

MODEL TO ANALYZE THE INTERNATIONAL TOURISM FLOW AND RECEIPTS IN A TOURIST DESTINATION (CYPRUS)

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Abstract: *Cyprus has impressive landscapes, from golden sand beaches and majestic mountains to traditional villages. Having one of the most favorable climates for tourism in the world and one of the healthiest diets, Cyprus attracts a growing number of visitors for medical purposes, due to its high quality health care services, competitively prices and comfortable recovery facilities. Cyprus receives over 2 million international tourists yearly, with high annual growth rates (15 %) of tourism in latest years. Due to the Mediterranean climate, the tourist season lasts seven months, from April to October inclusive. Cyprus receives tourists from all European countries, but the most numerous are British, Germans, Greeks and Swedes. The Asian tourists come mostly from the countries located closer to Cyprus: Israel and Lebanon, and the countries around the Persian Gulf. The receipts from international tourism reached 1.5 -2 billion Euros yearly, with growth rates exceeding 10% annually.*

Key words: *tourism flow, tourism receipts, tourist destination, Cyprus.*

INTRODUCTION

Cyprus is the third largest island in the Mediterranean Sea after Sicily and Sardinia, located at a distance of 70 km south of Turkey, 100 km from Syria and 270 km from Greece. Cyprus is a famous tourist destination because it is the perfect location for both short getaway at sea and longer summer holidays. Unlike other summer destinations in the Mediterranean, Cyprus is easily accessible thanks to the three daily flights to Larnaca. The multitude of beaches for all tastes favored the development of coastal tourism resorts: Fanagusta (Anorthosis), Larnaca, Paralimni, Agya Napa, Limassol, Paphos, Aphrodite's Baths. Cyprus preserves many architectural and ancient or Byzantine art monuments in Lefkosia, Famagusta (Gazi Magusa), Lemessos, Kolossi, Achilles House, etc.

Cyprus had 3,100 accommodation units (in 2012), and most were villas, hotels and apartments; add bungalows, hostels and apartment hotels. Regarding the category of comfort of the accommodation units, most of them were lower class hotels, but there were also many luxury hotels. The existing accommodation capacity recorded 584,100 places, distributed mainly in 1-3 star hotels, apartments and apartment hotels. In 2012, there were 4,450 catering facilities (470,000 places). There were over 300 leisure units in Cyprus, especially within clubs, water sports, casinos.

MATERIALS AND METHODS

The theoretical research is based on the works mentioned in references. The study was based on analysis, processing and interpretation of statistical data on tourism flow and receipts. The coherent, update and accurate statistical information were taken from trusted sources, such as UNWTO or CYSTAT (Statistical Service of Cyprus), summarizing a large amount of information into relevant conclusions, graphs, and chart presentations.

RESEARCH RESULTS

Cyprus receives over 2 million international tourists yearly, with high annual growth rate of tourism in recent years: 15% in 2009-2012, from 2,141,193 tourists in 2009 to 2,464,903 tourists in 2012 (table 1, fig 1, table 2).

Table 1

International tourist arrivals and international tourism receipts - Cyprus, 2009-2012

<i>Tourism indicator</i>	<i>International tourist arrivals</i>				<i>International tourism receipts (million euro)</i>			
	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>
January	47,066	45,952	44,442	47,610	31.2	29.7	29.8	30.0
February	56,626	55,250	62,294	55,420	36.3	33.9	36.9	32.3
March	90,434	103,803	98,964	94,300 ¹	57.4	65.6	66.4	62.5
April	181,395	139,658	199,762	189,648	107.4	89.0	136.7	114.6
May	246,546	258,014	267,487	276,781	158.1	164.8	187.1	214.3
June	260,931	275,280	300,817	329,977	175.4	195.3	220.0	254.5
July	304,126	306,106	359,104	371,453	232.5	231.1	274.4	301.5
August	291,583	304,264	337,013	363,573	234.8	241.1	267.0	312.1
September	276,178	289,126	304,260	335,352	200.2	220.5	235.8	289.9
October	230,431	241,698	259,863	261,997	156.3	175.5	188.8	211.5
November	89,670	92,643	92,878	84,020	61.0	62.4	64.8	62.8
December	66,201	61,199	65,339	54,772	42.7	40.9	41.6	41.6
Yearly	2,141,193	2,172,998	2,392,228	2,464,908	1,493.2	1,549.8	1,749.3	1,927.7
Change %	-10.9	1.5	10.1	3.0	-16.7	3.8	12.9	10.2%

