

## THE CORRELATES OF VACATIONING: GREEK CYPRIOTS AND THEIR VACATIONING HABITS

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*In this work, the author uses econometric methods to investigate the Greek Cypriot as a holidaymaker. The author uses OLS and MLE techniques to discover whether there are any demographic patterns in terms of vacationing behavior (vacationing or not, vacationing in Cyprus or Abroad). The analysis is based upon data from a Fall 2004 survey of 1,060 Greek Cypriots who were interviewed by telephone. The findings illustrate that there is a class bias in terms of many of the vacationing behaviors explored. However, education levels of respondents also seem to play an important and independent role in conditioning vacation behavior.*

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### INTRODUCTION

Cyprus is a new member of the European Union and a haven for tourists. On a yearly basis, millions of foreign tourists come to Cyprus, to enjoy the island's sun, sand, and sea. As a result of this large influx of tourists on a yearly basis, there has been a great deal of attention paid to the marketing of the Cypriot tourism product, tourism planning, and the externalities of the tourism industry in Cyprus. The tourism industry and its success in Cyprus have generally overshadowed the research on the inhabitants of Cyprus and their vacationing habits and preferences. In this work, the author fills in the void by investigating the tourism behavior of Greek Cypriots by using an econometric model to learn about the influence of social class, education, and various other demographic characteristics on tourism behavior.

One limitation to this work is that it is specific to the Cypriots living in the internationally recognized Republic of Cyprus and thus excludes nearly all of the Turkish Cypriots. One should not draw conclusions about



the Turkish Cypriots based upon the findings of this work. Indeed, the Turkish Cypriots and the Greek Cypriots live in very different societies that have developed under very different circumstances. A short description of the political situation and history of the island is necessary in order to understand the political and economic context in which the population of the island lives.

The British ended their administration of the island of Cyprus in 1960. Shortly after the British departure, the two major ethnic groups in Cyprus, the Turkish Cypriots and the Greek Cypriots<sup>1</sup> began to clash. The Turkish Cypriots moved into ethnic enclaves within Cyprus. In the summer of 1974, Greek Cypriot extremists met with short-term success in a coup to oust the President of the Republic. The intention of the putschists was to merge Cyprus with Greece. Turkey responded to the coup with an invasion that eventually ensured that 37% of the island was occupied by the Turkish military. In the years that followed, the occupied areas became the “Turkish Republic of Northern Cyprus” (hereafter “TRNC”); only Turkey recognizes the “TRNC.”

The island remains ethnically and politically divided with the vast majority of Greek Cypriots living in the areas controlled by the internationally recognized government and the vast majority of Turkish Cypriots living in the areas controlled by the unrecognized statelet. The Turkish Cypriots live in a state that is politically isolated and suffers from serious economic stagnation. The Greek Cypriots live in a more prosperous society that is well integrated into the international system.

Following the war and invasion, the tourism industries in both of the political entities of the island suffered from different problems. For the Turkish Cypriots, political isolation and dependence on Turkey have stifled the economy in general. For the Greek Cypriots, the loss of a large proportion of the developed properties and tourist facilities was a major setback (Alipour & Kilic, 2005). However, tourism in the internationally recognized republic eventually took off and reached the current levels of visitations, over 2 million visitors a year since 1997. This figure is extremely high, given that there are only about 700 thousand residents in the Republic. The tourism and hospitality industries served as a springboard to assist in the economic development of Greek Cyprus.

However, this analysis is not about the development of tourism in Cyprus but about the general socioeconomic development of Greek Cyprus. From the time of the granting of independence in 1960, Greek Cyprus has gone through an impressive modernization (Webster, 2001a; Alipour & Kilic, 2005; Hudson, 1989). In terms of the level of affluence reached thus far, the most recent (2004) UNDP Human Development

Report lists Cyprus as the 30<sup>th</sup> most affluent country in the world, as measured in GDP per capita (PPP US\$)<sup>2</sup>. This work is an investigation of the tourism behavior of a modern and generally affluent society.

## **PREVIOUS WORKS**

There is a vast literature dealing with questions pertaining to the motivation of tourism. There is a behavior literature that looks into the social and psychological aspects of tourism (see for example, Harrill & Potts, 2002; Fodness, 1992; Fodness, 1994; Fridgen, 1996; Gitelson & Kerstetter, 1994; Gnoth, 1997; Manfredo et al, 1996; Mansfield, 1992; Ragheb & Tate 1993; Sirakaya et al 1996). These analyses usually look into the various social and behavioral aspects that influence a person in their vacationing behavior. The role of the family, friends, and social status are often explored as factors to explain vacationing behavior.

