Master Thesis

The perceived destination images by Swedish tourists with their visit on Cyprus

Spring term 2018

Author: Mohamed Fouad Ketabi
Supervisor: Albina Pashkevich, PhD
 Examiner: Tara Duncan, PhD
Subject/main field of study: Master’s Degree in Tourism Studies
Course code: TR3008
Credits: 15
Date of examination:

At Dalarna University it is possible to publish the student thesis in full text in DiVA. The publishing is open access, which means the work will be freely accessible to read and download on the internet. This will significantly increase the dissemination and visibility of the student thesis.

Open access is becoming the standard route for spreading scientific and academic information on the internet. Dalarna University recommends that both researchers as well as students publish their work open access.

I give my/we give our consent for full text publishing (freely accessible on the internet, open access):
Yes ☐
No ☐
Abstract

In 2016 Cyprus received 3.2 million international tourists. The island is considered as the 40th most popular destination in the world, while if counted per capita of local population Cyprus has a 6th place worldwide. There are some 200,000 tourists from Sweden travelling to the island annually. Swedish citizens, in a similar fashion with the rest of Nordic countries enjoy a similar consumer behavior and high purchasing power. Understanding how Swedish tourists perceive image of Cyprus helps to nuance the view of visitors coming from Nordic countries onto the destination. The visit experience plays an important role to reduce the destination image stereotyping, which caused by different information sources that may lead to a change in destination image after visitation. Positive destination image leads to satisfaction and re-visit intentions. This thesis investigates in detail how Swedish’ tourists perceive the destination images during their visit on Cyprus. The researcher followed semi-structured qualitative research method with the use of in-depth interviews to collect empirical data with respondents who have visited Cyprus. Destination image theory is utilized to support the theoretical ground for the thesis, while a textual content analysis was used as a tool for analyzing the interviews. Adopting the qualitative research approach provided the opportunity to capture the holistic components of Cyprus destination images while Cyprus touristic’ attributes were identified and ranked based on their functionality and psychological dimensions. Conducting this research provided the researcher the chance to test the theoretical destination image formation and the interrelationship among the destination image different components. Cyprus images after visiting the destination differ from the pre-visit stage as images were modified after visiting the destination. Swedish tourists upon their visit perceived the images of Cyprus in positive and negative ways. Cyprus Tourism Organization can benefit Cyprus by considering the negative notions found in this research and try to solve these problems or minimize their effects as possible.

KEYWORDS
Cyprus, destination image, Swedish tourists, tourist satisfaction, tourists behavioral intention.
Table of Contents

1. INTRODUCTION ............................................................................................................. 5
   1.1 Why studying Swedish tourists in Cyprus? .............................................................. 6
   1.2 Problem statement .................................................................................................... 7
   1.3 Research aim and research questions .................................................................... 8

2. THEORETICAL BACKGROUND ......................................................................................... 9
   2.1 Tourist destination image ....................................................................................... 10
   2.2 Destination image components and image formation ............................................. 11
   Destination Image ....................................................................................................... 11
   Seven-Stages Theory .................................................................................................... 11
   (Gunn, 1972) ............................................................................................................... 11
   2.3 Destination image, satisfaction and behavior intentions ....................................... 13
   2.4 Destination images and destination management organizations ........................... 15
   2.5 Theoretical background summary ....................................................................... 16

3. METHODOLOGY ............................................................................................................ 18
   3.1 Qualitative approach and semi-structured interview .............................................. 18
   3.2 The interview .......................................................................................................... 19
   3.4 Research ethics ....................................................................................................... 21
   3.5 The study analysis ................................................................................................... 22

4. FINDINGS AND DISCUSSION ....................................................................................... 25
   4.1 Respondents’ stories and means ............................................................................ 26
   4.2 Cyprus attributes .................................................................................................... 30
   4.3 Cyprus images components .................................................................................. 31
      4.3.1 Positive and negative cognitive images of Cyprus ............................................ 31
      4.3.1.1 Beach ................................................................. 31
      4.3.1.2 Weather ............................................................. 32
      4.3.1.3 People ................................................................. 33
      4.3.1.4 Activities ............................................................. 34
      4.3.1.5 Site visitation ....................................................... 35
      4.3.1.6 Natural attraction .................................................. 35
      4.3.1.7 Nightlife ............................................................... 36
      4.3.1.8 Shopping ............................................................. 37
      4.3.1.9 Transportation ...................................................... 37
      4.3.1.10 Payment system .................................................. 38
      4.3.1.11 Accommodation .................................................. 38
      4.3.1.12 Food and drinks ................................................... 39
      4.3.1.13 Safety ................................................................. 40
      4.3.2 Perceived positive and negative affective images of Cyprus ............................. 40
      4.3.2.1 Beach ................................................................. 41
      4.3.2.2 Weather ............................................................. 41
      4.3.2.3 People ................................................................. 42
      4.3.2.4 Activities ............................................................. 42
      4.3.2.5 Site visitation ....................................................... 43
      4.3.2.6 Natural attractions ............................................... 44
      4.3.2.7 Nightlife ............................................................... 45
      4.3.2.8 Shopping ............................................................. 45
      4.3.2.9 Transportation ...................................................... 46
      4.3.2.10 Payment system .................................................. 47
      4.3.2.11 Accommodation .................................................. 47
      4.3.2.12 Food and drinks ................................................... 47

3
4.3.2.13 Safety ............................................. 48
4.3.3 Satisfaction and Behavioral Intention ................................................................. 49
4.3.4 Finding/Perceived Positive and Negative Images of Cyprus Summary .................. 51

6. CONCLUSIONS AND RECOMMENDATION ......................................................... 53

REFERENCES .............................................................................................................. 55

List of Figures and Tables

**Figure 1.** The interrelationship between destination image, satisfaction and behavioral intention ................................................................. 9
**Figure 2.** Destination Image Seven-Stages Theory (Gunn, 1972) ........................................ 11
**Figure 3.** The study analysis (Source: The researcher own illustration) ......................... 22
**Figure 4.** Specific attributes of Cyprus list .................................................................... 30
**Figure 5.** Positive and Negative Cognitive Images of Cyprus Beach ............................. 32
**Figure 6.** Positive and Negative Cognitive Images of Cyprus Weather ....................... 33
**Figure 7.** Positive and Negative Cognitive Images of Cyprus People ......................... 34
**Figure 8.** Positive and Negative Cognitive Images of Cyprus Activities ..................... 34
**Figure 9.** Positive and Negative Cognitive Images of Cyprus Site Visitatin .................. 35
**Figure 10.** Positive and Negative Cognitive Images of Cyprus Natural Attraction ......... 36
**Figure 11.** Positive and Negative Cognitive Images of Cyprus Nightlife ....................... 36
**Figure 12.** Positive and Negative Cognitive Images of Cyprus Shopping .................... 37
**Figure 13.** Positive and Negative Cognitive Images of Cyprus Transportation ............. 38
**Figure 14.** Positive and Negative Cognitive Images of Cyprus Accommodation ........... 39
**Figure 15.** Positive and Negative Cognitive Images of Cyprus Safety ......................... 40
**Figure 16.** Positive and Negative Affective Images of Cyprus Beach ......................... 41
**Figure 17.** Positive and Negative Affective Images of Cyprus People ......................... 42
**Figure 18.** Positive and Negative Affective Images of Cyprus Activities ..................... 43
**Figure 19.** Positive and Negative Affective Images of Site Visitatin ............................. 44
**Figure 20.** Positive and Negative Affective Images of Natural Attraction .................... 44
**Figure 21.** Positive and Negative Affective Images of Nightlife ................................... 45
**Figure 22.** Positive and Negative Affective Images of Shopping .................................. 46
**Figure 23.** Positive and Negative Affective Images of Transportation ......................... 46
**Figure 24.** Positive and Negative Affective Images of Payment System ....................... 47
**Figure 25.** Positive and Negative Affective Images of Food and Drinks ...................... 48
**Figure 26.** Positive and Negative Affective Images of Safety ...................................... 48

