previous statement (E2) that showed a high negative correlation with factor 5.

Statement (E4) shows highly positive correlation with factors 1, 2 and 5. Residents perceive that the more they protest regarding tourism projects, that they consider being harmful for their community, the more pressure they would impose on community officers in order to develop more efficient mechanism to protect the community.

Factor 5 is highly correlated with this statement and supports the correlation in the previous statements (E2) and (E3) that residents continuously support the fact that island characteristics play a role in the options available regarding future development in their community. This view is supported by the qualitative part of the study *as respondents comment that as an island "we have scarcity of resources that can affect the sustainability of our country therefore we need to proceed with caution. Tourism can help in developing our community and improving our standard of leaving in general" (Expert, 11).* Residents realise that island limitations make their community even more vulnerable and this is also shown from their recent actions regarding their support towards becoming a more tourism oriented. In this way more positive impacts will filter through to the community as a result of a more controlled tourism development (Psyllides, 2014).

This statement aids in answering research question 3 and 4, 5 and 6 regarding the influence of island characteristics on the residents' attitudes.

Statement (E5) is a negative comment that is negatively correlated with factors 1, 2, 3 and 7. The two negatives give a positive possible correlation. The residents do not have a problem in using facilities shared by tourists as they perceive tourism as having a positive impact on the community and possibly due to the limited number of tourists in the area. This is highly correlated with factor 5 which can show that residents understand and accept the need for tourists to be present within their community due to the limited opportunities available for islands and specifically their community. The qualitative part indicates that residents are not expressing negative feelings towards the density of tourism development within the Larnaca region *"There are aren't any serious*

impacts as there isn't any serious tourism developed in Larnaca unlike other areas in Cyprus such as Ayia Napa where there have been a lot of social problems due to the inflow of tourism of a large number of tourists in a small area. In Larnaca because the number of tourist is very small compared to other tourist areas in Cyprus I don't believe there are any serious negative socio-cultural impacts of tourism on the local residents (Respondent, 5).

A possible correlation with factor 6 referring to the perceived negative socio-cultural impacts shows that residents perceive that some negative impacts are attached to tourism development and thus they would be more are affected by these impacts if they are sharing the tourist facilities. However the results of the EFA and the qualitative part of the study show that residents see tourism in a positive light and thus support the exchange as mentioned above.

Statement (E6) is negatively correlated with Factor 2 and positively correlated with factors 5 and 6.The negative correlation with factor 2 is possibly related to the example given in the statement regarding the building of a school. If another example was given i.e. a factory, we can assume based on the responses given in other statements such as (E1) and (E2) that there would be a different reply. This is also evident from the responses of all respondents during the qualitative part of the study with 12 out of the15 respondents expressing an interest in having more hotels built in the area as well as hospitality facilities such as golf courses, theme parks and kids' facilities. This became evident with the residents' protest regarding the development of an industrial harbour in the Larnaca region. They were protesting against this type of development and for the development of a marina with tourism related businesses (Psyllides, 2014). This goes to prove that if another example was given, this statement would have different correlations with the factors.

The positive correlation with factor 5 and 6 can be explained as a result to the example given i.e. a school. Residents recognize the limited opportunities that they have due to island characteristics as well as the possible concerns they might have related to tourism development. This attitude is expressed through the qualitative part of the study with respondents commenting "*because our other industries are very weak, we don't manufacture any products because we lack of resources, we luck of capital we don't have known how so it was an easy*

way out to invest in the tourism industry and also considering the climate of Cyprus the location of Cyprus people all over the world find it attractive as a holiday place (Expert ,3).

Statement (E6) aids in answering research questions 3,4,5,6 regarding the residents' attitudes towards the socio-cultural impact of tourism development as well as their intention to act upon their attitude and possible areas of future development.

5.4.4.4   Issues emerging from the Pearson Correlation

The results of the Pearson Correlation showed a positive intention to act towards tourism development with residents supporting tourism development i.e. with the building of hotels, and accepting tourists within the community. This is also supported by the qualitative part of the study and the literature review as mentioned above. They recognise that extensive tourism development raises some concerns regarding negative however these concerns do not seem to discourage residents from supporting tourism development in the Larnaca region as they also perceive the benefits.

It is worth mentioning that the recent developments in the Larnaca region, regarding the construction of an industrial harbour versus a marina and a more tourism oriented future, demonstrates residents willingness to protest for tourism development as they recognise that the benefits outweigh any possible costs to the community in comparison to other types of development. This is also supported through the qualitative part of the study.

5.4.5   Issues arising from the Quantitative part

The analysis of the quantitative data presents resident's awareness of tourism development in their community. There appears to be a consistency in their attitude throughout the different groups regarding the positive and the negative socio-cultural impacts as well as certain limitations that the RoC is facing regarding opportunities of further development.

The questionnaire used during the second part of the study was divided in three parts. Section 1: including 24 statements divided in four parts each evaluating a

different factor. Section 2: including Behavioral Intentions and Section 3: was looking at Demographics and other Related Information.

In Part A: socio-cultural impacts of tourism development were under evaluation. This part demonstrates a positive overall attitude of residents towards the socio-cultural impacts of tourism development which is also indicated from the results yielded by the EFA results, factor 1 and 2. This view is also supported by the results of the qualitative part of the study and the literature review **(**Andereck and Voght, 2000)**.**

The matter that seems to concern residents the most regarding the socio-cultural impacts is the effect of tourism on crime and divorce rate. This concern is contradictory to the results derived from the qualitative part of the study where respondents mentioned that Larnaca is not as negatively affected by tourism in comparison to other towns such as Ayia Napa. As previously mentioned this could be relate to the foreign permanent residents in the area, instead of specifically tourists, as supported in the qualitative part of the study *with Respondent commenting that "There are so many foreigners permanently staying in the area so why are we to blame tourists?" (Respondent, 5).* This notion is also supported by the low scores (the lowest within this category) relating to residents' reaction to foreign visitors diminishing the quality of life of the local community and to local residents being negatively affected by living in an international tourism destination. This is also the result of the qualitative part of the study with residents acknowledging certain negative effects that need to be addressed but overall accept tourism as being worthy of development.

In Part B: the Tourism and community change was evaluated. The results from this part also convey the residents' positive attitude towards the socio-cultural impacts of tourism development. This is also apparent through the qualitative part of the study as well as the supported through part A of the questionnaire as well as the results yielded from factor 1 and 2.

What seems to concern residents is that even though tourism benefits the whole community, still tourism related enterprises appear to gain the most out of it; may be due to ownership matters.

Island characteristics seem to contribute in the residents' opinion regarding tourism as a main option of development for an island. This is also supported by the qualitative part of the study, the EFA, as well as the literature review (Lewis-Cameron and Roberts, 2010). However residents have also suggested that funds could also be invested in other sectors, which is also partly supported by the qualitative part of the study with 2 respondents referring to the academic sector. This shows that they would prefer not to totally rely on only one industry.

In Part C: the Tourism's role in the local community was under evaluation. The results from this part have revealed that residents realise that Tourism plays role in the local community. They expressed a very strong opinion regarding their involvement in tourism related matters as well as conveying the need for tourists to respect the island's traditions and culture. Residents believe that they should be involved in decision making regarding their community, a view also supported through the results of the qualitative part and the literature review (Nunkoo, 2013;Chen, 2006; Del Chiappa, 2012).

In Part D: Tourism and the role of the state were evaluated. Based on the results in this part, residents anticipate to be consulted in tourism related matters as also indicated in Part C of the questionnaire and the qualitative part of the study.

The limited opportunities available to island states are considered a problem by residents and shows that they acknowledge that the unique characteristics of islands states play a role on their development. This view is also supported through by results of the qualitative part, EFA and the literature (Niles and Baldachino, 2011).

In this Part E: the resident's intention to act positively and negatively towards tourism was evaluated. The results of this part convey residents' willingness to support tourism development in their area. However residents also express an intention to protest if they consider that a perspective tourism project may be harmful for their community. This intention was evident this year's protest regarding development plans for community (Psyllides, 2014). Their actions demonstrate that they are willing to dispute for something that they consider not benefiting the local community.

It must be mentioned, however, that there is a high percentage of undecided respondents within the Larnaca residents as the statement referring to other development scored 3.18 while the statement referring to tourism development scored 3.90. This is also partly supported from part B as well as the qualitative part of the study, with residents suggesting also different types of development that might be related to their need for investing in various industries.

The results of the descriptive analysis of the questionnaire were then further assessed through inferential statistics which were utilised to explore the specific sample and draw some conclusions about it. The main issues arising from each analysis will be briefly discussed to summarise the findings.

The 24 statements from the four parts of the questionnaire were subjected to an **EFA** indicated both positive and negative statements regarding residents' attitudes which is consistent with previous studies (Imbakaran and Jackson, 2005; Brunt and Courtney, 1999).The EFA yielded 7 factors:

Factor 1 includes attitude statements regarding tourism and community positive changes. Residents recognize that tourism brings positive changes to their community regarding restoration of historical buildings, infrastructure as well as tourism related business like hotels and restaurants. Even though they seem concerned that tourism related businesses may benefit the most out of it, they still acknowledge the industry's general contribution to their community.

Factor 2 incorporates attitude statement based on perceived socio-cultural benefits of tourism such as enhancement of local residents' participation in culture-related activities, enhancement of community identity and local traditions. The neutral response rates in this factor are worth mentioning as residents may not be aware or informed about the direct benefits and the costs associated with tourism and other developments and thus are unable to make a clear decision regarding the socio-cultural impacts of tourism development.

Factor 3 represents attitude statements about tourism's role in the local community. Residents express their opinion regarding an even distribution of tourism movement in the local community throughout the year, which shows that the element of seasonality is being acknowledged by the locals as an important problem that the Cyprus Tourism Industry is facing. The issue of

seasonality is an area of concern that was identified in the Qualitative part of the study as well.

It is important to mention that residents express their concern and preference regarding the type of tourist they would like to attract in the area. The preference of residents is towards a tourist type who is sensitive towards the culture and tradition of the destination. This preference was also evident from the qualitative part of the study as well.

Factor 4 includes attitude statements regarding tourism and the role of the state. Residents believe that government decisions regarding the development of the tourism industry are mainly based on financial benefits. This might be one of the reasons that motivated them to become involved in tourism related issues within their community. They seem to have the need to be empowered regarding tourism related matters and would prefer for more decision making to be passed on to the local municipality level. This view is strongly supported by the results derived from the qualitative part of the study.