However, the most frequently used framework for understanding why people vacation and their choices for destinations is the Push/Pull Theory of motivation, first presented by Dann (1977). According to this approach, push factors are those internal factors that are present in the person that influence vacationing behavior. The pull factors are those factors that are external to the consumer and are the aspects of a particular destination that will draw the tourist to a particular location. This approach is still frequently cited in the literature and has been used by others (see for example, Goosens, 2000; Kim & Choong-Ki, 2002; Uysal & Jurovski, 1994). Thus, this approach looks into the internal aspects of the consumer and his/her behavior, while viewing the aspects of possible locations in which one can enjoy a vacation. In this work, we will focus on the push aspect of tourism among Cypriots.

There is a great deal of research written about Cyprus and tourism. However, the vast majority of the research deals with aspects of tourism planning or selling the product of tourism for Cyprus. Some of the literature deals with the question of planning (Godfey, 1996; Kammas, 1991; Alipour & Kilic, 2005). Planning is an obvious interest for those of those who wish to study tourism in Cyprus since tourism planning is one aspect of tourism development that helped the Republic of Cyprus' economy recover from the invasion and make it what it is today.

Since tourism is such a big business in Cyprus, there have been a number of works that have sought to investigate the marketing of tourism in Cyprus (Toufexis-Panayiotou, 1989; Webster, 2002; Webster, 2001b; Webster, 2000). These works generally deal with the normative goal of

learning about how to sell the Cypriot tourism product better to the markets. This is done either by investigating how people make decisions (Toufexis-Panayiotou, 1989) or by looking into how effectively resources are invested with the intention of bringing travelers to Cyprus (see Webster, 2001b; Webster 2000). In addition, there are sociological approaches and anthropological approaches that analyze the externalities of the massive growth of the tourism industry in Cyprus (Warner et al, 1997; Welz 1999). Such works are warranted and important for an understanding of the influence that a large infusion of foreigners on a yearly basis can make on a society.

However, there has been only one analysis that explores the behavior of Greek Cypriots as tourists (Webster, 2001a). In this groundbreaking research, Webster investigated the tourism behavior of Greek Cypriots based upon the data received from a survey of 1,000 people. The figures were analyzed in the context of Cyprus' economic development and compared against similar figures from a 1983 survey and corresponding figures for Europeans in 1996.

The major findings of the research are that Cypriots have changed in their habits and have become more "modern" in their preferences and have moved away from vacationing for reasons such as visiting friends and relatives and religious purposes and now seek to travel in the search of entertainment and the desire to see different places. In addition, the rate at which Cypriots take their vacations seems to be in line with the practices of the French and British populations, suggesting that Cypriots have entered into a stage of "high mass consumption" and have begun to adopt part of the culture of modernity, affluence, and "Europeanness."

Despite the strengths of Webster's (2001a) work, there are some things that remain untested and unexplored. For example, although the change in behavior had been measured and reported and although it was reported that there were significant differences in behavior based upon such things as class, these things were not tested rigorously in an econometric model. This current work seeks to add to the body of knowledge by looking into which segments of the population exhibit different tourism behavior.

There are many different hypotheses to develop for this work. For this analysis, several different hypotheses regarding holidaymaking are explored. These hypotheses are:

1. Refugees will be less likely to vacation than non-refugees.
2. Younger Cypriots and older Cypriots will vacation more than others.
3. The more advantaged social classes will vacation more often.

4. The more educated Greek Cypriots will vacation more often and travel abroad more often.
5. Males will vacation more often and go abroad more often than females.
6. Urbanites will be more likely to vacation and vacation abroad.
7. Those living in Nicosia will be more likely to vacation and vacation abroad than other Cypriots.

Because the work is exploratory, some of the hypotheses are less theoretically based than others. The core concerns of this research are to test whether education and social class have separate influences upon vacationing behavior and whether there are regional and urban/rural variations in holidaymaking, as stipulated by Webster (2001a). For example, it is hypothesized that education would have a separate influence than socioeconomic status, since socioeconomic status is largely an indicator of wealth while education is hypothesized to have some influence on molding of tastes and a worldview. It is also hypothesized that vacation habits of those living in the Nicosia district of Cyprus will be different from others since the structure of the economy is very different in Nicosia than the other districts of Cyprus.<sup>3</sup> In addition, we suppose that urbanites will have the ability to take vacations more so than the rural dwellers, because of the influence of agriculture in the villages. Furthermore, we suppose that refugees will have different travel habits than non-refugees because of their different life experiences. We also suspect that males may have different behavior than females.