**Table 1.** Interview Checklist (Source: The researcher own illustration) ......................... 20
**Table 2.** Understanding the respondents’ means ......................................................... 29
**Table 3.** Perceived Positive and Negative Images of Cyprus Summary ......................... 52

APPENDIX ..................................................................................................................... 62
1. Introduction

Based on Lockhart (1997) tourism is one of the main pillars of the Mediterranean islands’ economy, it resulted in islands becoming one of the most attractive touristic destinations in the Mediterranean region. Apart from physical characteristics and desirable climate combined with the intangible elements such as rich cultural heritage, islands provide tourists with an opportunity to escape the outside world (Conlin & Baum, 1995). At the same time, islands have always been a subject to a challenge of being isolated geographically from their European counterparts (Manologlou et al, 2004). All of the Mediterranean islands have created images of sea and sun; they actively work on reinforcing their images as mass tourism destinations providing sun and sea packaged holidays. Thus, there is a constant need for differentiation in their destination marketing strategies in order to compete for visitors and differentiate from other island destinations in their quest for tourists (Ioannides et al 2001).

The Republic of Cyprus is an island country that is located in the Eastern Mediterranean. It is considered the third largest and the third most populated island in the Mediterranean (Nadiri & Hussain, 2005). Tourism plays an important in the economy of Cyprus, while the country is ranked as the 40th most popular destination in the world, but if counted per capita of local population resulting in a 6th place worldwide (Kallasidis, 2016). Tourists from different countries visit the island every year with around 50% visitors from the UK, followed by Russia, Sweden, and Germany (“Tourism figures”, 2017). Many factors are decisive for attracting visitors to a destination; some of them are inherited traditions, the links from the era of British colonialism and local population’s good command in English (Kallasidis, 2016). On the other hand, Cyprus has many types of tourism such as cultural tourism, Christian tourism, medical tourism, bicycle tourism, alternative tourism, fashion tourism, etc. (Kallasidis, 2016). The main focus, however, lies in attracting tourists based on the sea, sun, and sand concept based on the utilization of the cleanest beaches in Europe (Kallasidis, 2016).

Cyprus has faced a substantial growth in the volume of the international arrivals with the 3.2 million tourists in 2016 (KPMG, 2017). The representatives from tourism industry organizations in the country have been honored with a number of prestigious awards from the completion of Destinations Global Top 100 for Sustainable Tourism (KPMG, 2017). For example, Totem Tourism and Green Destination titles went to the cities of Limassol and Paphos in December 2014 (KPMG, 2017). In addition, Cyprus Tourism Organization has won
the Silver Award as the Best Destination for Responsible Tourism, which was announced at the World Responsible Tourism Awards ceremony 2015. Furthermore, some of the country’s unique beaches won the Cleanest Bathing Waters in Europe award (KPMG, 2017). With the strong competitive tourism environment, all destinations including Cyprus have to get through competition and provide alternative products in order to continue attracting their visitors. Furthermore, tourists have a variety of destination choices, which in a way present identical options such as the beautiful views, the high quality of accommodations and the good hospitality. Therefore, Cyprus as a destination has to continue to provide its visitors with the unique image that differs from other destinations in order for the travelers to take their ultimate decision to travel to the country (Tasci & Kozak, 2006).

1.1 Why studying Swedish tourists in Cyprus?

There are no previous research done connected to the perception of Swedish tourists on Cyprus while they visit the country. Nowadays, with the increasing number of Swedes to the Mediterranean in general and to Cyprus specifically it becomes important to analyze the perceptions of this large group of tourists to the country (Per, 2014). In 1990 Swedish travelers made 2.1 million trips to the Mediterranean (Per, 2014). In comparison in 2013, they made 5.1 million trips with an increase of 150%, out of them 192,000 tourists visited Cyprus (Per, 2014). With the variety of choices of the Mediterranean touristic destinations, it is not an easy task for Cyprus to keep attracting Swedish tourists, especially that tourists perceptions are dynamic and experiences at the destination are complex (Prayag et al., 2017). On the other hand, retaining and preserving the attributes that work in attracting Swedish tourists that travel to Cyprus is a difficult task (Kotler et al., 2009).

Therefore, from the supply side, it is important to deepen our understanding of Swedish tourists’ attitude and behavior towards Cyprus as a tourist destination (Lee et al., 2005). Especially having in mind Swedes being part of the Nordic countries with one of the highest purchasing powers in the world (Makta Nordic Travel Fair, 2018). By understanding how Swedish tourists perceive the destination image of Cyprus upon their visit to the country it will help to nuance the perception of other nationalities coming from Nordic countries. Recently, the country has announced its ambition to join the Schengen area, this will have an affect on the tourism industry of Cyprus as it will affect Swedish visitors positively as Sweden is a member in the Schengen area, while for those tourists who are coming from outside the EU Schengen area will need to obtain a visa permit or a Schengen visa in order to
enter the country. This decision will affect the citizens of Russia who represent the second largest number of tourists to the country (Cyprus Inform, 2016). On the other hand, with the Brexit, the UK citizens will be also affected while visiting Cyprus in a similar manner (Hunt & Wheeler, 2018).

1.2 Problem statement

The concept of tourism destination image was introduced by Hunt (1971). It soon became one of the most discussed topics among the tourism scholars during past decades and continues to be an attractive research topic (Echtner & Ritchie, 1991; Pike, 2012; Gkritzali et al., 2017). The concept of tourist destination image is important as it has vital effects on tourists' destination preferences (Hunt, 1975). On the other hand, destination image evaluation also affects tourists’ satisfaction and their behavioral intentions as spreading word-of-mouth and intention to revisit the destination (Chi & Qu 2008). Consumer’s reasoned and emotional interpretations are what form the destination image concept. They are the result of cognitive, affective and conative interrelated components (Gartner, 1994). The cognitive component comes first before the affective component meaning that evaluation of the perceived attributes of the object is done before the affective component, which is related to the person's feeling towards the object (Beerli & Martin 2004). The stage of forming the initial image of a destination before taking the visit is the most important phase of the selection process of a touristic destination. However, there is a difference between the destination image held before the visit and after the visit, which means that tourists become aware of the realistic and holistic image of a destination upon their visit. Understanding how tourists perceive the destination images is considered as a key success factor that influences the process of a successful destination development. Furthermore, understanding the image formation process is necessary in order to develop an image consistent with what the destination has to offer (Gartner, 1994).
1.3 Research aim and research questions

The aim of this research is to understand how Swedish’ tourists perceive Cyprus’ destination image upon their visit to the country.