Data source: Statistical Service of Cyprus, www.mof.gov.cy

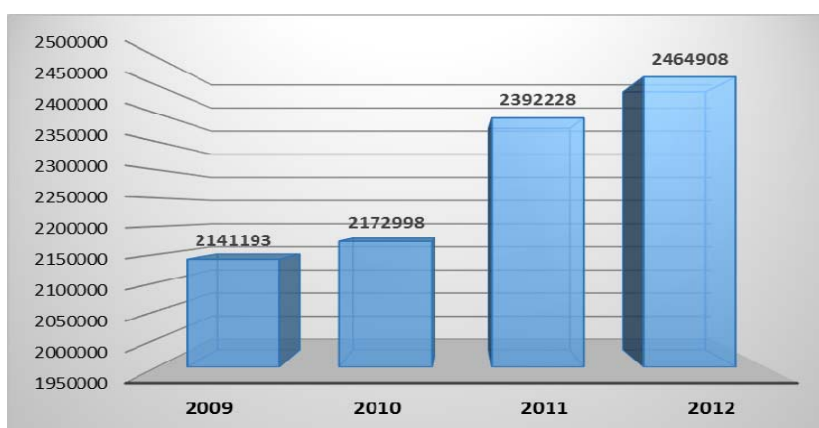


Fig 1 The evolution of the international tourist flow in Cyprus over the past 4 years

Table 2

The annual growth rate of tourism in Cyprus, in 2009-2012

<i>Period</i>	<i>2012/11</i>		<i>2012/10</i>		<i>2012/09</i>	
	<i>Arrivals</i>	<i>Receipts</i>	<i>Arrivals</i>	<i>Receipts</i>	<i>Arrivals</i>	<i>Receipts</i>
January	7.1%	0.7%	3.6%	1.1%	1.2%	-3.9%
February	-11.0%	-12.4%	0.3%	-4.7%	-2.1%	-10.8%
March	-4.7%	-5.9%	-9.2%	-4.7%	4.3%	9.0%
April	-5.1%	-16.1%	35.8%	28.7%	4.5%	6.7%
May	3.5%	14.5%	7.3%	30.1%	12.3%	35.5%
June	9.7%	15.7%	19.9%	30.3%	26.5%	45.1%
July	3.4%	9.9%	21.3%	30.5%	22.1%	29.7%
August	7.9%	16.9%	19.5%	29.4%	24.7%	32.9%
September	10.2%	22.9%	16.0%	31.4%	21.4%	44.8%
October	0.8%	12.1%	8.4%	20.5%	13.7%	35.4%
November	-9.5%	-3.0%	-9.3%	0.7%	-6.3%	3.0%
December	-16.2%	-0.1%	-10.5%	1.8%	-17.3%	-2.5%
Yearly	3.0%	10.2%	13.4%	24.4%	15.1%	29.1%

Data source: Statistical Service of Cyprus, www.mof.gov.cy

Due to the Mediterranean climate, the tourist season lasts seven months, from April to October inclusive, with the seasonal peak recorded in July (371,453 foreign tourists). During the cold season (November to March), Cyprus receives about 50,000 tourists per month (fig 2).



Fig 2 Seasonality of tourist flow in Cyprus (2012)

Data source: Statistical Service of Cyprus, www.mof.gov.cy

The international tourist arrivals by region of origin show that 95% are from Europe, 4% from Africa, while Asia and Oceania have subunit shares. Cyprus receives tourists from all European countries (table 3, fig 3), but the most numerous are the British (about 1 million annually), the Germans (144,402 tourists in 2012), the Greeks (132,985 tourists in 2012) and the Swedes (115,280 tourists in 2012). The Asian tourists came mostly from countries located closer to Cyprus: Israel (39,417 tourists) and Lebanon (24,812), and the countries around the Persian Gulf (17,333 tourists).