Factor 5 incorporates attitude statement associated with tourism impacts and island countries. The residents' concerns regarding island characteristics which are shared by previous studies conducted on island destination **(**Briassoulis, 2002; Scheyvens and Momsen, 2008).have formed a factor through EFA.

Residents recognize that island states have limited opportunities for development due to their unique characteristics and thus they do not hold a very strong bargaining power in comparison to non-islands. This factor shows that island characteristics play a contributing factor in the formation of island residents' attitudes towards the socio-cultural impacts of tourism development.

Residents are also aware that funds being allocated in the development of the industry could have been invested in other areas of development, something that was mentioned in the qualitative part of the study as well.

Factor 6 includes attitude statements regarding perceived negative socio-cultural impacts of tourism. Residents perceive that by living in an international tourism destination they are negatively affected. Even though they seem to be aware of the benefits of tourism they acknowledge certain areas of concern

regarding divorce rate. However this issue could be related to the number of foreigner residents permanently residing in the area and not tourists as such as an argument was previously mentioned in the qualitative part.

Residents appear willing to accept negative socio-cultural impacts if tourism is benefiting them personally and collectively, an issue that was evident from the qualitative part of the study as well as supported by the literature (Haralambopoulos and Pizam, 1996, Dyer et al. 2006: Liu and Var, 1996; Ap, 1992, Andereck and Voght, 2000; Tsundoda and Medlinger, 2009).

Factor 7 presents attitude statements associated with tourism and community concerns. Residents are aware that on the positive side foreign visitors can enhance their awareness of other societies but on the negative side they are also concerned that foreign visitors can lead to higher crime rates. This may also be related to foreign residents in general and not specifically tourists as previously mentioned which is also evident from the statistics with foreign residents committing more crimes than tourists. This is notion is also evident from the qualitative part of the study as previously mentioned.

The recent developments in the Larnaca region regarding the residents' collective protest have confirmed the results obtained through the EFA. Residents have shown clearly that they are pro-tourism development in their community as they acknowledge the benefits of such a development will be far more than any concerns that they might have.

The **Pearson Correlation analysis** was then utilised to describe the relationship between two variables, both in terms of the strength and the direction, based on the specific sample tested, as well as the political, economic, environmental and social factors related to the specific community at that specific time.

The statements were correlated with the 7 factors yielded from the EFA in order to assess the direction and the strength of their relationship. The Pearson correlation shows a positive relationship between the residents' intention to act and the factors derived.

The results showed a positive intention to act for tourism development that supported the results of the EFA and the results derived from the qualitative part of the study. Residents are suggesting further tourism development plans in their area with the construction of hospitality and tourism related activities such as: hotels and theme parks in comparison to investing in an industrial route of development for their community.

The quantitative part of the study contributed in answering all the research questions and helped to enhance interpretability as well as clarifying the results (Robson, 2002), by testing on a wider sample, as well as adding on the results derived from the qualitative part of the study and contributing to the existing knowledge on the subject.

5.4.6 Summary of the findings of the study

This study intended in exploring the attitude of island residents in the Larnaca region(Republic of Cyprus) regarding the socio-cultural impacts of tourism. The findings can work as an indicator for further research to be developed in the area.

The first part of the study commenced with a qualitative method that aided in designing the questionnaire which was utilised during the quantitative part of the study aiming in investigating this topic on a wider scale. Items used in the questionnaire have been adopted from various studies conducted by Lankford and Howard, (1994; Brunt and Courtney, (1999); William and Lawson, (2001); Gursoy etc., (2002, 2004), previously used in other settings, to contribute to the existing literature based on a cross cultural comparison as well as aiding in creating a valid instrument.

The use of a mixed method approach combining both qualitative and quantitative approaches, as well as the use of a variety of sources, increased the validity of the study and aided in achieving triangulation by data, methodology and theory (Robson, 2002). The findings of the study are consistent with previous studies conducted in the subject of socio-cultural impacts of tourism (Andereck and Voght, 2000; Tsundoda and Medlinger, 2009).

After both parts of the study have been analysed and discussed, it is now possible to answer the research questions set at the beginning of the study.

Research question one regarding the nature and importance of tourism development for the RoC was explored through the qualitative and the quantitative part of the study. Both parts have concluded that residents recognize the importance that tourism plays for the RoC, as a tourist destination, and specifically for the Larnaca region. They demonstrate awareness of the impacts that tourism has on their community and they are quite supportive of its further development.

Research question two was aiming to identify a theoretical framework that may contribute to the understanding of the relationship between the formation of

residents' attitudes and tourism development, with concentration on socio-cultural impacts. This was explored through a number of theoretical frameworks utilised as a foundation in order to create the instrument used in this study. In addition the SET has been used as a basis in evaluating the findings of the study that has been tested considerably by a number of researchers in various settings.

Research question three regarding the attitude of the local people concerning tourism development for islands, specifically in the Larnaca region was explored through the qualitative and the quantitative part of the study. Residents are aware that tourism is a good option for development especially in the case of islands. They have realistic expectations regarding tourism and they are willing to support its development in their community.

Research question four regarding a possible relationship between island characteristics and the formation of residents' attitudes towards tourism development, with concentration on socio-cultural impacts, in Larnaca region was explored through the qualitative and the quantitative part of the study. This possible relationship was demonstrated through the formation of a factor that concentrates on island characteristics. Residents' element of power, within the tourism exchange, is influenced by the fact that their opportunities for future development are limited due to the unique characteristics of islands. This is an important area of further research as it can show a possible connection between residents' attitudes towards tourism development and island limitations, and the implication of the power element on the residents' attitude. Therefore this relationship can contribute in explaining their positive attitude of island residents towards tourism, despite any concerns that they might have.

Research question five regarding a possible relationship between residents' attitudes towards tourism development and their intention to act was explored through the qualitative and the quantitative part of the study. Residents are expressing an intention to act if they believe that a tourist development may harm their community. This intention was tested through recent developments in the area that revealed residents' support for tourism and against a more industrial option of development that they consider as being harmful to their community as a whole.

Research question six regarding recommendations for future tourism development in the Larnaca region with the least opposition from locals was investigated through the qualitative and the quantitative part of the study. Residents provided suggestions regarding tourism related businesses such as hotels and theme parks that they perceive as being important to the development of tourism in their area.

The design of the study focused on the respondents'' attitudes in addition to the viewpoint of existing studies conducted in the area. It enabled the respondents' to become involved in the design of the study and thus has provided a realistic and valid picture of the attitude of residents towards the socio-cultural impacts of tourism in the Larnaca region.

CHAPTER 6

Conclusions and Recommendations for further Research

6.1 Introduction

This chapter presents the conclusions as drawn from the findings of the study regarding the aim, objectives and research questions. Based on the results of the data analysis and the theoretical interpretations, recommendations are given to the stakeholders: the CTO, the Larnaca Municipality, the local planners and developers.

This chapter also identifies certain limitations regarding the study and makes suggestions for further research. It concludes with final thoughts on the conclusions drawn from the findings.

6.2 Conclusions

6.2.1 Aim, Objectives and research questions

The conclusions presented in this chapter reflected the findings of the study, established on the specific sample during a particular period of time with the intent of addressing the aim, objectives and research questions as stated in Chapter 2. The underlying aim of this study has been to assess local residents' attitudes towards island tourism development with an emphasis on the socio-cultural impacts in Larnaca, Cyprus. In order to accomplish this aim the following objectives were identified followed by an appropriate research question.

The objectives and the research questions of this investigation are the following:
1. **What is the nature and importance of tourism development for the RoC?**

This was examined with the combination of the primary and secondary data. The primary data collection from the qualitative and the quantitative part of the study through semi-structure interviews and questionnaires provided a

significant amount of data. The analysis of the data collected through the Content Analysis of the qualitative data, descriptive analysis of the questionnaire and the results derived from of the EFA, contributed in creating a good picture of the nature and importance of tourism for the RoC and specifically the Larnaca region. In addition, secondary data was collected and analysed through literature available on Cyprus Tourism development in academic journals, census and statistical data from the CTO reports and library, the Ministry of Internal affairs and the Ministry of Commerce and Tourism as well the Municipality of the Larnaca city. Based on these results the investigator was able to reach conclusion and make suggestions and recommendations that can be utilised by the stakeholders of the research study.

The study has concluded that tourism is very important to the RoC and specifically to the Larnaca region due to a number of reasons that became apparent through the literature review as presented in Chapter 2 and the findings of the study presented in Chapter 5 based on the specific sample and period under investigation. The results of the study indicate that even though the RoC is considered as a well-developed tourist destination, the Larnaca region was identified by the residents as the least developed coastal town. As residents do not perceive that the carrying capacity of the area has been reached, they do support further tourism development in the area negatively. This support for further tourism development has been presented in the recent developments with residents' protesting for tourism development in the area as opposed to other future developments.

2. **Which theoretical framework would be appropriate in contributing to the understanding of the relationship between the formation of residents' attitudes and tourism development with concentration on socio-cultural impacts?**

This was examined with the combination of primary and secondary data. Through the literature review presented in Chapter 2 various theoretical frameworks were identified to be relevant to the aim and objectives of the study. The primary data collection from the qualitative and the quantitative part of the study aided in the development of an instrument that can contribute to the understanding of the relationship between the formation of residents' attitudes

in the Larnaca region, based on the specific sample and period under investigation.

The instrument designed and used in this study can contribute to the understanding of the role of island characteristics in the formation of residents' attitudes towards the socio-cultural impacts of tourism development. In order for this instrument to be considered reliable, it should be retested in other cities of the RoC so that results can be compared. It can later on be utilized by other island states so that the results can be generalized.

As the results were assessed in light of the SET this study contributes in understanding of the "element of power" of each individual's capability to benefit from the outcome of the exchange (Ap, 1992). The present study explored the possibility of the influence of island characteristics as a contributing "element of power" regarding for example the CPR of the island (Harsanyi, 1971) as well as other possible options of development in influencing the exchange thus affecting the formation of residents' attitudes.

The study supported the SET and recognized the island characteristics as a contributing factor in the formation of residents' attitudes towards the socio-cultural impact of tourism based on the specific sample and period under investigation.

3. What are the residents' attitudes towards the socio-cultural impacts of island tourism development in the Larnaca region?