Research questions are:

How Swedish tourists perceive the image of the destination upon their visit on Cyprus?
What has influenced Swedish tourists’ satisfaction with their visit on Cyprus?
What behavioral intentions actions Swedish tourists will take after their visit on Cyprus?

This chapter provided an introduction of the study that described in general the touristic features and facts of the Medetrianain islands and more specifically Cyprus as an island. Tourism plays an important role in the economy of Cyprus while understanding the destination image of Swedish with their visit on Cyprus is important for Cyprus as it will positively affect its tourism, especially that there is a difference between the destination image held before the visit and after the visit. In order to understand the destination image and cover all of its boundaries that are related to satisfaction and behavioral intentions actions that Swedish tourists will take after their visit on Cyprus, the following Theoretical Background chapter was designed.
2. Theoretical Background

This chapter includes a discussion intending to understand how the visit experience plays an important role in reducing the destination image stereotyping. The aspects connected to the changes in a destination image affected by an actual visit, as well as how the creation of a positive destination image may lead to satisfaction and re-visit intentions are also presented in this part.

The following figure is the result of the designed Theoretical Background chapter that represents the interrelationship between destination images perceived, visitors’ satisfaction and behavioral intentions actions after visiting this destination.

![Figure 1. The interrelationship between destination image, satisfaction and behavioral intention (Source: The researcher own illustration)]
2.1 Tourist destination image

Tourism today is a global industry that delivers destinations as core products and within the intense competition in the marketplace destination competitiveness is important (Zehrer et al., 2017). A complex individuals’ evaluation process of the destination leads to the formation of a destination image (Tasci & Gartner, 2007). Researchers usually tend to avoid having one definition of destination image, but instead express their individual point of view of how it has to be defined (Tasci et al., 2007). Destination image is perceived by both visual representations and holistic constructions (Echtner & Ritchie, 2003). It includes the associated impressions, the gained knowledge, the personal emotions, and values as well as the beliefs of a visitor (Chen & Phou, 2013). It can be described as the mental image that a tourist holds related to a specific tourist destination (Tapachai & Waryszak, 2000).

Destination image is formed through a complex individual's destination evaluation process that evolves from the pre-visit stage until post-visit stage (Tasci & Gartner, 2007). The image of a destination has a significant influence on the decision-making process of tourists (Chen & Tsai, 2017). According to Assael (1984), the destination image is defined as the total perception regarding a destination that is created by processing information from different sources over time. Images of a destination are formed individually or collectively as the groups of individuals’ perceptions (Baloglu & McCleary 1999; Jenkins, 1999). Images of a destination are associated with the expected benefits and consumption values that tourists can enjoy (Tapachai & Waryszak, 2000). Furthermore, destination image is the combination of ideas, opinions, feelings, and visualizations as well as the intentions toward the destination, that all work together in an integrated system (Tasci et al., 2007). Marketers refer to the destination image as attributes of a consumer behavior (Lefkoff-Hagius & Mason, 1993).

Based on the principles of Whitfield (2012) understanding the definitions of the destination image is important as it expresses its essential nature, while it allows the author and the reader to have a common understanding and all to be on the same page. After this understanding, the following sections explore destination image components and how destination image is formed in details.
2.2 Destination image components and image formation

According to many researchers, Hunt (1971) could be considered as the father of the destination image concept (Echtner & Ritchie, 1991; Pike, 2012; Gkritzali et al., 2017). On the other hand, Gunn (1972) contributed to the debate by providing the seven-stage theory. According to Gunn (1972) seven-stage theory, destination image is divided seven stages that are summarized into three components: consisting of organic image, induced image and modified-induced image (Figure 2). The organic image is built internally through non-touristic information sources regarding a destination such as programs on TV, movies, documentaries, books as well as other individuals’ stories and experiences. The induced image is built through the received information that is gathered from external sources without being in the place of the destination including the destination advertising, travel brochures, news reports and other promotional methods. The modified-induced image is built through being in the place of the destination as a result of personal experience of the destination (Gunn, 1972).

**Figure 2.**
Destination Image
Seven-Stages Theory
(Gunn, 1972)
According to Gartner (1994) destination image is formed by three unique different components that are hierarchically interrelated which are the cognitive image, the affective image and the conative image components. The cognitive image component comprises beliefs and attitudes regarding an object. In other words, it is what the individual knows or understands about a specific destination using an intellectual way that can be organic or induced. The affective image component is related to emotion and describes individuals feeling toward an object. The cognitive image component is related to the behavioral intentions of individuals, how they act when they reach all external information. However, affective component and cognitive component must be separated from each other for a better understanding of how visitors evaluate the destination (Agapito et al., 2013). On the other hand, affective evaluation relies on the cognitive evaluation of an object; while the affective response is formed as a function of cognitive response as affective and cognitive components are interrelated (Gartner, 1994; Pike & Ryan, 2004; Del Bosque & San Martín, 2008).

Destination image depends on the basic attributes of different activities and attractions within a specific area that together interact to form the overall image (Gartner, 1986). In addition, destination’s image is affected by the available facts and information connected to its history, economy, and politics of the country as well as the social information, which together participate in shaping the image already held by an individual (Lopes, 2011). Destination image could be studied in a cognitive way in terms of listed attributes and not in an affective way in terms of holistic impression (Echtner & Ritchie, 1991). On contrary, the destination image is holistically constructed and is acquired from the attitudes toward the destination tourism’ attributes (Stylos et al., 2017). Destination image is the total impression of the destination rather than individual traits (Echtner & Ritchie, 2003). Usually, the temptation to visit a destination is related to the visionary experience rather than tangible (Hunt, 1975; Govers & F, 2016).

Studying the destination image by relying only on the attributes list of the destination would not capture the whole picture of the destination image concept (Kislali et al., 2016). Each of the components/attributes has functional characteristics, which are tangible and can be measured (e.g. cost and weather), as well as psychological characteristics that are more abstract and difficult to measure (e.g. atmosphere of a place). On the other hand, destination image also can range from common functional attributes to more unique functional attributes (e.g. from price and climate to the special icons or the events that are part of the destination.
image such as Eiffel Tour or Rio Carnival). Further, the abstract attributes that can be described as the common psychological attributes, which include the friendliness of the locals, whereas the unique psychological attributes involve feelings that are associated with the religious pilgrimage or the history of the place (Echtner & Ritchie, 1993).

Destination image contains both of the primary and the secondary images. The visit experience that takes a place at the destination will form the primary image of the destination, whereas secondary image can be related to a new tourist destination that has not been visited yet (Gartner, 1994). Destination image that is created based on a first time visit to the destination is the essence of tourists' destination re-visitation or non-re-visitation (Martins, 2015), while the interaction with locals helps to capture deeper holistic images of the destination (Tran, 2013).