## **DATA AND TESTS**

The data for this analysis come from a study commissioned to Insights Market Research Ltd., a market research firm based in Cyprus. One thousand and sixty Greek Cypriots were surveyed to learn about their vacation habits. The survey was conducted in telephone interviews throughout the government-controlled parts of the island as part of an omnibus study between the 6<sup>th</sup> and 17<sup>th</sup> of November 2004. The sample is generally representative of the population of the island that is under the control of the Republic of Cyprus. Respondents had to be at least 18 years of age to respond to the questions to the survey.

Many market research firms offer omnibus studies periodically for clients to add questions to. Since omnibus studies are shared surveys in which a number of clients may add questions, the cost of fielding a few public opinion or market research questions are reasonable. For

academics, the omnibus study is generally beneficial because it allows the researcher to concentrate upon creating the questions to be asked in the field and the analysis of the data from the field. The only major negative aspect of the omnibus study for the researcher is that, since the fieldwork is outsourced to a research company, the researcher does not control the data collection process.

For this particular omnibus study, Insights used random sampling to attain the sample. No refusal rates were reported nor recorded by Insights Research. The sample is generally representative of the population of the Greek Cypriot population of the island of Cyprus, as compared with comparable figures based upon the 2001 census, adjusted in 2004, as shown in Table 1 below.

**Table 1.** The structure of the sample and population in %

Males/Females—Sample	Male 50%	Female 50%			
Males/Females—Population	Male 49%	Female 51%			
Urban / Rural—Sample	Urban 65%	Rural 34%			
Urban / Rural—Population	Urban 69%	Rural 31%			
District—Sample	Nicosia 44%	Limassol 26%	Larnaka 17%	Famagusta 5%	Paphos 8%
District—Population	Nicosia 40%	Limassol 29%	Larnaka 17%	Famagusta 5%	Paphos 10%

*Based upon data from Insights Market Research and Cyprus 2001 Census. Census figures adjusted in 2004. Data may not add up to 100% due to rounding of figures.*

The data from Table 1 illustrate that the sample is generally representative of the Greek Cypriot population on these three major demographic dimensions. The sample reflects the gender ratios and urban/rural ratios almost precisely. In terms of the numbers of interviews in each district, it seems that Nicosia is slightly over-represented at the expense of Limassol and Paphos respondents. Using these major demographic characteristics as a guide, one can be relatively certain that the sample itself is representative of the population of the areas under the control of the Republic of Cyprus.

### **The dependent variables: Vacationing behaviour**

Respondents were asked a number of questions pertaining to their vacationing habits during the past 12 months. Three different dependent

variables are employed for this analysis. Firstly, there is the crudest measure of holiday taking. Respondents were asked, "In the last 12 months, have you taken a vacation? When we refer to a vacation we mean more than 3 days away from home for such things as relaxation of visiting friends." We have used a dummy variable to denote those who have taken a vacation. About 59% of respondents reported having taken a vacation while 41% reported not having had a vacation.

Beyond the dichotomous measure, there is a more sophisticated measure of how often a person vacationed. Respondents were also asked how many times they took a vacation in Cyprus and abroad in the last twelve months, responses range between zero times to six or more times. About 75% of respondents reported not having vacationed in Cyprus, while 18% said they did it once, 4% twice, and the remaining 3% took three or more vacations in Cyprus. In terms of those taking a vacation outside of Cyprus, 58% reported not having a vacation outside of Cyprus while 30% had one vacation outside of Cyprus, and 9% had two. Only about one percent of the respondents reported having 6 vacations or more either in Cyprus or outside of Cyprus.

## **Independent variables**

### *Refugee status*

Refugees are denoted with a dummy variable. About 39% of the respondents described themselves to interviewers as refugees.

### *Age*

Age is measured in categories, according to respondents' reporting to interviewers during the telephone survey. A respondent's age was placed into categories in which 18-24, 25-44, 45-64, and 65+. Nearly 13% of respondents were between 18-24. About 38% said that they were between 25-44 and 35% said that they were between 45-64. Only about 14% of respondents were over 65 years of age. For this analysis, we are most interested in the younger respondents and the older respondents to the survey, since in these two age groups we assume people have more free time and are freer from family obligations than those in other age groups.