This was examined through primary research, utilizing semi-structure interviews and questionnaires through the descriptive analysis of the questionnaire parts A,B,C,D and from secondary research conducted on literature from books and academic journals on residents' attitudes, tourism development, island tourism development, residents' attitudes and socio-cultural impact studies. Based on the results of the study the residents are indicating a positive attitude towards tourism development for the ROC destinations and specifically for the Larnaca region. They demonstrate awareness of the unique characteristics associated with island states and their implications in future business opportunities available. They critically assess the role that tourism plays in their community and evaluate its socio-cultural impacts on the community.

Overall they appear to have certain concerns that do not affect their support for tourism development as they seem to be aware that tourism cannot be blamed for all the socio cultural impacts associated with the community based on the specific sample and period under investigation.

4. Is there a relationship between island characteristics and the formation of residents' attitudes towards tourism development, with concentration on socio-cultural impacts, in the Larnaca region?

This was examined with the combination of the primary and secondary data. The primary data collection from the qualitative and the quantitative part of the study through semi-structure interviews and questionnaires provided a significant amount of data. The analysis of the data collected through the Content Analysis of the qualitative data, descriptive analysis of the questionnaire and the results derived from of the EFA, contributed in creating a broad picture of the nature and importance of tourism for the RoC and specifically the Larnaca region. In addition, secondary data was collected and analysed through literature available on tourism development, island tourism development, residents' attitude and socio-cultural impact studies in academic journals, census and statistical data from the CTO reports and library, the Ministry of Internal affairs and Ministry of Commerce and Tourism as well as the Municipality of the Larnaca city.

Based on the results of the study island characteristics seem to be a contributing factor in the formation of residents' attitudes towards the socio-cultural impacts of tourism development, based on the specific sample and period under investigation. Residents express a concern regarding the available business opportunities that are offered to island destinations and in light the SET they are considering themselves as having a low level of bargaining power in comparison to tourists.

5. Is there a relationship between residents' attitudes towards tourism development and their intention to act?

This was investigated through the use of primary and secondary data. Behavioural statements were used in both the qualitative and the quantitative part to identify residents' intention to act. The qualitative data analysed through Content Analysis supported the results derived from the quantitative data

through the descriptive analysis of the questionnaire, the EFA and the Pearson Correlation.

In addition to the primary date, the secondary data was collected and analysed through literature available on residents' attitudes towards the socio-cultural impact of tourism. Both primary and secondary data contributed in exploring and identifying a relationship between residents' attitudes and intention to act upon that attitude, based on the specific sample and period under investigation.

6. Which types of future tourism development in the Larnaca region will have the least opposition from residents?

This was examined with the aid of the primary and secondary data collected from this study. The primary data collected from the qualitative and the quantitative part through Content Analysis in addition to the quantitative data gathered from the descriptive analysis of the questionnaire and the results derived from the EFA, contributed in identifying possible areas for future development for the RoC and specifically the Larnaca region. This was supported by the secondary data collected through literature available on Cyprus Tourism development island tourism development, residents' attitudes and socio-cultural impact studies.

The analysis of the data collected indicates residents' support of tourism development and gives specific suggestions regarding its development in the community. The study identified type of tourist that residents prefer to have, tourists that respect the culture and tradition of the area, other types of tourism markets such as conference tourism and sports tourism that in their opinion are the most beneficial for the community as well as imposing the less negative impacts. Residents also suggested other types of development such as hotels, theme parks, family oriented facilities and tourism related infrastructure. Through this study further suggestions have been made regarding additional types of development such as those related with expansion of new academic institutions in the Larnaca region.

6.3 Recommendations

The results derived from this study highlights valuable information regarding island residents' attitudes that is disseminated to the sponsors of the project namely: the CTO and the Municipality of Larnaca as well as other interested parties such as the Larnaca Tourist Development Company, tourism developers and members of the industry.

A number of the suggested recommendations are presented and discussed as general recommendations referring to both sponsors. Each recommendation can be utilised based on the level of their authority regarding tourism development. Additional specific recommendations given to each sponsor are presented individually.

6.3.1 General Recommendations

1. Further Promotion of the Larnaca region locally and internationally

Residents would like to see the Larnaca region being further promoted as a tourist destination both locally and internationally. The results of the qualitative and the quantitative parts of the study show residents' distress regarding the promotion that their town is having in comparison to the other towns. As previously mentioned it is important to recognise that the correct promotion and marketing of each area is vital to its future development. If all areas of the Republic are equally developed, all providing something unique for the tourists, their promotion will become more oriented and will concentrate on particular aspects.

There is a need for higher budget allocation regarding promotion and marketing. The results of the study have identified the need for more aggressive marketing campaigns to take place locally and internationally in order to promote the tourism industry of the Larnaca region.

2. Further investment in Hospitality and Tourism related facilities

Following from the previous recommendation, further investment is needed in Hospitality and Tourism related facilities, (i.e. theme parks, family oriented activities etc.). The results of the qualitative and the quantitative parts of the study identified interesting suggestions regarding this area. Residents would

219

prefer to have in their area a number of hospitality related facilities that they would enjoy using themselves as well as being useful for attracting tourist in their area. Taking into consideration their preference towards Eco-friendly type of tourists, the CTO should encourage (through possibly subsidisingor faster approval and planning procedures), the Local Authorities and the residents to invest in these types of projects.

3. Encourage Sustainable Tourism Development

Cultivate a more Sustainable Tourism development by using local products, suppliers, employees so that the residents recognize the benefits from tourism to the Larnaca community. Residents, even though they support future tourism development, they would like to see it done in a sustainable manner. They would like to know that the community is benefiting from tourism and tourism related facilities i.e. the presence of the airport in the Larnaca region. Taking into consideration their preference towards a Cultural friendly type of tourist, the CTO should encourage (through possibly subsidising or more effective approval and planning procedures), the Local Authorities and the residents to invest in cultural related projects such as museums and interactive cultural related projects.

4. Preference towards an Cultural friendly-Type Tourist

The results of the study identified a preference towards a particular type of tourist for the Larnaca region. Residents are more supportive of Cultural Friendly-type tourist that is more respectful to the culture and traditions of a community. Based on research it may not be totally feasible, however the Larnaca region can invest in this type of tourist by capitalising the cultural and historical sites of the area and investing in their preservation and promotion for tourism related activities. The CTO can develop campaigns that aid in building sustainability in communities through competitions, developing the unique characteristics of each community and overall making residents proud of their community.

5. Disseminate tourism benefits to the community

Inform the locals regarding the benefits of tourism to the local community. It appears residents would like to be further informed regarding the benefits that

tourism brings to the community. They would be more willing to support any type of development, if they are more knowledgeable regarding its overall role in the community. Disseminate regularly figures regarding the contribution of tourism to the RoC. Make sure that residents in the community are aware of its contribution to the Larnaca community and the projects that have been funded due to the income received from tourism.

6. Further Investment in Infrastructure

Further Investment in Infrastructure, i.e. roads, public transport, pavement, public facilities, was requested regarding the RoC and specifically the Larnaca region. The results of the qualitative and the quantitative parts of the study voiced the need for improvement in the infrastructure of the Larnaca region. Residents complain that they are suffering because lower quality infrastructure and they also express concerns regarding the possible dissatisfaction that this may create for tourists.

Careful planning needs to be done with the cooperation of the CTO and the Local authorities in identifying weaknesses that are presenting themselves in the community. There has been continuous discussion regarding the beautification of the Larnaca region that needs to be addressed, if the area is going to be able to attract the type of tourist identified in this study which is more Eco-friendly.

7. Residents' involvement in decision making

The results of the study conveyed residents' anxiety regarding their involvement in decision making about development prospects suggested for the Larnaca region. This was apparent in the recent protests that took place regarding the harbor developments. It is advisable that general community meetings are held regularly with representatives of the CTO and the Municipality Council that will take the role of updating residents regarding any problems, as well as potential projects related to their community. The results of the study conveyed residents' anxiety regarding their involvement in decision making about development prospects suggested for the Larnaca regionIt is important to realise that residents' support is vital to the success of tourism development on the RoC and their role as advisers during the planning stage. Having in mind the fact that island characteristics have been seen as a limitation for future development,

residents express a clear understanding regarding the importance of sustainability of the economy of the Larnaca community. Therefore once information is filtered through accurately to the residents they are more likely going to appreciate potential contributions that the project might bring as well as weight them against the costs that they might have to incur as a community. In this way they will be aware of any serious matters and they would assist in finding sustainable solutions and ideas for further development in their community.

8. Invest in all year tourism markets

Concentrate on other tourist markets that are suitable for all year tourism such as conferences, sports, and nature-related tourism. The residents are aware of the problem of seasonality; therefore they identified markets that can attract tourist throughout the year as they will not be concerned with the Sun, sea and sand concept. This builds in to the previous recommendation specified, regarding the beautification of the area and the preservation and utilisation of the historical sites, the natural resources that make each area unique.

9. Cooperate with local academic institutions in terms of research

It is vital that the CTO and the local municipality utilise the academic environment that is developed in the RoC in order to cooperate in conducting extensive research regarding future development plans that focus on sustainable development based on economic, environmental and socio-cultural (positive and negative) impacts on the community. It would be to RoC benefit to follow the advice of other similar destinations that have succeeded in developing their tourism Industry sustainably with the minimum negative impacts for the community. Residents react negatively to developments that they consider to be harmful to them and their community, i.e. the case of the Larnaca harbor.

Extensive research conducted by academics can help in building a sustainable tourism industry based on the three spheres of sustainability: economic, environmental and socio-culture. In this way studies conducted by reliable sources can yield information to the residents that will allow them to have the necessary information in making a sound decision about their community.

6.3.2 The Cyprus Tourism Organisation

The following recommendations express the opinion of the residents regarding the current and the future role that the CTO should play in the overall sustainable development of the Tourism Industry in the RoC and specifically in the Larnaca region.

1. **Equal opportunities of development amongst all areas of the RoC**

The results of the qualitative and the quantitative parts of the study express residents' concern regarding the fact that Larnaca has been left behind the overall development of the RoC, especially in comparison to other coastal areas such as Limassol and Ayia Napa. They consider that all other towns have been given better opportunities for development with Larnaca being left out. It is important to acknowledge that the RoC is a tourist destination that should be utilised, developed and promoted as an entity. Therefore it might be good idea to try to develop different tourist facilities in each area so that tourists are encouraged to travel around the island in order to experience its unique characteristics.