Pre-visit stage destination images may differ after the post-visit stage as the real visit forms realistic images that did not exist at the pre-visit stage (Tasci & Gartner, 2007). The direct contact at the visit form more differentiated and complex images of the destination. The visitors who have spent time at the destination are more likely to be exposed to a number of different dimensions, such as using different facilities at the destination, developing contact with the locals; in other words both of the induced and organic images effect each other and create the modified destination image (Fakeye & Crompton 1991). The visit experience plays an important role to reduce the destination image stereotyping which caused by different information sources that lead to a change in destination image after visitation, here the organic image is reduced (Gartner, 1994).

2.3 Destination image, satisfaction and behavior intentions

Destination image can be used as a framework to understand tourists’ behaviors as the primary image of the destination is formed at the point when the pull factors (the needs) and push factors (the attractiveness of the destination functions) coexist, (Chon, 1990). Customer satisfaction is gained, when customers’ needs and wants are fulfilled (Ramseook et al., 2010). The primary destination image is formed during the anticipation stage, that encloses the accumulated images, the search for information, the image modification and the expectations of performance, is important because of its effects on tourists to make their final decision to travel to the destination. However, destination image is not fixed as it changes during the time and when tourists make their direct contact with the destination this will participate in
reducing the stereotyping of the destination that was formed within the primary image. In other words, the image can be changed from negative to positive or vice versa (Lee et al., 2014).

The destination has a great effect on the post-visit individual's behavior, especially that the whole experience is reviewed and evaluated at the recollection stage. If the experience caused satisfaction most likely the individual would like to re-visit the destination (Chen & Tsai, 2007). The primary images that are formed through the direct or the indirect information during the anticipated stage will participate in determining the performance expectancy of the chosen destination. During the visit, the performance expectancy could be positive or negative and this is conditional to how much images are accumulated and modified. At the post-visit stage when visitors are back home the process of evaluation continues on what visitors have experienced, while a comparison between the performance expectancy and outcome takes a place to see if they are satisfied or dissatisfied (San Martín & del Bosque, 2008).

Affective evaluation determines if visitors are satisfied or dissatisfied, while it is believed that destination image is more influenced by the affective evaluation rather than the cognitive evaluation (Pike & Ryan 2004). Positive images of a destination lead tourists to make their first time visit and if expectations meet reality satisfaction will occur and lead them to re-visit the destination, especially tourists would become more familiar with destination as they conduct direct interactions with the local residents and the destination facilities (Milman & Pizam, 1995). Tourists compare their experiences with their previous expectations and when the results come in a feeling of gratification then tourists are satisfied; while when the results come in a feeling of disappointment then tourists are dissatisfied (Chon, 1990).

There is an interrelated relationship between the destination image and the behavioral intention. Positive images create the desirability for re-visitation as well as leads for spreading word of mouth as recommending the destination to family and friends (Chi & Qu, 2008). On the other hand, destination image works on influencing the quality perception and satisfaction of the tourists. A negative image participates in creating dissatisfaction, while positive image participates in creating satisfaction. Tourists’ destination experiences influence their images of the destination and their gained positive satisfactions influence their behavioral intentions (Jin et al., 2015).
When a tourist would like to re-visit a destination this could be a sign of loyalty. However, not all satisfied tourists will re-visit the destination, as they have a tendency to switch products and try new destinations. Usually, these kinds of tourists are novelty seekers or in other words risk takers tourists (Som & Badarneh, 2011).

2.4 Destination images and destination management organizations

Destination management organizations (DMOs) have the power to influence the messages communicated to tourists. However, in reality, DMOs have less control over product development and service delivery as tourism destinations operate under the responsibility of many small independent providers (Hanlan & Kelly, 2005).

Destination images should be perceived from the visitors' side, especially that destination image concept can be interpreted differently as DMOs may perceive the destination images differently compared to the visitors’ perceived images (Chen, 2012). It is important for DMOs to know how tourists perceive the destination images as not all elements that participate in the development of destination images can be controlled, while promoting the positive destinations images and providing guidelines to avoid the negative aspects will help in pursuing the ultimate goal to match new visitors expectations as much as possible (Sonnleitner, 2011).

Cyprus Tourism Organisation is acting as a destination management on behalf of Cyprus. It is a semi-governmental organization as it has some governmental functions and powers. It was established in 1968 under the responsibility of the Ministry of Commerce, Industry and Tourism. The organization is responsible to regulate and monitor the tourist enterprises and professionals that are based on the relevant legislation as well as promoting Cyprus as a detonation locally and internationally. Moreover, the organization has fifteen international offices in major cities worldwide (Cyprus Tourism, 2018).
2.5 Theoretical background summary

Destination images are formed through a complex individual evaluation process of the destination, it includes the associated impressions, the gained knowledge, the personal emotions, and values as well as the beliefs of the visitor. Destination image is divided into three components consisting of organic image, induced image and modified-induced image (Gunn, 1972).

Being in the place of the destination effects the destination images formulation and modify them, as the pre-visit stage destination images may differ after the post-visit stage as the real visit forms realistic images that did not the exist (Tasci & Gartner, 2007).

On the other hand, destination image is formed by three unique different components that are the cognitive image, the affective image and the conative image components (Gartner, 1994). The cognitive image component is what the individual knows or understands about a specific destination using an intellectual way, the affective image component is related to emotion and describes individuals feeling toward an object and the cognitive image component is related to the behavioral intentions of individuals, how they act when they reach all external information (Gartner, 1994).

Studying the destination image by relying only on the attributes list of the destination would not capture the whole picture of the destination image concept as each touristic attribute has functional characteristic as well as psychological characteristic that are more abstract and difficult to measure (Kislali et al., 2016).

The visiting experience at the destination forms the primary images, while the secondary image is only related to visiting a new destination that has not been visited yet. The first-time visit is what determines if the visitors are going to revisit the destination or not and if the experience caused satisfaction most likely the individual would like to re-visit the destination as positive images create the desirability for re-visitation as well as leads for spreading word of mouth, while negative images work in the opposite way (Chen & Tsai, 2007).

Understanding how Swedish’ tourists perceive Cyprus’ destination image upon their visit to the country will help Cyprus Tourism Organization as a DMO to promote the positive
destinations images of Cyprus and provide guidelines to avoid the negative aspects in order to match new visitors expectations (Sonnleitner, 2011).

The Theoretical Background chapter explained and discussed the interrelationship between destination images perceived, visitors’ satisfaction and behavioral intentions actions after visiting this destination. However, in order to move to the primary research of this thesis, to see how the previous described theories are implemented in Cyprus as destination and how Swedish’ tourists perceive Cyprus’ destination image upon their visit to the country, the following Methodology chapter was designed.
3. Methodology

In order to conduct the research primary and secondary data were collected. At the first stage, the researcher reviewed the appropriate academic literature that provided an insight into the particular research field that served as a basis for theoretic knowledge about the research topic. Books and articles were used in order to provide information of the available current state of knowledge in order to cover the theoretical concept, the concerns and ideas as well as to make the gaps in the knowledge more obvious (Finn et al., 2000).