### *Socioeconomic status (SES)*

Insights interviewers classified respondents into the categories of A

or B, C1, C2, or D or E, a system of classification that is common in market research. Codification of people according to class was done based upon the occupation of the respondent and the occupation of the head of the household. Higher numbers express higher socioeconomic status for the respondent.

### *Education*

Highest education level achieved is based on self-reporting by respondents and coded as “1” for those with a primary education, “2” for a secondary education and “3” for a tertiary education. The expectation is that education will condition a person’s perceptions of the social reality and therefore their vacationing habits.

### *Gender*

A dummy variable was invoked to distinguish male and female respondents. Males are denoted with a “1” and females with a “0”. About half the respondents to the telephone interviews were male, in line with expectations from the population.

### *Urban*

Urban status is denoted with a dummy variable, as with the other dichotomous independent variables. About two thirds of the survey respondents live in urban areas.

## **FINDINGS**

Before running inferential statistics to determine which of the independent variables plays a role in influencing independent variables, some bivariate correlation tests were run to test for the relationships between the independent variables (multicollinearity). Unsurprisingly, several of the independent variables were well correlated to levels that are statistically significant in two-tailed tests, assuming .05 significance levels. The correlation between education level and socioeconomic class is highly correlated ( $r=.804$ ), unsurprisingly, since education is one component used to indicate class. The next highest correlation is that between socioeconomic class and older respondents ( $r=-.429$ ). The bivariate correlations generally indicate that multicollinearity is not

playing a major role between the independent variables in the dataset, with the exception of the relationship between socioeconomic status and education. Since multicollinearity was not perfect and thus not a major methodological concern and because one of the major points of the investigation is to look at the independent effects of socioeconomic status and education, no independent variables were removed from the analysis.

To analyze the data we ran a standard logistical regression with the dichotomous dependent variables of those who took a vacation. The MLE model seems to work well, as the output in Table Two below shows. The model correctly predicts about 66% of those who took a vacation. The pseudo R-square statistics illustrate that the model successfully explains between 12-16% of the variation in the dependent variable.

**Table 2.** Who vacations? Logistic regression on dichotomous variable

	B	S.E.	Wald	df	Sig.	Exp(B)
<b>REFUGEES</b>	-.168	.138	1.483	1	.223	.845
<b>65+</b>	-.173	.208	.691	1	.406	.841
<b>18-24</b>	.371	.227	2.664	1	.103	1.449
<b>SES</b>	.332	.138	5.773	1	.016	1.394
<b>EDUCATION</b>	.436	.164	7.017	1	.008	1.546
<b>MALES</b>	.135	.135	1.007	1	.316	1.145
<b>URBAN</b>	.418	.140	8.937	1	.003	1.518
<b>NICOSIA</b>	.660	.137	23.228	1	.000	1.934
<b>Constant</b>	-1.866	.276	45.855	1	.000	.155
Cox and Snell R-Square	.121					
Nagelkerke R-Square	.163					
N	1060					

**Table 2a.** Prediction success of logistic analysis of allocation

Observed	Predicted		Percentage Correct
	non-vacationers	vacationers	
non-vacationers	198	233	45.9
vacationers	130	499	79.3
Overall Percentage			65.8
The cut value is .500			

In terms of the influence of the independent variables on the dichotomous dependent variable, we see that several of the independent variables are not useful in explaining the variations of the dependent variable. Refugees, older respondents, and males are no different than other groups, in terms of taking a vacation. However, the remaining independent variables seem to be generally useful in terms of explaining the variations in the dependent variable.

Firstly, it seems that younger respondents are more likely to take vacations than the other respondents to the survey. In addition, socioeconomic status and education levels seem to have a positive impact on influencing vacationing activity that are independent of each other. Further, being an urbanite or a Nicosia resident also has a positive impact upon vacationing activity, according to the findings of the regression.

In general, this first regression illustrates that the probability for taking a vacation is significantly higher if one is between 18-24, of a more advantaged socioeconomic status, more educated, an urbanite, and from the Nicosia district. These findings generally support the notion that vacationing behavior is not merely the function of having the means to take a vacation (measured by socioeconomic status) but is also the function of tastes that are molded via education. In addition, there is ample evidence that vacationing is also influenced by the structure of the economy as well as urbanization, as Webster (2001a) suggested.