2. **Decentralisation of power**

The results of the qualitative and the quantitative parts of the study showed that residents believe that the CTO is a connecting link between the Ministry and the local authorities. They recognise that it needs to be more modernised as it is seen as a very bureaucratic and archaic organisation. More authority needs to be decentralised from the Government to the CTO so that decisions are taken promptly. Residents acknowledge the fact that certain decisions are delayed by the bureaucratic process that the government offices operate. The CTO should be given the necessary authority as a regulatory body in the **o**verall sustainable development of the tourism industry of the RoC. In order to be more successful in its overall role it needs to be managed and operated by Hospitality and tourism educated staff.

3. **Improved air and sea connections**

The unique characteristics of islands have been identified within this study as limiting the opportunities available for development. An important limitation is the expensive charges that they are obliged to incur, in order to travel to the

RoC. Looking for other alternatives residents suggested that better sea, boat and air connections should be offered to attract other potential markets. All Tourism and Hospitality stakeholders need to work together collectively under the guidance of the CTO organisation. In this way they will be able to provide the best suitable package to attract the type of tourist that will benefit the RoC.

6.3.3 Larnaca Municipality

The following recommendations express the opinion of the residents regarding the current and the future role that the Larnaca Municipality should play in the overall sustainable development of the Tourism Industry in the Larnaca region.

1. Preference in the type of tourism development

Residents have identified specific types of development that they would prefer to see in their community. The results of the qualitative and the quantitative parts of the study showed a positive attitude towards tourism development in the Larnaca region with an emphasis on culture. Residents suggested further development of hotels, entertainment facilities such as family oriented activities such as theme parks. They recognise that these facilities will also help in improving their standard of leaving and consequently economically developing their area. The future tourism growth of the Larnaca region will consequently lead to the development of the land, the enhancement of employment opportunities and the expansion of other business in the area. The Municipality could encourage the residents to investing in this type of facilities by providing some form of assistance through funding or easier planning procedures and processes.

2. Empowerment of Local Authorities regarding tourism development of the community

The results of the qualitative and the quantitative parts of the study have indicated that more authority needs to be decentralised from the Government to the local Municipality. Residents realise that the reason behind certain problems that arise within the community are: the lack of funding and government controlled projects under the authority of the Ministry of Tourism and Commerce. Therefore they see the need of empowerment of the local

authorities in making certain decisions regarding the future development of their community.

3. Improved channels of communication between the Municipality and the community

Residents expressed the need to be involved in development prospects suggested for the Larnaca region. The Municipality Council represents the residents of the community and therefore should try to maintain a constant open channel of communication with them. As previously suggested for the CTO it is imperative that regular general community meetings are held regularly with the municipality representatives and the residents that would aim in updating the community regarding any problems and potential projects related to their community. Residents at this time demand to be informed about matters that affect their community and consequently their lives. It is vital that the Municipality of Larnaca recognises the important role that residents play in the successful implementation of tourism development in a community. Residents can contribute as advisers regarding matters associated with their community and therefore be given the opportunity to participate in the decision making by expressing their views, concerns and preferences towards tourism development in their community. This in turn may minimise the danger of reactions such as the recent protests regarding the harbor developments

6.4 Concluding thoughts

6.4.1 Limitations of the study

It is important as part of this research to reflect on the study and acknowledge the limitations related to it.

The underlying aim of this study has been to assess residents' attitudes towards island tourism development, with an emphasis on the socio-cultural impacts, in Larnaca region, RoC. It was quite difficult and time-consuming to research this topic as it incorporated a number of different areas such as tourism development, tourism development and island states, residents' attitudes and socio-cultural impacts of tourism development. Through the research on each particular area of study a number of issues were identified that made the comparison between studies difficult and the further development of the subject more challenging.

The most important that needed to be addressed were the following:

- A number of different terms were used in the studies reviewed such as: attitudes, perceptions, opinions, reactions, and views. These terms were used in research papers interchangeably while mainly referring to the same notion. This limitation was addressed by identifying the term that was most relevant to the aim of the study and presented a definition that was used as a basis.

- The subject of tourism is viewed as fragmented therefore there is no specific broad theory of tourism since as a field it is comprising of many domains to which a number of different theoretical approaches can be applied (Danna and Cohen, 1991,(Tribe, 1997, 2010).Various theories based on other disciplines such as social sciences (sociology and psychology have been utilised in the context of tourism to enhance the explanation of the findings. This factor made it difficult to compare the results of different studies that varied in terms of theoretical backgrounds. To assist with this limitation the most appropriate theoretical framework relevant to the aim of the study was selected.

- A person's attitude as a research area is a complex area of research that can be difficult to evaluate. As this study that did not intend to generalise its results, it has utilised triangulation aid in strengthening its validity.

- Another important limitation was the fact that there is no universally accepted comprehensive measure of overall tourism impacts that could aid in attempting to predict the future (Mc Elroy, 2006). Nevertheless there were a number of different approaches that can be followed based on the aim and objective of the study.

- Previous literature identified various methodological approaches based on qualitative, quantitative and mixed methods with quantitative approach dominating in research studies. It was therefore necessary to follow a methodological approach that would aid in exploring the subject, contribute in answering the aim of the study and possibly add to the existing literature.

- A number of demographic variables have been identified as having a positive or negative effect on the residents' attitudes, that would be interesting to further investigate in future studies. The issue of the 'inside' researcher was also an important concern. This matter was dealt by introducing an expert in the field (who was not an insider) to assess the subjectivity of the study and evaluate the interpretations of the respondents'' responses.

- Community officers were not very willing to participate in the study and therefore it was necessary to utilise the assistance of the sponsors and the researcher's personal contacts, in order to achieve the formation of the sample.

- A number of respondents for personal reasons refused to be taped during the semi-structured interviews. This was handled by involving an assistant, with the permission of the respondents, to type during the interview process, so that the researcher can concentrate in pursuing interesting themes.

- Due to a number of unforeseen difficulties relating to the professional and personal situation of the researcher, the project was delayed. As a result a number of events have taken place that affected the RoC such as the collapse of the Banking system and the financial crisis as well as

specific developments in the Larnaca region such as the situation with the Harbor. To overcome this certain amendments had to be made in order to keep up to date with recent developments regarding the study area and in the literature available.

- It must be mentioned however that up to date statistical data on the RoC was not always readily available to the researcher. It was therefore necessary to make adjustments so that it does not create problems in the overall completion of the study. These adjustments are further discussed in Chapter 4, Project Activity, Chapter 5, Findings and Discussion and Chapter 6, Conclusion and Recommendations.

6.4.2 Future research

Following the completion of the study and the results of the data collected it became apparent that further research in the area of island characteristics as a contributing factor in the formation of residents' attitudes would contribute to the understanding of the subject. Therefore the following future research is suggested:

- The instrument used in this study can contribute in tourism research by further testing in other areas of the RoC and in other island destination in order to validate both the results and the instrument of this study.

- It might be useful to utilise this instrument in a longitudinal study in order to be able to generate deeper analysis that contribute further in the understanding the subject and expand the data findings so as to have a comparison.

- A number of demographic characteristics that have been identified in contributing to the formation of residents' attitudes such as occupation, gender and education could be included in future research.

6.4.3 Final thoughts

This study explored island residents' attitudes of towards the socio-cultural impacts of tourism in the Larnaca region and provided recommendations for further development. The exploratory method used increased the validity of the findings by accomplishing triangulation by data, methodology and theory.

The results of the study confirm that residents are supporting tourism development in the Larnaca region. They demonstrate awareness of the positive and negative impacts associated with these types of development as well as the implications of developing other business prospects.

Island residents acknowledge the limitations associated with island states and express concerns regarding the sustainability of the economy and their community and consider tourism as a profitable method to develop their area. However island characteristics are seen as restricting the negotiating power of residents, as tourism providers, and thus contributing in creating an unbalanced exchange between the two parties as a result of the residents' dependency on this economic activity. This level of dependency can play a role in the formation of residents' attitudes regarding the tourism exchange activity as well as tourism as a development option for islands.

The unexpected delay regarding the completion of this study brought about an interesting development as the Larnaca residents were faced with new challenges regarding the possible development plans for the Larnaca region. Residents expressed serious concerns regarding the suggested developments for the Larnaca Harbor. They protested against the development of an industrial plan and requested that their area moves towards further tourism development. This act comes to confirm the results of this study which concluded that residents will act upon their attitude and will protest if they feel that the developments are not to their benefit. Also this action supports the results of this study regarding the positive attitude towards tourism development in the area.

The theoretical framework developed can contribute to the understanding of the relationship between the formation of residents' attitudes and tourism development with an emphasis on the socio-cultural impacts of tourism on

island residents. This theoretical framework should be tested or further developed in other areas of the RoC and also other similar destinations in order to compare the results and evaluate its validity.

CHAPTER 7

A reflective account of my personal learning and professional journey

7.1 Introduction

This chapter presents a critical reflective account within a constructivist approach of my personal and professional learning journey during the preparation of the DPS 5360 project in part fulfilment of a DProf program.

The underlying aim of this study was to assess local residents' attitudes towards island tourism development, with an emphasis on the socio-cultural impacts in the Larnaca, area. I have chosen to undertake this type of research, as characteristics island states have not been researched as a contributing factor in the formation of residents' attitudes towards the socio-cultural impacts of tourism development.

Through my research skills, my analytical skills and my planning skills I assessed the socio-cultural impacts of tourism development in the Larnaca region and came up with recommendations that can be utilized and implemented by my sponsors, the CTO and the Municipality of Larnaca.

This study has helped me develop in a number of ways, as an academic and as a person, and contributed in accomplishing the different learning outcomes of level 8. These learning outcomes will be discussed in more detail below.

7.2 Knowledge and understanding

7.2.1 Knowledge

Knowledge was an intrinsic part of this research project throughout all its stages. At the beginning I was introduced to so many different tasks that needed to be accomplished as part of the research and I was encouraged to act as an independent learner in accomplishing them. The knowledge acquired based on my ontological and epistemological beliefs in research, the various research approaches and methods available, the different sampling methods

and data analysis techniques, provided me with methodological soundness (presented in Chapter 3). All these tools and qualities will assist me personally and professionally.

The literature reviewed for Chapter 2 gave me the theoretical background needed to understand in depth the specific subject area and then be able to contribute to it methodologically and theoretically. The framework of the Dprof program, as well as my professional knowledge provided me with the tools needed to structure my learning, through the development of suitable skills, and reflective aptitudes.