The research is conducted by using semi-structured qualitative research method as it provides the chance to capture the holistic images of the destination that are associated with individual functional and psychological characteristics of the attributes of Cyprus. This method helped the researcher to explore more the affective images that are associated with feeling and emotion, while the respondents had the chance to clarify the meaning of ideas in their words. (Tasci et al., 2007).

3.1 Qualitative approach and semi-structured interview

It is possible to use either quantitative or qualitative approach to measure the destination image. The identified attributes by the researchers who use quantitative approach may differ or not be the same as the actual attributes as individuals most important attributes might not be captured or incomplete (Jones, 2012). On the other hand, naturalistic, interpretative and communicative traditions are the roots of qualitative research, which is suitable for those who are interested not to generalize cases studies (Jones, 2012). The main characteristic of the qualitative research is about interpreting and understanding the world, within particular cases, and in their natural settings in a realistic way. Furthermore, it has a high level of flexibility to respond to participants and settings, (Jones, 2012).

Qualitative methods with the use of semi-structured interviews with open-ended questions considered as an effective method to capture the holistic components of destination image including both of the functional and the psychological dimensions (DiCicco-Bloom et al., 2006). With the semi-structured interview, the respondents are allowed to be free to describe their impressions of the destination (Echtner & Ritchie, 1993). Jones (2012) believes that when the researcher has a clear idea about what to study or to focus on in the early stages, qualitative research is useful. The semi-structured interview does not need a rigorous built up
plan before it begins, this provides the researcher with the freedom to let the study be detected more naturally, while this kind of research gains more detailed and rich data as it has a comprehensive form, visual evidence, and a written description (Jones, 2012).

While using the semi-structured interview, the attributes of the image are stated at the beginning of the research. However, each destination has its own images that differentiate it from other destinations and in order to understand how the destination image is formed it is advisable to study it from the point of view of the visitors who really experienced the destination (Finn et al., 2000; Merriam & Tisdell, 2015). This research utilized the qualitative approach and the data was collected with the help of interviews in order to understand how Swedish tourists perceive the destination images with their visit on Cyprus.

3.2 The interview

The researcher conducted seven in-depth interviews, between the 20th and 27th of April. The respondents were asked to spend about an hour for the interview. The respondents were comfortable and free to say their own opinion while the researcher tried to intrude as little as possible (Bryman & Bell, 2011).

The respondents were informed about the interview procedure having in mind the fact that all information will be kept confidential. (Boyce & Neale, 2006). Respondents who have visited the destination provide more accurate and actual destination image understanding, while who works in the industry of tourism that has visited the destination such as travel agents might provide a biased answer or even inaccurate. Therefore, it is important to pay more attention to the demand side, which represents the tourists' side (Sonnleitner, 2011; Chen et al., 2013).

Respondents were gathered by the use of a convenient sampling (Etikan et al., 2016), through the help of X travel agency that is located in Stockholm (X as an anonymous name). The travel agency managed to contact some previous Swedish tourists that visited Cyprus during 2017 and 2016 and inform them about the research, how their participation in the interviews help in developing recommendations for the destination planners on Cyprus and the benefits that this research will provide to the tourism academic knowledge. As a result, some of them accepted to be interviewed.
The aim of in-depth interview in qualitative research is to generate in-depth analysis issues (Patton, 2005). After completing the interview and by evaluating the data gathered from the seven respondents selected, the researcher can conclude that results reached theoretical saturation. Therefore, no additional interviews were needed (Bryman & Bell, 2011). Respondents were provided with the opportunity to talk freely about their activities, experiences, what they like, about their satisfaction, dissatisfaction, about their point of view, about their feeling and emotions, which are related to the Cyprus travel topic. The respondents were allowed to move from one area to another that appeared in the interviewer's checklist without asking them any questions. However, if some areas were missing the interviewer checked his checklist and asked questions regarding these areas (Kallio et al., 2016).

<table>
<thead>
<tr>
<th>Concept</th>
<th>Theory</th>
<th>Possible Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination</td>
<td>Cognitive component that is associated with the attributes of the destination</td>
<td>Would you please tell me about Cyprus?</td>
</tr>
<tr>
<td>Image</td>
<td>Affective component that is associated with emotion/feeling toward the attributes of destination</td>
<td>How is your feeling when you see that?</td>
</tr>
<tr>
<td></td>
<td>Conative component including the reaction associated with attributes and impression of destination</td>
<td>What did you do when you feel or see that?</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>To see if there is a matching between the image and the expectations of the destination</td>
<td>At what points were you satisfied with your trip to Cyprus?</td>
</tr>
<tr>
<td>or dissatisfaction</td>
<td></td>
<td>What made you satisfied?</td>
</tr>
<tr>
<td>Behavior</td>
<td>The destination image overall evaluation that associated to the tourists' intention to revisit and recommend to others</td>
<td>Why you plan to visit or not visit Cyprus again in the future?</td>
</tr>
<tr>
<td>Intentions</td>
<td></td>
<td>What will you recommend about Cyprus to your friends or relatives?</td>
</tr>
</tbody>
</table>

**Table 1. Interview Checklist (Source: The researcher own illustration)**

In order to explore the new area of the research, open questions were used and asked such as: Would you please tell me about Cyprus? Do you remember what happened when you were in Cyprus? With the use of the open questions, respondents had the chance to talk expansively and freely. Further, it allowed the respondents to describe clearly their singles situations that they had experienced on Cyprus (Echtner & Ritchie 1993).

To understand the respondents' experiences on Cyprus, they were free to describe their Cyprus travel stories including their activities, feelings, thinking and even their opinions of the destination. They were asked by probing questions such as: How do feel when you see that? What did you do when you see or feel that? On the other hand, they will be asked to
explain more like: May you tell me more about it? Can you explain what do you mean by saying that? And why you say so? Do you have some example? May you tell more about it? These probing questions enhanced the conversations and provided more understanding of the respondents meaning, especially they helped to capture their images, their emotional reactions and feelings as well as their impressions that are associated to every single image (White, 2014).

Further, respondents’ satisfaction towards the destination is intangible and is more considered as a feeling. Therefore, the respondents were asked what has influenced their satisfaction with their visit on Cyprus? (Wang et al., 2017). Finally, in order to know what behavioral intentions actions Swedish tourists will take after their visit on Cyprus, the respondents were asked about what actions related to revisiting the destination or/and spreading word of mouth had they taken or will take (Bowen & Chen, 2001).

### 3.4 Research ethics

The researcher promised the respondents to keep their personal information confidential and anonymized. The researcher asked for the respondents’ permission to play the voice record during the interviews. On the other hand, the information that was gathered were presented in an honest and objective way without any plagiarism and any kind of bias (Bryman & Bell, 2011).
3.5 The study analysis

The researcher used the content analysis as a tool in order to analyze the primary data of the interviews as it is referred to in the below figure:

![Diagram showing the study analysis process]

- Respondents’ interviews
  - Recording
  - Words
  - Transcribing
  - Coding
  - Destination attributes
    - Mind mapping technique’ support
    - Perceived positive images of Cyprus
    - Perceived affective images of Cyprus
    - Perceived negative images of Cyprus
    - Satisfaction and positive behavioral intentions
    - Dissatisfaction and negative behavioral intentions

Understanding how Swedish’ tourists perceive Cyprus’ destination image upon their visit to the country.