However, in multiple regressions of the polychotomous variable indicating number of vacations in Cyprus shows something somewhat different (see Table Three below)<sup>4</sup>. First, the R-square is relatively low .046.<sup>5</sup> The only effective independent variables are the ones indicating educational level of the respondent and those living in the Nicosia district. It seems that the more educated respondents and Nicosia respondents are more likely to take more vacations in Cyprus than any other groups.

Finally, regressions were run using the same demographic variables and a polychotomous dependent variable indicating number of vacations outside of Cyprus. Table Four below illustrates the findings of the regressions. An initial look at the data suggest that the explanatory power of the model is not very strong (R-squared=.074).<sup>6</sup> Four of the independent variables illustrate an ability to explain the variations in the dependent variable to a satisfactory degree. Refugees, the findings show, are less likely to report having taken a vacation abroad, while the indicators denoting socioeconomic status, urban dwellers, and Nicosia district residents show a positive impact upon taking a vacation abroad.

**Table 3.** Who Vacations? OLS on Polychotomous Variable -  
 Number of Vacations in Cyprus

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-.180	.110		-1.628	.104
refugees	4.505E-02	.056	.024	.798	.425
65+ years old	6.634E-02	.088	.026	.758	.449
18-24 year olds	5.221E-02	.088	.019	.595	.552
SES	-6.188E-02	.055	-.059	-1.124	.261
Education level	.280	.068	.227	4.143	.000
Males	3.447E-02	.055	.019	.630	.529
Urbanites	1.184E-03	.058	.001	.021	.984
Nicosia district	.176	.055	.097	3.201	.001
R-Square	.046				
Adjusted R-Square	.039				

**Table 4.** Who Vacations? OLS on Polychotomous Variable -  
 Number of Vacations outside of Cyprus

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-.128	.109		-1.174	.241
refugees	-.140	.056	-.075	-2.508	.012
65+ years old	8.653E-02	.086	.033	1.003	.316
18-24 year olds	.116	.087	.043	1.341	.180
SES	.205	.054	.197	3.772	.000
Education level	3.961E-02	.067	.032	.595	.552
Males	2.044E-02	.054	.011	.379	.705
urbanites	.171	.057	.091	3.016	.003
Nicosia district	.134	.054	.074	2.465	.014
R-Square	.074				
Adjusted R-Square	.067				

There are some findings from these regressions that are notable because they are non-findings. The major non-finding is that older respondents seem to have no discernible differences from other groups analyzed here. Another major non-finding is that males show no differences in their vacationing behavior from females.

However, we also see that refugees are largely unremarkable as a group, with the exception that they are less likely to take vacations outside of Cyprus. This is interesting in that it suggests that refugees, even when controlling for other demographic characteristics, are less likely to vacation outside of Cyprus. They seem to have some attachment to Cyprus that may be the result of their refugee experience. In addition,

we see that younger Greek Cypriots are more likely to take vacations than others, although they are not different from other groups, when looking into the numbers of vacations that they take.

What is most interesting is that socioeconomic status and education levels both have an independent and positive influence upon taking a vacation. What is interesting about the role of socioeconomic status and education levels of respondents is that although each of these dimensions seems to play an independent role in whether one takes a vacation or not, they also act differently in the polychotomous variables. While education levels are positively related to the number of domestic vacations taken, it plays no role in the number of vacations abroad. In a similar manner, while socioeconomic status is positively linked with the number of vacations taken abroad, it plays no role in number of vacations taken in Cyprus.

The findings from this analysis have generally shown that the Nicosia district residents are unique from others living in Greek Cyprus. They are more likely to take a vacation, more likely to take more vacation in Cyprus and outside of Cyprus. This is probably because the economy in Nicosia is qualitatively different than the economy in the other regions of the country. Nicosia district houses the capital of the country with the bulk of its enormous bureaucracy. In addition, it is the only district of the country that has little tourism industry, meaning that the residents are largely freed from the hustle of catering to tourists from abroad during the summer months.

Urbanites, also exhibit a different tourism behavior than rural dwellers, as expected. Urbanites are more likely to take a vacation. They are also more likely to take multiple vacations outside of Cyprus, although there is no evidence to show that they are also more likely to take more vacations within Cyprus.

## **CONCLUSIONS**

The analysis has highlighted that some of the assertions made by Webster (2001a) were indeed correct. First, it seems that vacationing behavior in Cyprus is not equally spread out geographically. For example, Nicosia is a unique district in Cyprus, probably because the structure of the economy is radically different there than anywhere else on the island. The economy is based upon non-tourism services and government services, a very far cry from the other parts of the island.