7.2.2 Research and development

The aim and objectives of the study aided in the establishment of its design based on a sequence of decisions that had to be made regarding the methodology to be followed in order to achieve its purpose. As mentioned in the Chapter 6, this project was faced with a number of limitations that had to be handled in order for the project to be completed. I can now say that this research experience has taught me how to properly conduct research by critically selecting relevant information and using it accordingly in order to develop an instrument that can be utilized in future research studies in the area of residents' attitudes towards the socio-cultural impact of island residents.

7.2.3 Ethical understanding

The ethical issues of this project were of great importance to me and therefore all ethical considerations have been addressed, as requested by the University of Middlesex and as suggested by the British Association of Educational Research, and presented in Chapter 3. Within these considerations were matters regarding willing participation and anonymity of the respondents as well as safe keeping of the data collected. A relevant example can be given regarding respondents in the qualitative part of the study who refused to be recorded during their interviews. I was faced with the dilemma of cooperating with the respondents and at the same time making my work more challenging by having to take notes during the interviews. After careful consideration and collaboration with the informant it was mutually agreed to invite an assistant to type during the interview, so that I could be able to concentrate on the material

discussed. It is not in my nature as a person (nor as an academic and definitely not as a researcher) to consider at any point to deceive my informants during the process of this study.

Through this experience I now have gained the knowledge needed to safeguard my future enquiries thus making me a more ethically responsible researcher.

7.3 Cognitive (thinking) skills

7.3.1 Analysis and Synthesis

The aim of this study was to assess residents' attitudes towards island tourism development with an emphasis on the socio-cultural impacts. This is a topic that it is quite difficult to research as it integrates a number of different areas including tourism development, per se, island states, residents' attitudes and socio-cultural impacts of tourism development. As mentioned in Chapter 2, the Literature review and Chapter 3, the Methodology Chapter, it was necessary that all different areas were explored so that interesting and conflicting issues were addressed thus aiding in achieving the aim of the study and contributing to the literature available on the subject.

I was faced with a number of challenges regarding conflicting ideas resulting from previous studies, theoretical frameworks, research approaches and statistical analysis available and I was required to make decisions that would aid in the achievement of the aim of the study.

The fact that I was also an inside researcher complicated the matter further; at times however I have managed to control this challenge and safeguard the results of this study as it was previously discussed in Chapter 3, the Methodology and Chapter 4, the Project Activity.

However I was not always certain that my decision was correct. Being ambivalent kept me open to new ideas in order to adopt the method of "trial and error" that helped me to design my study and overcome any difficulties that I was faced with. The results derived from this study as well as the instrument suggested have shown that my decisions were correct and encouraged me in pursuing further areas of research.

7.3.2 Self-appraisal/reflection on practice

As presented in Chapter 1, the Introduction and Chapter 2 the Literature review of this project, the community of Larnaca was considered as a critical community as it was the least developed coastal area within the RoC, a well-developed tourist destination. I have chosen the RoC due to certain unique characteristics that it possess such as the fact that it is the only European divided country as well as the fact that it is an island state. These unique characteristics of islands as discussed in Chapter 2, the Literature Review, have been explored and have been confirmed based on the results of this study, to be a contributing factor that affected the formation of their residents' attitudes towards the socio-cultural impacts of tourism development in their community.

My intention was to explore island residents' attitudes regarding tourism development in the Larnaca region, evaluate the role that tourism plays in their lives and their community and identify suggestions and recommendation provided for the stakeholders. The results of this study will contribute to the further tourism development of the Larnaca community that I am also a resident of.

The element of reflection throughout the completion of this project, aided me in converting my experiences as an inside researcher and an academic into learning opportunities by urging me to constantly critically evaluate my actions without being confined by assumptions, interpretations and expectations (Larrivee, 2000). During this experience, I have come to the conclusion that reflection is a very important part of learning and it should be incorporated in people's lives so that it can lead to further development and at some point aid in achieving self-actualization through personal growth and fulfilment (Maslow, 1943).

7.3.3 Planning/management of learning

My previous personal, educational and professional background gave me a strong foundation regarding planning and management of learning. A very important role in my ability to plan and mange my learning is related to the fact that I had to deal, from a very young age with the implications associated with the Diplomatic occupation of my father, which involved being transferred to

different countries all over the world every couple of years. I needed to cope with the change and organize myself so that I can continue my learning, without letting it affect my progress.

In addition the fact that I am an academic makes it necessary for me to organize my material and always be responsible for delivering the specific subject matters in the best possible way in order to reach my audience.

I realised quite early in my involvement in this course that it would be quite difficult to organise myself due to a number of other responsibilities that I have to handle including a full time job and a family with kids. In the progress of this course a number of unexpected personal and professional matters became evident and my challenge was to handle them without allowing them to affect the progress and the completion of this project. As discussed in more detail in Chapter 4, Project Activity and Chapter 6, Conclusion and Recommendations, I have utilised the consequences of this delay and incorporated them in this study.

7.3.4 Evaluation

A very important aspect of this study was the evaluation of material gathered through primary and secondary methods. In order to create a complete picture of the subject area, an extensive research was required on the literature available on various areas as mentioned in Chapter 2, the Literature review, of this project. As a researcher I needed to critically evaluate relevant material available, in order to be able to design, implement and report the results of my own study in a manner that would contribute to the existing literature as well as to the sponsors of the study.

Based on the limitations encountered, I believe that the material available has been well evaluated which can be seen in the results derived from the study. On reflection it must be noted that after the completion of the study there are a number of areas regarding further research that would be interesting to be pursued so that the results can be validated and the instrument be tested.

7.4   Practical skills

7.4.1   Awareness of operational context and application of learning

This   study, is contributing the existing body of knowledge regarding island residents' attitudes towards the socio-cultural impact of tourism in the Larnaca region, as well as providing the CTO and the Larnaca Municipality with specific suggestions derived from the results of the study and finally aiding in the future tourism development of the community.

The limitations associated with island states as well as their role in the formation of residents' attitudes towards the socio-cultural impacts of tourism development in regard to their bargaining power in their encounter with tourists, is an area that has not been investigated before in this context. This level of dependency of island states, and specifically the RoC, on tourism becomes a contributing factor in the formation of residents' attitudes.

This theoretical framework suggested can contribute to the understanding of island residents' attitudes towards the socio-cultural impacts of tourism development. Through further testing this framework could be utilised for other areas of the RoC as well as other island states, thus evaluating its validity.

7.4.2   Use of resources.

The availability of resources regarding this project played a major role throughout the different stages of its completion. As an academic working in a campus of a British University, I have access to the local library facilities as well as the library of the main campus in the UK. In addition I have access to the online search engines available from my current institution and the Middlesex University. All these resources have enabled me to gather the necessary literature and data needed to conduct my research. The fact that I conducted this research as an insider allowed me to gather information and utilise resources that are available within the community from the Larnaca Municipality and the Larnaca Tourism Company

It must be mentioned however that up to date statistical data on the RoC was not always available and therefore it was necessary to make adjustments to

cope with this challenge as discussed in Chapter 4, Project Activity, Chapter 5, Findings and Discussion, and Chapter 6, Conclusion and Recommendations.

Overall my professional status as an academic has given me the knowledge and the necessary skills to utilise all these resources available to me in order to gather the material needed regarding this research area.

7.4.3 Communication / presentation skills.

As part of my professional status as an Assistant lecturer in an academic institution is to conduct research and present findings in conferences as well as produce publications in journals related to the Hospitality and Tourism Industry. During this project I have participated in a number of discussions related to the Hospitality and Tourism Industry of the RoC and delivered a number of lectures and seminars using the material gathered from my research.

After the completion of My Dprof program I intend to present my findings to my sponsors, the CTO and the Larnaca Municipality as well as to other interested stakeholders of the industry such as the Larnaca Tourism Company, and Hotel Associations. My aim is also to present this study at suitable conference proceedings and to produce and publish papers at respectable academic journals.

7.4.4 Responsibility and leadership.

After the completion of my Dprof program I am willing to assist the sponsors of this study in utilising its findings in order to contribute to the further tourism development of the Larnaca region. As a researcher, my intention is to proceed with further research related to the subjects as suggested in Chapter 6 of this project. The instrument designed for the purpose of this study can be used in other areas of the RoC in order to compare the results and validate it with the intention of testing it in the future in other island states.

7.5 Concluding remarks on the overall experience

At this point I can conclude that my overall experience with the Dprof program has proven to be quite enlightening as well as challenging at times. The programme was structured to assist the students in acquiring through practical

experience and reflection the skills needed to be active and independent learners, in order to be able to complete the Dprof programme.

An important role in this beautiful experience was played by the researcher's supervisory team namely Dr Panicos Costanti, as an advisor and Dr Maria Georgiou as a Consultant. The supervisory team's guidance and continuous assistance have contributed greatly in providing the researcher with a strong foundation in order to be able to complete this project.

As a result of this overall experience I have identified, developed and reinforced current and potential competences that will assist me in my future personal and professional development.

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APPENDICES

Letter of Consent for the first part of the study

To whom it may concern:

Dear sir or madam   10/09/2011

Introduction

My name is Elena Spanou and I am a Doctorate student at Middlesex University. I am currently conducting research into 'Residents' attitudes towards the socio cultural impacts of tourism in Larnaca' and would like to invite you to participate in this research.

Purpose of the Study

The aim of this research is to assist in extending existing theories that may determine a relationship between island characteristics and the formation of residents' attitudes towards tourism development in Larnaca, with an emphasis on socio-cultural impacts. This project has been approved by the Institutional Review Board at Middlesex University, the Cyprus Tourism Organisation and the Larnaca Municipality.

Study Procedures

If you are a full time resident of Larnaca region for one continuous year and you are willing to participate in this research you will be asked to take part in an approximately one-hour interview. This interview will take place, in a private area that will be mutually agreed. You will be given the opportunity to review the transcript of your interview and you will be able to delete, modify, or elaborate on any of your responses.

Confidentiality

The information collected will be used for research purposes only. The data will be kept confidential by storing it in a locked cabinet and will be destroyed when analyses are completed.

Results of this study may be published in an academic journal and or presented as a conference paper and may include quotations from your interview. Your name will not be used; instead an indication such as a"Respondent" or "an Expert in the field' will be used.

Risks

There are no known risks associated with participating in this study.

Voluntary Participation

Participation is this study is voluntary. You may refuse to participate, refuse to answer any questions, or withdraw from the study at any time.