**Figure 3.** The study analysis  (Source: The researcher own illustration)
The four basic components of the content analysis were: recording, writing, transcribing and coding. The interviews were audio recorded to be possible to produce transcripts and to be able to pick up the important noting and ideas that can be joined together to create the categories that are part from the content analysis. On the other hand, using the audio recording was helpful, as it controlled the researcher by helping him not to go off the script (the respondents’ stories) and use his own information of the destination, especially the researcher have lived in Cyprus and he did not want to intrude by using his personal knowledge and experience of the destination (Bryman & Bell, 2011).

The researcher used the content analysis as a tool in order to analyze the primary data. The content analysis tool is used because it is a very useful method that provides a closer look at the respondents’ text and helps to clarify categories and relationships. It is an unobtrusive means of analyzing interactions (Flick, 2014).

This content analysis tool helped the researcher to gain pristine data from the conducted interviews and to identify how Swedish perceived the destination holistic images upon their visit on Cyprus as they are illustrated in the findings and discussion chapter (Table.2). The content analysis tool was used to intemperate the textual data through coding to identify the specific attributes of Cyprus as they are illustrated in Findings and Discussion chapter (Figuer.4) (Hsiez & Shannon, 2005). Destination images are perceived in terms of holistic components and attributes that can be ether functional or psychological characteristics (Echtner & Ritchie, 1993). Therefore, with the use of the content analysis and the support of the mind mapping technique the researcher could break down both of the holistic images perceived of the destination and the attributes of Cyprus into different categories that are easier to be followed and to be analyzed as they are illustrated in Findings and Discussion chapter (Burgess-Allen et al., 2010).
To summarize this chapter, a qualitative research approach was conducted with the use of semi-structured interviews and open-ended questions, as they are effective method to capture the holistic components of destination image including both of the functional and the psychological dimensions (DiCicco-Bloom et al., 2006). The content analysis and the mind mapping technique were used to analyze the information gathered during the seven interviews.

As a continuation of this study analysis the following chapter is designed in order to represent the findings and the discussion of the analyzed seven interviews.
4. Findings and Discussion

In accordance with the seven-stage theory presented by Gann (1972) the respondents got Cyprus organic images before visiting Cyprus. These images were formed through word-of-mouth from a friend and/or a relative story. These organic images were important as they encourage respondents to take a further step to visit Cyprus. At the same time/stage, the induced images were formed by collecting information from sources such as news, television, Internet, brochures and even from tourist agencies and advertising from Cyprus Tourism Organization. Cyprus modified images resulted from the Swedish tourists’ personal experience in Cyprus (Gunn, 1972; Echtner & Ritchie, 1991; Pike, 2012; Gkritzali et al., 2017).

Following Echtner & Ritchie (1993), DiCicco-Bloom et al. (2006) and Jones (2012) suggestions, the use of the qualitative research approach provided the seven respondents the chance to be more open to express their ideas and feelings as well as to understand the respondents’ stories and means. The perceived destination images of Cyprus formed by Swedish tourists upon their visit on Cyprus were much alike with what Echtner & Ritchie (1993) suggested as the finding of the research confirms their destination image theory and illustrates the themes of the destination attributes based on the images of Cyprus perceived. Furthermore, with what Echtner & Ritchie (1993) suggested and based on the theory of the image formation process of Gartner (1994), the qualitative approach allowed the researcher to explore not only the cognitive positive and negative images of Cyprus but also the affective positive and negative images that are related to Swedish tourists feelings as Swedish tourists’ feelings were got after experiencing the physical attributes of Cyprus.
4.1 Respondents’ stories and means

During the interviews, Swedish respondents started to tell their stories about Cyprus such as their experiences, thinking and feelings. Therefore, after transcribing the interviews they were transferred into seven respondents’ stories (please see appendix). By the content analysis’ tool used, the respondents’ stories were divided into three main themes including destination images, satisfaction, and behavioral intention. As the respondents were allowed to freely describe their impressions of Cyprus. The holistic destination images recollected were continually explained by respondents’ words. This allowed the interviewer to design a table that includes all of the raw martial that are related to the destination holistic images and their meaning. The holistic images of Cyprus were highlighted while they were clarified through the understanding of the meaning of the respondents; please have a look at the following table:

<table>
<thead>
<tr>
<th>Respondent</th>
<th>“Cheap place”, it is cheap compared to Sweden.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>“Amazing weather”, warm weather and when I went to the mountain I had a very beautiful breeze.</td>
</tr>
<tr>
<td>A</td>
<td>“It is really a welcoming island”, they were giving us smiles all the time and even when we did not buy things from them they were friendly.</td>
</tr>
<tr>
<td>A</td>
<td>“Restaurants are everywhere in Cyprus”, really cheap and the food was delicious.</td>
</tr>
<tr>
<td>A</td>
<td>“Greek food” was nice especially the “fish Meza that is “full of fish and seafood”.</td>
</tr>
<tr>
<td>A</td>
<td>“Amazing beaches”, I enjoyed different swimming experiences at the sandy beach of Limassol and the clear one under the beautiful Aphrodite rocks in Pafos.</td>
</tr>
<tr>
<td>A</td>
<td>“Not a place for shopping” there is not much to buy we have the same products here.</td>
</tr>
<tr>
<td>A</td>
<td>“Nice sevonier”, while you walk in the narrow streets of the cities.</td>
</tr>
<tr>
<td>A</td>
<td>“Not that calm”, it is crowded at the beach but you still enjoy your time.</td>
</tr>
<tr>
<td>A</td>
<td>“Safe place”, all tourists walking around safely at all times.</td>
</tr>
<tr>
<td>A</td>
<td>I went with my girlfriend for the spa at the hotel and we had a body “massage but it was overrated”, to tell you the truth I had better service in other countries.</td>
</tr>
<tr>
<td>A</td>
<td>They view from the sea view from the mountain was “amazing”</td>
</tr>
<tr>
<td>A</td>
<td>“I felt home” from the welcoming of people, they were “simple and honest people”.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Respondent</th>
<th>“Cheap accommodation”, we did not pay much we stayed two friends in a room and it cost us each around 25 euros including breakfast.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>“People do not sleep”, restaurants and bars are open till late time and food is available around 24.</td>
</tr>
<tr>
<td>B</td>
<td>“Nightlife is crazy”, it does not only include drinks and music but also you go out in the street and it is like a big club, the whole city is a big club.</td>
</tr>
<tr>
<td>B</td>
<td>“A beautiful beach”, I mean the island has clean and warm seawater.</td>
</tr>
<tr>
<td>B</td>
<td>“Full of sea activities”, our time was full every day we tried something different.</td>
</tr>
</tbody>
</table>
| **Respondent** C | • “**Sunny island**”, I got the tan I always wanted but we got burned from the sun hahaha.  
• “**Touristic island**”, I mean a lot of hotels, a lot of bars and a lot of tourists’ interaction that led me to have new friends.”  
• “**Slow local transportation**”, it takes times until buses arrive.  
• “**Drags are easy to buy**”, you find a lot of young people taking drugs with all kinds, even you can buy drugs illegally from some shops.  
• “**Lovely island**”, I mean people and the country are easy to take into your heart.  
• “**It is a small island**” but a lot of things to do.  
• “**It is a fair price**”, the hotel we went to was nearly new, the room was really clean and tidy, every day the bed linen and towels were changed.  
• “**Fresh food**”, the breakfast was full of different kinds of cheese meat and eggs as well as full range of fruits, I liked the most watermelon was juicy cold and fresh.  
• “**Sunny island**”, it was sunny all the week and I needed to get a sunbath.  
• “**Beautiful beaches**”, long beaches with warm sand and it was relaxing.  
• “**Cyprus is an open gym**”, I had the chance to run in the morning next to the beach.  
• “**Drinking anywhere**”, drinking is allowed everywhere even while having my sunbath.”  
• “**Range of food**”, I tried many kinds of food in Cyprus, the local food was mostly fish and seafood but for some change, we went for a nice Sushi restaurant and once we went to an Asian one I think it was Chines.  
• “**Reach history**”, we went to The House of Dionysus, which is a luxury building that belongs to the Roman period.  
• “**Slow Transportation**”, it is very hard to get buses every time you have to wait for one hour.  
• “**Super clear water**”, we went cruising to the Blue lagoon and swam there it was a nice experience as the water was beautifully blue.  
• “**Cyprus is a safe country**” My friend forgot her bag in one bus, they found the bag, “**Cypriots are honest and nice people and like to help**”.  
• “**Learned from the different culture**” I got what I am asked for, lived the life of the Mediterranean. |
| **Respondent** D | • “**Accommodation cost is acceptable**”, I think we saved money by renting this apartment as we were four and we wanted to stay for a long time.  
• “**Friendly people**” the owner of the flat lived in the floor below us and his wife and children used to knock on our door and give us fruits sweets and sometimes food they cocked, we were really surprised and we did not know what to do in return!  
• “**Convenient place**”, I used to walk with my children to the beach it is not far, when we were hungry we used to go to the main street of Larnaca at the seaside and eat whatever we like there were many restaurants with different kinds of food.”  
• “**Good price for everything**”, all kind but all prices among the island are similar.  
• “**Beautiful beaches**”, the water was really nice and warm as well as the sand.  
• “**It is full of life**”, it is surprising! It is a small island you can go around easily and see people everywhere all the daylong.  
• “**Beautiful island**” with the old villages Especially with the narrow roads. |
**Respondent E**

- “**Lovely culture**”, I liked the Cypriot culture it was full of life.
- “**Family oriented**”, you have everything the children need sun sea and water parks and even I took my children to the Zoo in Pafos.
- “**No information centers**”, I could not find any information center to ask where to go.
- “**Nothing to buy**”, it is an island, clothes are summer designed, I prefer to buy from Sweden.
- “**New knowledge**”, I visited the Eastern Orthodoxy church and the Jami Kebir Mosque.
- “**I felt fresh and happy there**”, there is everything for everyone for, for me, my husband and my kids.
- I am thinking to buy a summerhouse in Cyprus, it is “**safe**”.

- “**Fully booked**”, hard to find an accommodation.
- “**Good service**”, the breakfast was good and the room was clean.
- “**Amusing beaches**”, we had attended many beach parties, which were really nice.
- “**Long beautiful beach**”, we used to jog at the beach side of Limassol.
- “**Artificial marina**” it is artificial I prefer the fishing harbors.
- “**See activities are expansive**”, the rent of the jet sky for 20 mints is similar to the rent of the car for one day, we wanted to go for diving in Ayia Napa but it was expansive.
- “**Beautiful old market**”, especially with narrow roads that we walked in.
- “**Cypriots were nice people**” never angry and like to help.
- “**Cash is king**” even at the petrol stations’ pumps take only cash.
- “**Delicious food**” Greek food was nice and food in Cyprus is not expensive.
- Cliff Jumping was a “**new experience**” for me it was a nice feeling.
- The “**water is amazing**” really blue and very clear especially in Nissi beach it was sandy and warm.
- “**Safe place**”, all tourists around walking safely.
- When you want to go to some clubs you have to be careful as some people have a “**tendency of violence**”.
- "**No casinos**”, next time I am going to Malta as it has a casino.

**Respondent F**

- “**You can go anywhere within one hour in Cyprus**”, when we want to go to the beach we go either to Larnaca or Limassol. For beautiful hiking or camping we go to Troodos.
- “**The old town of the city is so beautiful**” it has narrow streets and old building that have shops selling clothes traditional items and food during. At the evening time you see bars open and people “outside having drinks”.
- “**Not that much green**”, means compared to Sweden it is not that green but they have their nice “olive and lemon trees” as well as the “**Orchids flowers**” that have different colors.
- “**Crazy motorcycle riders**”, they used to speed even inside the city, “**I saw some Cypriots drink and drive**”.
- “**kind and honest**”, I wanted to buy a bag from a local shop but the owner did not accept visa so I asked him can you keep the bag for me and come and take it tomorrow and he accepted.
- “**Cypriot food is tasty**”, especially the fresh seafood, you can choose your fish that the
restaurant will cook for you.

- “Beaches are beautiful” but “crowded” and Cypriot they “like to talk loud”, I tried to close my eyes I could not.
- So far the hotels I went to are “clean” and the service provided was ok, Cyprus is not expensive and the “prices are stable everywhere”.
- “Warm and the sun” is what I need and this what you can find in Cyprus.
- “Low level of pollution” compared to other countries I visited.
- “Beautiful old villages” in the mountains, we went around to different small beautiful villages.
- “People were nice and generous”, when you were sitting at one family café/restaurant the wife gave us a water million as a gift.
- “The winery I have visited is not traditional”, they used metal tanks instead of wood it was a small place.