In addition, there is also ample evidence that urbanites are also different in their behavior from their rural counterparts in terms of the taking of vacations and the number of vacations that they take outside of Cyprus. Since using a socioeconomic indicator largely controls for wealth, the differences are probably linked with a difference in the structure of the economy, with rural dwellers linked with agricultural lives.

What is most interesting from the findings of this research is that there are differences in the influence of education and socioeconomic status. Socioeconomic status is largely a reflection of having the means to finance vacation. As a result, we see that socioeconomic status plays a role in conditioning the propensity to take a vacation and is also positively linked with the number of vacations taken outside of Cyprus. However, it is not linked with taking vacations in Cyprus. What this means is that those with the means to take vacations not only take them but prefer to take them abroad. Education, independent of socioeconomic status, conditions the propensity to take vacations. Once the means to take a vacation have been controlled for (using socioeconomic status), it seems that the more educated use domestic vacations as a proxy for vacations abroad. The story about education and socioeconomic status suggests that education plays a role in conditioning the desire to travel and vacation, however, because education does not necessarily lead to the means to vacation abroad, domestic vacations are used as an inexpensive proxy. In other words, education seems to change desires but does not necessarily lead to the means to enjoy them.

Thus, the push factors among Cypriots illustrate that there are different push factors involved in various types of vacationing behavior. What this means is that certain independent variables measuring the push factors will be successful in terms of explaining a slightly different dependent variable. Whether tourism is conceived of as a dichotomous thing (did you vacation?) or a polychotomous thing (how many vacations did you have in/outside our country?) different variables have different levels of explanatory power.

The findings of this work suggest that future works that use a Push/Pull framework should look into the means that people have to enjoy vacations and the role of education in forming preferences. The role of education, class, and wealth is generally overlooked in the literature in those using the Push/Pull framework (see for example, Goossens 2000; Kim & Choong-Ki, 2002; Uysal & Jurowski, 1994). Instead motivation is often looked at absent of a measure of the means to enjoy a vacation or the subtle influence of education. Instead, the researchers on motivation

usually look at stated motivations in response to questionnaires without delving into the means that people have and the subtle but important influences of life's experiences, including their education.

In terms of policy, there seems to be several recommendations that come out of this work. First, the findings are suggestive that there is demand for foreign vacations that are not tapped into, probably because of the cost of such vacations abroad. What this means is that tour operators are likely missing out on an opportunity to make money off of the less wealthy but educated Cypriots. Designing vacation packages that are affordable but meet with the desires of these Cypriots may bring opportunities to those who recognize the potential. Secondly, in terms of policy, more should be learned about why Cypriots go abroad for their vacations, since there may be ways to develop tourism potential in Cyprus to address the Cypriots' holiday requirements. Finding ways to address the Cypriots' holiday needs in Cyprus may assist the local hospitality and tourism industries, since there is a substantial population that leaves Cyprus for vacations every year and thus spends their money in other countries, boosting tourism earnings for foreign tourism and hospitality operators. Just because a person has money does not mean that he/she must vacation abroad, finding the way to encourage them to stay in Cyprus is a policy issue.

This work has added a great deal to the study of tourism and tourist behavior among Greek Cypriots. It has highlighted the influence of socioeconomic class, education and various regional aspects. Indeed, tourism behavior is not experienced by all segments of a society equally, as Webster (2001a) had suggested. However, we also see that tastes and preferences are a function of education, although behavior is frequently influenced by the means to enjoy the behavior.

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## ENDNOTES

1. The other major ethnic groups on the island, the Armenians and Maronites compose less than 5% of the population. The Turkish Cypriots account for about 17% of the population.
2. [http://hdr.undp.org/statistics/data/indic/indic\\_124\\_1\\_1.html](http://hdr.undp.org/statistics/data/indic/indic_124_1_1.html)
3. Nicosia, as the capital is different because the tourism industry plays a very small role in the economic foundations of the district and because of the large number of governmental and semi-governmental employees living and working in the district.
4. Regressions with an intercept are shown, since most are familiar with OLS regressions shown as such. It is justified to suppress the intercept with the independent variables used. Since the directions of the coefficients were the same and the same coefficients were statistically significant, only models with the intercepts are shown
5. In regressions with a suppressed intercept, the resulting R-squared statistic is .202.
6. Another regression was run using a suppressed intercept with the same dependent variable and independent variables. The R-squared statistic rockets to .354 in the regression.

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