Questions

If you have any questions about the conduct of the study or your rights as a research participant you may contact the Office of Research Ethics at the Middlesex University at: 22:441733. If you have any questions about this research, or any comments to make now or at a later date, or if you would like a copy of the published results of this study, please contact Elena Spanou Mobile Number: 99654546

You may keep this letter for future reference.

Thank you in advance for your valuable assistance
Elena Spanou

APPENDIX 2

Description of the respondents during the first stage of the study

Number of Participant	Description based on occupation
1	Manufacturing
2	Advertising
3	Academic Expert
4	Education
5	Restaurant Owner
6	Education
7	Bank Manager
8	Hotel Owner
9	Construction
10	Community Officer
11	Academic Expert
12	Retailing
13	Community Officer
14	Media
15	Hotel Manager

APPENDIX 3

Interview Template

Interview Number:--------

Date: 18/09/2011

<table>
<tr><td colspan="2">Section A: Demographics and other Related Information</td></tr>
</table>

This section aims to gather demographic and other related background information that would help the researchers analyze the results.

1. Name:--------------------------------------

2. Gender: *(Circle one number)*

Male	**1**
Female	**2**

3. What is your age? *(Circle one number)*

18 – 30	**1**
31 – 40	**2**
41 – 50	**3**
51 - 65	**4**
Over 65	**5**

4. What is your educational background? *(Circle one number)*

High School Graduate	**1**
College/University – Diploma *(Associate Degree, HND, etc.)*	**2**
College/University –Bachelor Degree *(BSc, BA, etc.)*	**3**
Graduate Degree – Master's Degree *(MSc, MBA, MA, PhD etc.)*	**4**

5. Occupation:--

6. Nationality:

Cypriot	**1**
other	**2**

Section B: Interview Questions

1. How do you assess the development of the Tourism Industry in Cyprus and in particular in the Larnaca region?

2. In your opinion what are the reasons behind the growth of Tourism in Cyprus and particularly in the Larnaca region?

3. How would you like tourism to be developed in Cyprus and in particular in the Larnaca region?

4. What is the level of involvement of municipalities in Tourism Planning?

5. Would you prefer to see Larnaca develop further in any other area apart from tourism? If yes which area would you prefer and why?

6. In your opinion what are the socio-cultural impacts of tourism on the residents of Larnaca? Elaborate on your answer.

7. In your opinion are Cyprus business opportunities restricted for any reason? Elaborate your answer.

8. Do you believe that the local municipalities should be given more authority regarding the tourism development of the area?

9. If yes, how would you like to see municipalities get involved?

10. How do you see the role of the Cyprus Tourism Organisation in the development of the Tourism Industry?

11. Do you believe that residents should be involved in the decision making regarding the tourism development.

12. If yes, in what way?

13. In your opinion should residents protest if they believe that a prospective tourism project may be harmful for the local community.

14. If yes, in what way?

15. Very often the Tourism Industry is blamed for a number of negative influences within a community. Can I have your comment on this?

16. Based on your personal opinion in which areas would you like the Government to put emphasis so that the Tourism Industry develops successfully.

Full transcribed Text from an Interview

Date: 11/01/2012

Male
41-50
University Level PhD
Academic / Expert in the field

1. **How do you assess the development of the Tourism Industry in Cyprus and in particular in the Larnaca region?**

In Cyprus the tourist industry is actually developing quite well unfortunately at the Larnaca region it seems that there is a stale mate in its development based on the fact that Larnaca on the one hand is limited by the due to the airport and on the other hand due to the oil refinery that has not been removed yet. The harbor/the new marina has been postponed and basically I see that Larnaca is well behind the other areas in tourism development at the moment.

2. **In your opinion what are the reasons behind the growth of Tourism in Cyprus and particularly in the Larnaca region?**

Basically in Cyprus the growth of tourism was the economic boom of the 1980s were hotels were growing up very quickly and lately due to these accessibility advantages that Cyprus has received with the new airport plus the new deals that are happening with low cost airlines.

3. **How would you like tourism to be developed in Cyprus and in particular in the Larnaca region?**

In the Larnaca region unfortunately even though a lot of things have been announced nothing has taken place as yet and therefore there hasn't been in my opinion any growth in Larnaca over the past 10 years. I would like to see sustainable tourism development in Cyprus with more Eco tourists rather than Package tourists. I don't know how feasible that would be. This is what I would like. The good news about Larnaca it should take into consideration the

negative aspects that took place in other place in Cyprus so that when they proceed with development after they clear with the oil installations they can do it in a more sustainable way.

4. **What is the level of involvement of municipalities in Tourism Planning?**

Basically very low from what we see with Larnaca, because the municipality is shouting do this and do that and nothing is happening so actually they don't really have any actual level of involvement.

5. **Would you prefer to see Larnaca develop further in any other area apart from tourism? If yes which area would you prefer and why?**

That would be lovely actually. Larnaca could be like an **academic destination** such as Dubai for example where a lot of British universities have opened branches there and I strongly believe that Larnaca, due to its position over other cities in Cyprus could have been developed in a similar way. Unfortunately tourism seems to be an easy way of developing a city. I would have preferred that area of development rather than tourism also due to the risk factor of tourism being a very risky business.

6. **In your opinion what are the socio cultural impacts of tourism on the residents of Larnaca? Elaborate on your answer.**

For the moment the good news are that there are aren't any serious impacts as there isn't any serious tourism developed in Larnaca unlike other areas in Cyprus such as Ayia Napa where there have been a lot of social problems due to the inflow of tourism of a large number of tourists in a small area. In Larnaca because the number of tourist is very small compared to other tourist areas in Cyprus I don't believe there are any serious negative socio cultural impacts of tourism on the local residents.

7. **In your opinion are Cyprus business opportunities restricted for any reason? Elaborate your answer.**

If it is tourism the only reason would be **accessibility** because basically Cyprus is only connected by air with other countries unfortunately there is no schedule

sea connection with boats or ferry boats which is a shame actually so that would be the only restriction that I can see to the Cyprus tourism plus for the moment the international economic conditions are restricting any further economic development because of the generating countries are facing serious economic problems.

8. **Do you believe that the local municipalities should be given more authority regarding the tourism development of the area?**

9. **If yes, how would you like to see municipalities get involved?**

Definitely, I actually believe that the CTO should be dissolved and its authority should be passed over to the municipalities generally all the authorities. Duties such as licensing, supervising, controlling establishing tourist policy for the region etc.

10. **How do you see the role of the Cyprus Tourism Organisation in the development of the Tourism Industry?**

The problem with the CTO is that it is very old and very archaic plus the way it is structured is actually not assisting at all with its role. For example in the board of directions there should be people that have no connection with the tourist industry. This is actually the regulation of becoming a member of such an organisation and this is why they kicked out from the board of directors the hotelier's association that used to have a seat 10-11years ago, then they changed this and now you get people who are running the organisation such as lawyers and accountants, anything else but tourist related professionals. Then the organisation is basically running like the rest of the civil service in Cyprus, very slow and inefficient; it needs to be modernised and basically it needs to outsource a lot of its duties to the municipalities.

11. **Do you believe that residents should be involved in the decision making regarding the tourism development.**

12. **If yes in what way?**

Definitely generally I think that for such important things referendums should be made and the residents should be called to vote and express their opinion on matters that are concerning their well-being and definitely tourist development will influence their well-being.

13. **In your opinion should residents protest if they believe that a prospective tourism project may be harmful for the local community.**

14. **If yes in what way?**

For sure they should protest. First of all get organised get signatures and go to their consul members explain their complaints and even make a strike.

15. **Very often the Tourism Industry is blamed for a number of negative influences within a community. Can I have your comment on this?**

It is yes in areas where there is no proper planning, if there is appropriate planning there will not be any negative social problems. If you take the appropriate planning measures and preventive measures no issues will take place for example in Switzerland and Austria were there are proper examples of tourism development every year they receive million of tourist and they do not face any single problems from the industry due to the appropriate planning that has taken place before the tourists arrived there.

16. **Based on your personal opinion in which areas would you like the Government to put emphasis so that the Tourism Industry develops successfully.**

Number one accessibility to Cyprus we need more airline connections and actually the new schemes that they made was very good the one that they subsides low cost airlines to start operation from Cyprus airports and I would like this to be extending to the Larnaca airport as well not only to Paphos.

It would have been nice also to find ways of connecting Cyprus by sea to the mainland Europe that would actually attract a lot of tourist. I would also like to see Cyprus owning its own high quality and well controlled casino as well as theme parks and other tourist related enterprises.

APPENDIX 5

Summary of an Interview transcript

Interview topic: *Tourism development in Larnaca, with an emphasis on socio-cultural impacts*

Interviewer: Elena Spanou

Interviewee: No 4 /Expert

Location: Interviewees work place

Date:10/03/2011

Time:10:00

Demographic Characteristics:

Gender	1
Age group:	3
Educational Level:	4
Tourism-Related	**1**

What were the main issues or themes discussed?

- Level of tourism development in the Larnaca region.
- Future Tourism development recommendation
- CTO's role
- Municipalities role
- Residents' involvement

Parts of responses to key questions

Question 2: In your opinion what are the reasons behind the growth of Tourism in Cyprus and particularly in the Larnaca region?

In the Larnaca region unfortunately even though a lot of things have been announced nothing has taken place as yet and therefore there hasn't been in my opinion any growth in Larnaca over the past 10 years.

Question 9: How do you see the role of the Cyprus Tourism Organisation in the development of the Tourism Industry?

The problem with the CTO is that it is very old and very archaic plus the way it is structured is actually not assisting at all with its role. For example in the board of directions there should be people that have no connection with the tourist industry

Question 10: Do you believe that residents should be involved in the decision making regarding the tourism development

It is yes in areas where there is no proper planning, if there is appropriate planning there will not be any negative social problems. If you take the appropriate planning measures and preventive measures no issues will take place for example in Switzerland and Austria were there are proper examples of tourism development every year they receive millions of tourist and they do not face any single problems from the industry due to the appropriate planning that has taken place before the tourists arrived there.

Question 11: In your opinion should residents protest if they believe that a prospective tourism project may be harmful for the local community. If yes in what way?

For sure they should protest. First of all get organised get signatures and go to their consul members explain their complaints and even make a strike.

Question 12: Very often the Tourism Industry is blamed for a number of negative influences within a community. Can I have your comment on this?