Table 3

International tourist arrivals by country of origin (Cyprus, 2012)

<i>Origin country</i>	<i>Arrivals (2012)</i>	<i>Origin country</i>	<i>Arrivals (2012)</i>
Belgium	24,825	Hungary	12,227
Bulgaria	9,039	Malta	4,523
Czech Rep.	14,735	Netherlands	32,220
Denmark	31,287	Austria	23,162
Germany	144,402	Poland	29,975
Estonia	1,587	Portugal	922
Greece	132,985	Romania	20,552
Spain	4,734	Slovenia	1,120
France	35,951	Slovakia	3,603
Ireland	7,449	Finland	28,311
Italy	33,009	Sweden	115,280
Latvia	2,084	UK	959,459
Lithuania	6,761	Iceland	279
Luxembourg	2,585	Norway	67,503

Data source: Statistical Service of Cyprus, www.mof.gov.cy

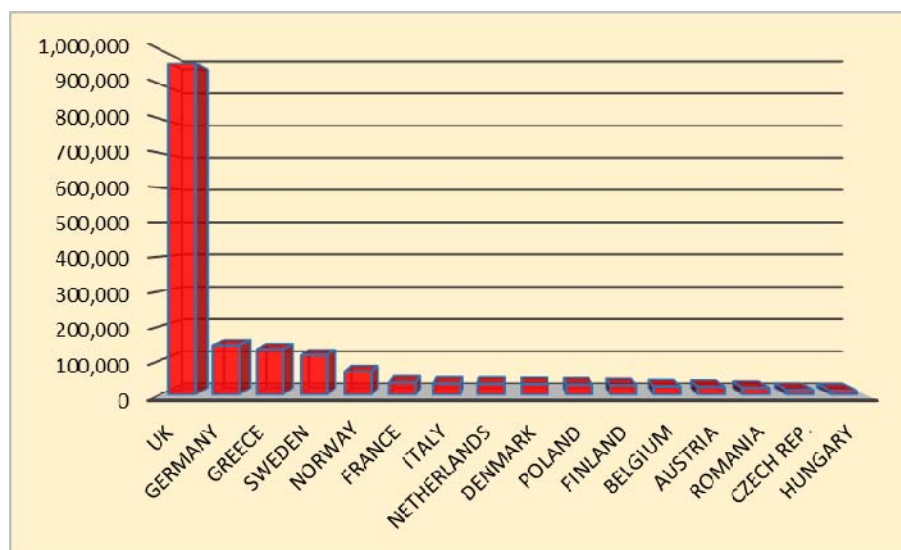


Fig 3 International tourist arrivals by country of origin (Cyprus, 2012)

Data source: Statistical Service of Cyprus, www.mof.gov.cy

The receipts from international tourism reach 1.5 -2 billion annually (fig 4), with growth rates exceeding 10% per year: 1.493 billion euros in 2009, 1.549 billion euros in 2010, 1.749 billion euros in 2011 and 1.928 billion euros in 2012.



Fig 4 Receipts from international tourism in Cyprus in 2009-2012

Data source: Statistical Service of Cyprus, www.mof.gov.cy

CONCLUSIONS

Cyprus, located in the Eastern Mediterranean (20 minute flight south of the Gulf of Antalya), has impressive landscapes, golden sand beaches, majestic mountains and traditional villages. This island combines Greek and Turkish cultures, creating a unique cultural heritage.

Having one of the most favorable climates for tourism in the world and one of the healthiest diets, Cyprus also attracts a growing number of visitors for medical purposes,

due to its high quality health care services, competitively prices and comfortable recovery facilities. The new health centers offer a various range of traditional and alternative treatments and therapies for relaxation, beautification, pampering. Cyprus receives more than 2 million international tourists and 1.5 -2 billion Euros yearly.

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