It is yes in areas where there is no proper planning, if there is appropriate planning there will not be any negative social problems. If you take the appropriate planning measures and preventive measures no issues will take place for example in Switzerland and Austria were there are proper examples of tourism development every year they receive millions of tourist and they do not face any single problems from the industry due to the appropriate planning that has taken place before the tourists arrived there.

Interviewer comments (what was particularly noteworthy?)

Question 5: Would you prefer to see Larnaca develop further in any other area apart from tourism? If yes which area would you prefer and why?

Larnaca could be like an **academic destination** such as Dubai for example where a lot of British universities have opened branches there and I strongly believe that Larnaca due to its position over other cities in Cyprus unfortunately however tourism seems to be an easy way of developing a city. **I would have preferred that area of development rather than tourism also due to the risk factor of tourism being a very risky business.**

Question 9: How do you see the role of the Cyprus Tourism Organisation in the development of the Tourism Industry?

The problem with the CTO is that it is very old and very archaic plus the way it is structured is actually not assisting at all with its role. For example in the board of directions there should be people that have no connection with the tourist industry

Reflections on the significance of this interview for the overall evaluation

The interview was very useful as the informant had a long career in the Tourism and Hospitality sector, within operations, administration and academic area; therefore his he is considered as an expert in the area. He has given different ideas for other areas of development that disagree with the main group of informants.

APPENDIX 6

Coding manual for the Semi structure Interview Part A:

Gender:

Male	1
Female	2

Age group:

18 – 30	1
31 – 40	2
41 – 50	3
51 - 65	4
Over 65	5

Educational Level:

High School Graduate	1
College/University – Diploma *(Associate Degree, HND, etc.)*	2
College/University –Bachelor Degree *(BSc, BA, etc.)*	3
Graduate Degree – Master's Degree *(MSc, MBA, MA, PhD etc.)*	4

Tourism Related/ Non Tourism Related/ Expert

Tourism-Related	1
Non-Tourism-Related	2

APPENDIX 7

Coding manual for the Semi structure Interview Part B:

Themes

A: Cognitive Themes: Themes associated with the respondent's conception, thinking, and understanding regarding Tourism Development in Cyprus and particularly in the Larnaca region.

1. Level of current development

- Example*: "In the Larnaca I don't think they are paying enough attention to the tourism industry and that is why they are left behind in comparison to other areas" (Respondent 9).*

- Example: *"The harbor/the new marina has been postponed and basically I see that Larnaca is well behind the other areas in tourism development at the moment" (Respondent 11).*

- Example: *"In the Larnaca region unfortunately even though a lot of things have been announced nothing has taken place as yet and therefore there hasn't been in my opinion any growth in Larnaca over the past 10 years" (Respondent 3).*

9. 2. Future development

- Example: "It would be good to see some more hotels in the area"

- Example: "we need to diversify into other areas so we claim more of these competitive advantages to attract more tourists.

- Example: "I would like to see sustainable tourism development in Cyprus with more Eco tourists rather than Package tourists".

10.3. Limitations for future development

- Example*: "it is difficult and expensive to travel to Cyprus they have to use either air or water transportation from other countries and unfortunately there is no schedule sea connection with boats or ferry boats which is a shame actually" (Respondent 5).*

- Example*: "In Cyprus we face the problem of seasonality it is only for a couple of months so they should develop something that will attract people for the winter all year round tourism" (Respondent 14).*

- Example: *"tourism seems to be an easy way of developing a city" (Respondent 5).*

11.4. Positive Impacts of tourism development

- Example: *"Tourism is helping the community improve, the infrastructure is improved, and the area is beatified" (Respondent 1).*

- Example: *"They have managed to bring a lot of franchising restaurants which on the one hand is good because we give to the customers a choice but on the other hand is bad for the local business in terms of local economy because we have competition the Cyprus companies themselves and the companies the foreign companies that come here" (Respondent 15).*

12.5. Negative Impacts of tourism development

- Example*: "Ok we (imported) a lot of foreigners staff and therefore the true Cypriot hospitality once offered is now offered by someone foreign to the country" (Respondent 2).*

- Example: *"The problem of seasonality leads to a lot of employees being laid off during the off season as hotels are closed' (Respondent 3).*

13. 6. Island characteristics and tourism development

- Example: *"Accessibility is an issue; because basically Cyprus is only connected by air with other countries unfortunately there is no schedule sea connection with boats or ferry boats which is a shame actually"* (Respondent 4).

- Example: *"Being an island has advantages and disadvantages. We have a lot to offer to tourists with our nice climate, beaches and history but on the other hand we are isolated and the business opportunities that we have are limited'* (Respondent 14).

- Example: *"There are not too many options for us due to the fact that Cyprus is an island. Tourism is our best option"* (Respondent 11).

14. 7. Government involvement in tourism development

- Example: *"I actually believe that the CTO should be dissolved* (Respondent 8).

- Example: *"The CTO is that it is very old and very archaic plus the way it is structured is actually not assisting at all with its role. For example in the board of directions there should be people that have no connection with the tourist industry"* (Respondent 4).

15. 8. Municipality Involvement

- Example: *"I actually believe that the CTO authority should be passed over to the municipalities generally all the authorities"* (Respondent 4).

- Example: *"More authority should be given to municipalities. After all they know more about the local community"(Respondent13).*

B: Affective Themes: Themes associated with the respondent's emotions, feelings regarding Tourism Development in Cyprus and particularly in the Larnaca region.

1. Positive Feelings towards tourism development

- Example: *"I enjoy meeting people from other countries, locals can gain so much from associating themselves with other cultures* (Respondent 10).

- Example: *"I feel that tourism helps people grow, they learn from each other even if we don't travel outside our country"*(Respondent 15).

3.	2. Negative Feelings towards tourism development

- Example: *"I don't want tourism to be developed further I think there are other areas of development"* (Respondent 12).
- Example: *"I don't want Larnaca to become like the Ayia Napa area, because of the Tourism Development, that is faced with so much crime. Larnaca is still a nice and quiet town"* (Respondent 6).

C: Behavioral Themes: Themes associated with behavioral matters regarding the respondent's views towards their intention to act pro or again tourism development in Cyprus and particularly in the Larnaca region.

1. Positive Intention to act towards tourism development

- Example: *"I believe locals should treat tourists in a very friendly manner, after all they are income providers. If they are asked they should give to tourists' directions, advise them on which sites to visit which restaurants to try (Respondent 9).*
- Example: "Tourists benefit our community we should realize that and behave to them in a nice manner, they don't have to be here there are so many other countries that have similar and even better things to offer that us" (Respondent 15).

3.	2. Negative intention to act towards tourism development

- Example*: "They could start with the polite ways having meetings with the mayor, writing letters, telling the mayor and the people involved in this project and why it would be harmful to the community"* (Respondent 2).
- Example: "*"If something is considered harmful, then yes you should report it promptly for better collective decision making"* (Respondent 10).

APPENDIX 8

Letter of Consent for the second part of the study

To whom it may concern:

Dear sir or madam   **08/05/2012**

Introduction

My name is Elena Spanou and I am a Doctorate student at Middlesex University. I am currently conducting research into 'Residents' attitudes towards the socio-cultural impacts of tourism in Larnaca and would like to invite you to participate in this research.

Purpose of the Study

The aim of this research is to assist in extending existing theories and developing a theoretical framework.

Study Procedures

If you are a full time resident of Larnaca region for one continuous year, I would like to invite you in participating in a research project that may determine a relationship between island characteristics and the formation of residents' attitudes towards tourism development in Larnaca, with an emphasis on socio-cultural impacts.

This research project has been approved by the Cyprus Tourism Organisation and the Larnaca Municipality. Along with this letter is a short questionnaire that asks a number of questions about tourism development in the Larnaca region. I would like to ask you to take a look at this questionnaire and, decide if you would like to complete it and return it to me *to the following address.* It should take you about 15 minutes to complete. You must be 18 years of age in order to participate in this study.

Confidentiality

The information collected will be used for research purposes only. The data will be kept confidential by storing it in a locked cabinet and will be destroyed when analyses are completed. Results of this study may be published in an academic journal and as a conference paper.

Risks

There are no known risks to participating in this study.

Voluntary Participation

Participation is this study is voluntary. You may refuse to participate, refuse to answer any questions, or withdraw from the study at any time. If you are willing to participate in this research please return the completed questionnaire to Elena Spanou, at P.O Box: 42531, 6500 Larnaca, Cyprus.

Questions

If you have any questions about the conduct of the study or your rights as a research participant you may contact the Office of Research Ethics at the Middlesex University at: 22:441733. If you have any questions about this research, or any comments to make now or at a later date, or if you would like a copy of the published results of this study, please contact Elena Spanou at 9965454.

You may keep this letter for future reference.

Regards

Elena Spanou

APPENDIX 9

Questionnaire

Date: 05/2012-06/2012

Socio-cultural Impacts of Tourism

This questionnaire aims in revealing your opinion and feelings regarding tourism development in the Larnaca region. Your response is **confidential** and your privacy is assured. The questionnaire contains the following three sections:

Section 1:

Part: A: Socio cultural impacts of tourism.

Part: B: Tourism and community change.

Part: C: Tourism's role in the local community

Part: D: Tourism and the role of the state.

Section 2: Behavioral Intentions

Section 3: Demographics and other Related Information

Below you will find some statements related to people's feelings about the socio-cultural impacts of international tourism.

Section 1

Below you will find some statements related to people's feelings about the socio-cultural impacts of international tourism.

Please indicate the degree to which you either agree or disagree with the statements by circling the appropriate response using the following scale where *1= Strongly Disagree* to *5= Strongly Agree.*

Strongly Disagree	Disagree	Neither Agree nor Disagree/Neutral	Agree	Strongly Agree
1	2	3	4	5

(Please circle __one__ number for each statement)

	Part A: Socio-cultural impacts of tourism.					
A.1	Foreign visitors diminish the quality of life of the local community:	1	2	3	4	5
A.2	Local residents are negatively affected by living in an international tourism destination:	1	2	3	4	5
A.3	Foreign visitors can lead to higher crime rates:	1	2	3	4	5
A.4	Foreign visitors can lead to increases in the divorce rate:	1	2	3	4	5
A.5	Foreign visitors can erode the region's traditions:	1	2	3	4	5
A.6	Interacting with foreign visitors can enhance awareness of other societies:	1	2	3	4	5
A.7	Foreign visitors can enhance Larnaca's international profile:	1	2	3	4	5
A.8	Foreign visitors can enhance local residents' participation in culture-related activities:	1	2	3	4	5
A.9	Tourism development can enhance the community's identity:	1	2	3	4	5
A.10	Tourism development can help to sustain local traditions:	1	2	3	4	5

	Part B: Tourism and community changes..					
B.1	Tourism development will help towards the restoration of historic buildings:	1	2	3	4	5
B.2	Infrastructure, such as roads will be of excellent standards due to tourism:	1	2	3	4	5
B.3	Infrastructure, such as public transport will thrive due to tourism:	1	2	3	4	5
B.4	Infrastructure, such as hotels and restaurants will thrive due to tourism:	1	2	3	4	5
B.5	Tourism benefits all the residents of the region:	1	2	3	4	5
B.6	Tourism-related enterprises have most to gain from tourism:	1	2	3	4	5
B.7	Tourism development uses funds that could best be	1	2	3	4	5

	invested in other sectors of the community:					
B.8	Tourism is the only developmental option available for island communities:	1	2	3	4	5
B.9	Tourists are eager to preserve local communities:	1	2	3	4	5
B.10	Tourism benefits a small sector of the community:	1	2	3	4	5

	Part C: Tourism's role in the local community.					
C.1	Tourism causes traffic congestion:	1	2	3	4	5
C.2	Tourism movement in the local community, should be evenly distributed throughout a year:	1	2	3	4	5
C.3	The local community should have a say in tourism-related issues:	1	2	3	4	5
C.4	Visitors should show respect to local traditions and cultures:	1	2	3	4	5
C.5	Organized activities for tourists should enhance and promote local values and traditions:	1	2	3	4	5
C.6	Island residents' lives are shaped by the tourism industry:	1	2	3	4	5

	Part D: Tourism and the Role of the State.					
D.1	The local community should be consulted in tourism-related issues	1	2	3	4	5
D.2	Government makes decision in regard to the tourism industry mainly based on financial benefits	1	2	3	4	5
D.3	More decision making should be passed on to the local municipalities.	1	2	3	4	5
D.4	All towns are given the same opportunities for tourism development.	1	2	3	4	5
D.5	Island states have limited opportunities for development due to their unique characteristics:	1	2	3	4	5

Below you will find some statements related to people's intentions.

Please indicate the degree to which you either agree or disagree with the statements by circling the appropriate response using the following scale where *1= Strongly Disagree* to *5= Strongly Agree.*

Strongly Disagree	Disagree	Neither Agree nor Disagree / Neutral	Agree	Strongly Agree
1	2	3	4	5

(Please circle one number for each statement)

	SECTION 2: Behavioral Intentions					
E.1	I would join a local committee to help use government grants on developing tourism in the Larnaca region.	1	2	3	4	5
E.2	I would support the development of hotels in the Larnaca region.	1	2	3	4	5
E.3	I would vote for a municipality counselor that is in favor of extensive tourism development.	1	2	3	4	5
E.4	I would protest if I believe that a prospective tourism project may be harmful for the local community.	1	2	3	4	5
E.5	I refuse to use facilities that are mainly used by tourists.	1	2	3	4	5
E.6	If I was acting as a member in the municipal consul I would prefer to invest local funds in the building of a new school instead of developing in tourism.	1	2	3	4	5

SECTION 3: Demographic questions.

This section aims to gather demographic and other related background information that would help the researchers analyze the results. **(Please circle one number for each statement)**

A   Gender:

Male	**1**
Female	**2**

B   Age Group:

18 – 30	**1**
31 – 40	**2**
41 – 50	**3**
51 - 65	**4**
Over 65	**5**

C   Life cycle:

Single (under the age of 50)	**1**
Young Couple/no children (up to 30 years)	**2**
Young family (up to 30 years)	**3**
Middle Family (up to 50)	**4**
Mature family (up to 60)	**5**
Mature couple /no children (up to 60)	**6**
Mature single (over the age of 50)	**7**

D   Educational Background:

Primary Level	1
Secondary Level	2
University Level	3

F   Occupation:

Tourism-Related	1
Non-Tourism-Related	2

G   Nationality

Cypriot	1
Other	2

THANK YOU VERY MUCH FOR YOUR VALUABLE CONTRIBUTION TO THIS RESEARCH

APPENDIX 10

Descriptive Analysis of Part A of the questionnaire

	1 %	2 %	3 %	4 %	5 %	NR %	1-2	3	4-5	Mean	SD
A1.Foreign visitors diminish the quality of life of the local community	11,5	37,4	20,6	19,1	10,7	,8	48,9	20,6	29,8	2,80	1,19
A2.Local residents are negatively affected by living in an international tourism destination:	5,3	32,8	40,5	16,8	3,8	,8	38,2	40,5	20,6	2,81	,91
A3.Foreign visitors can lead to higher crime rates:	1,5	9,9	25,2	55,7	7,6	-	11,5	25,2	63,4	3,58	,83
A4.Foreign visitors can lead to increases in the divorce rate:	3,1	9,2	35,1	34,4	18,3	-	12,2	35,1	52,7	3,56	,99

	1	2	3	4	5		Disagree	Neutral	Agree	Mean	SD
A5.Interacting with foreign visitors can enhance awareness of other societies:	,8	8,4	13,7	55,0	22,1	-	9,2	13,7	77,1	3,89	,87
A6.Foreign visitors can enhance local residents' participation in culture-related activities:	2,3	6,1	36,6	37,4	17,6	-	8,4	36,6	55,0	3,62	,92
A7.Tourism development can enhance the community's identity:	,8	8,4	13,7	55,0	22,1	-	9,2	13,7	77,1	3,97	,94
A8.Tourism development can help to sustain local traditions:	3,1	15,3	26,7	31,3	22,1	1,5	18,3	26,7	53,4	3,55	1,09

Likert scale 1-5 (1= Strongly Disagree , 5= Strongly Agree)

APPENDIX 11

Descriptive Analysis of Part B of the questionnaire

	1 %	2 %	3 %	4 %	5 %	NR %	1-2	3	4-5	Mean	SD
B1.Tourism development will help towards the restoration of historic buildings:	1,5	4,6	6,9	61,	26,	-	6,1	6,9	87,	4,05	,80
B2.Infrastructure, such as roads will be of excellent standards due to tourism:	2,3	3,1	22,	56,	16,	-	5,3	22,	72,	3,81	,82
B3.Infrastructure, such as public transport will thrive due to tourism:	3,1	1,5	13,	48,	33,	-	4,6	13,	81,	4,08	,90

Statement											
B4.Infrastructure, such as hotels and restaurants will thrive due to tourism:	3,8	1,5	7,6	49,	37,	-	5,3	7,6	87,	4,15	,91
B5.Tourism-related enterprises have most to gain from tourism:	2,3	5,3	6,9	35,	50,	-	7,6	6,9	85,	4,26	,96
B6.Tourism development uses funds that could best be invested in other sectors of the community:	2,3	22,	29,	32,	12,	1,	24,	29,	45,	3,31	1,0
B7.Tourism is the only developmental option available for island communities:	6,1	25,	26,	22,	19,	-	31,	26,	42,	3,25	1,2
B8.Tourism benefits a small sector of the community:	11,	35,	25,	27,	,8	-	46,	25,	28,	2,71	1,0

Likert scale 1-5 (1= Strongly Disagree , 5= Strongly Agree)

APPENDIX 12

Descriptive Analysis of Part C of the questionnaire

	1 %	2 %	3 %	4 %	5 %	NR %	1-2	3	4-5	Mean	SD
C1.Tourism movement in the local community, should be evenly distributed throughout a year:	1,5	6,1	16,8	53,4	20,6	1,5	7,6	16,8	74,0	3,87	,87
C2.The local community should have a say in tourism-related issues:	3,1	3,8	10,7	45,8	36,6	-	6,9	10,7	82,4	4,09	,95

C3.Visitors should show respect to local traditions and cultures:	-	,8	4,6	25,2	68,7	,8	0,8	4,6	93,9	4,62	,65
C4.Island residents' lives are shaped by the tourism industry	,8	9,2	14,5	49,6	26,0	-	9,9	14,5	75,6	3,91	,91

Likert scale 1-5 (1= Strongly Disagree , 5= Strongly Agree)

APPENDIX 13

Descriptive Analysis of Part D of the questionnaire

	1 %	2 %	3 %	4 %	5 %	NR %	1-2	3	4-5	Mean	SD
D1.The local community should be consulted in tourism-related issues	-	2,3	11,5	54,2	32,1	-	2,3	11,5	86,3	4,16	,71
D2.Government makes decision in regard to the tourism industry mainly based on financial benefits	-	9,9	14,5	46,6	29,0	-	9,9	14,5	75,6	3,95	,91
D3.More decision making should be passed on to the local municipalities.	,8	2,3	15,3	48,9	32,1	,8	3,1	15,3	80,9	4,10	,79

| D4.Island states have limited opportunities for development due to their unique characteristics: | 3,8 | 21,4 | 26,0 | 22,9 | 24,4 | 1,5 | 25,2 | 26,0 | 47,3 | 3,43 | 1,19 |

Likert scale 1-5 (1= Strongly Disagree , 5= Strongly Agree)

APPENDIX 14

Descriptive Analysis of Part E of the questionnaire

	1 %	2 %	3 %	4 %	5 %	NR %	1-2	3	4-5	Mean	SD
E1.I would join a local committee to help use government grants on developing tourism in the Larnaca region.	-	4,6	28,2	38,2	27,5	1,5	4,6	28,2	65,6	3,90	,86
E2.I would support the development of hotels in the Larnaca region.	-	3,8	28,2	40,5	25,2	2,3	3,8	28,2	65,6	4,11	,85
E3.I would vote for a municipality counselor that is in favor of extensive tourism development	-	3,8	28,2	40,5	25,2	2,3	3,8	28,2	65,6	3,89	,83

E4. I would protest if I believe that a prospective tourism project may be harmful for the local community.	-	3,1	11,5	31,3	52,7	1,5	3,1	11,5	84,0	4,36	,81
E5. I refuse to use facilities that are mainly used by tourists.	-	22,1	42,0	25,2	9,2	1,5	22,1	42,0	34,4	2,22	,90
E6.If I was acting as a member in the municipal consul I would prefer to invest local funds in the building of a new school instead of developing in tourism.	4,7	14,7	46,5	26,4	7,8	-	19,4	46,5	34,1	3,18	,94

Likert scale 1-5 (1= Strongly Disagree , 5= Strongly Agree)