<table>
<thead>
<tr>
<th>Respondent</th>
<th>“The camping locations were perfect”, close to the beach and the market when we needed to buy something.</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>“We enjoyed the sun and the warm weather”, it was the perfect place for camping.</td>
</tr>
<tr>
<td></td>
<td>“The cost of food was cheap” I loved the seafood tavern in Cyprus we went for three different ones and the food was really good.</td>
</tr>
<tr>
<td></td>
<td>“Beaches were all beautiful”, the water was warm.</td>
</tr>
<tr>
<td></td>
<td>“Locals were so friendly”, and welcomed us in a very nice way, most of the people in Cyprus speak English so it was “easy to communicate with them”.</td>
</tr>
<tr>
<td></td>
<td>“Be careful from scam places”, we heard about a place called the Baths of Aphrodite that is so beautiful, we waste or day going there.</td>
</tr>
<tr>
<td></td>
<td>We rented bikes at a “good price”.</td>
</tr>
<tr>
<td></td>
<td>“Annoying street vendors”, if you look like a tourist some vendors will come to you holding cards and ask you pick up one and then she tells you won a bottle of wine but you have to attend a presentation. They are trying to sell you a property and trust me you are going to waste your day unless you want to buy a property.</td>
</tr>
<tr>
<td></td>
<td>“Ambulance scam”, we were in Ayia Napa and my friend had a bar fight and was badly injured, he needed an immediate medical care so we called the ambulance and they came and took him to the hospital. He was better and when he was going to leave the hospital they asked him if he is going to pay cash or he has a local insurance. Obviously, the reason behind this is that the ambulance took him to a private hospital, not to public one, so he was obligated to pay even he is still in the EU.</td>
</tr>
<tr>
<td></td>
<td>As soon I arrived at the airport “I needed cash” even I needed two-euro coins to unhook the luggage cart.</td>
</tr>
<tr>
<td></td>
<td>“The destination is beautiful” we enjoyed the weather, the sea, and the camping life.</td>
</tr>
</tbody>
</table>

Table 2. Understanding the respondents’ means
4.2 Cyprus attributes

As it is noticed from the previous table respondents holistic images of Cyprus were many and it is hard to surmise all of them. Therefore, the researcher benefited from the content analysis tool and used the coding component to be able to pick up the important noting and ideas that can be joined together to create common themes that represent the attributes of the destination. The specific attributes of Cyprus that were identified by informants were the following: weather, beach, people, activities, sites visitation, natural attractions, accommodation, food and drink, nightlife, shopping, transportation, payment system, and safety.

However, the researcher intended to rank all these attributes according to their functionality and their psychological characters based on Echtner & Ritchie (1993) as it is shown in Figure 3. The functional characteristics are related to the components that can be observed or measured, for example, site visitation or natural attraction, while when it comes to the psychological characteristics they are intangible, for example, people and safety (Echtner & Ritchie 1993).

**Attributes**

![Attributes Diagram](image)

**Figure 4.** Specific attributes of Cyprus list
Based on the seven-stage theory of Gunn (1972) as well as the destination image theory of Gartner (1994) Cyprus destination images were formed by the positive and negative images that represent the cognitive component, by the affective component that is related to Swedish tourists’ feeling towards objects and by the conative component that is related to behavioral intention. With the direct interaction, respondents’ experiences reduced stereotyping while the pre-visit images had changed in the different sites of Cyprus and lead to develop more complex images of Cyprus as the respondents spent time with their visit on Cyprus and were exposed to the different dimensions of the destination, here the destination primary images were formed as modified-induced images (Gartner, 1994). Respondents’ destination images at the pre-visit stage were different from the post-visit stage images as the real visit forms realistic images that did not exist at the pre-visit stage (Gartner, 1994; Tasci & Gartner, 2007).

4.3.1 Positive and negative cognitive images of Cyprus

By asking the respondents about what do they remember the most with their trip on Cyprus, the researcher found out that all respondents have something in common while each one has a special story to tell. The common images of Cyprus among the respondents were beach, weather, and people. On the other hand, by asking the respondents about the negative aspects or unsatisfied experiences upon their visit on Cyprus, the researcher found out that all respondents have negative aspects in common while each one has gone through the unsatisfied experience.

4.3.1.1 Beach

When it comes to the positive cognitive images of Cyprus beach based on Gunn (1972) and Gartner (1994) principles, the respondents perceived that Cyprus has beautiful sunny beaches all around, beaches were long and relaxing for the eye while the water is clean, blue, clear and warm.
Regarding the negative cognitive images of Cyprus beaches, respondents perceived that Cyprus is not a calm place when a person wants to have a sunbath at the beach as beaches were packed and Cypriots had a tendency to talk loudly when they are gathered.

4.3.1.2 Weather

When it comes to the positive cognitive images of Cyprus weather based on Gunn (1972) and Gartner (1994), the respondents described the weather as beautiful the island as a sunny and warm as well as air is refreshing, while the level of pollution is low. No negative cognitive images of Cyprus weather were perceived.
4.3.1.3 People

Based on Gunn (1972) and Gartner (1994) principles, the respondents perceived Cyprus people positive cognitive images as kind, friendly, helpful, generous, honest, welcoming, easy to communicate with, speak good English, while there is a great chance for interaction with them and even with tourists. The interaction with locals helped the respondents to capture deeper holistic images of Cyprus (Tran, 2013). For instance, the absent of tourists’ information centers in Cyprus and the stay in a private accommodation pushed Swedish tourists to be more interactive with locals as they spend more time with them and asked them about best markets, restaurants, bars or visitation sites. This allowed respondents to know the attributes of Cyprus and capture deeper holistic images. No negative cognitive images of Cyprus people were perceived.
Based on Gunn (1972) and Gartner (1994) principles, the positive cognitive images of Cyprus activities were perceived as enjoyable as when it comes to biking and hiking activities they were cheap and easy to be accessed. On the other hand, Cyprus was also perceived as a place for recreational sport where jogging, for example, was possible almost everywhere (such as long beach of Limassol). When it comes to the negative cognitive images of natural attraction, Cyprus sea activities were perceived as expensive. Therefore, for example, respondent F avoided them.

**Figure 7. Positive and Negative Cognitive Images of Cyprus People**

**4.3.1.4 Activities**

**Figure 8. Positive and Negative Cognitive Images of Cyprus Activities**
4.3.1.5 Site visitation

Based on Gunn (1972) and Gartner (1994) principles the respondents perceived Cyprus site visitation positive cognitive images as cheap to visit museums, castles, and other historical sites. Respondents noticed that Cyprus has a rich history, while some mentioned small villages and their narrow roads as one memorable view of Cyprus. Respondents noticed the beauty of the old town of Nicosia as well as they perceived the image of the beautiful old market of Limassol. When it comes to site visitation negative cognitive images of Cyprus, respondent D had a tendency to discover new arias and places on Cyprus and was interested to get information from available information centers, she was disappointed as it was hard to find one. Respondent E perceived the new marina in Limassol as an artificial place as he prefers the fishing harbors.

![Diagram](figure9.png)

*Figure 9. Positive and Negative Cognitive Images of Cyprus Site Visitations*

4.3.1.6 Natural attraction

With the same principles that are based on Gunn (1972) and Gartner (1994), respondents perceived Cyprus natural attraction with the memories that consisted of either beautiful mountains or sea views. Cyprus is the right place where you can see lemon and olive trees while you enjoy the beauty of the orchids flowers.
When it comes to the negative cognitive images of natural attraction, Cyprus was perceived in comparison to Sweden as not that much green as a touristic destination.

4.3.1.7 Nightlife

Based on Gunn (1972) and Gartner (1994) principles, respondents perceived Cyprus nightlife positive cognitive images as not expansive, while people can drink outdoor and in open spaces. No negative cognitive images of Cyprus nightlife were perceived.

Figure 10. Positive and Negative Cognitive Images of Cyprus Natural Attraction

Figure 11. Positive and Negative Cognitive Images of Cyprus Nightlife
4.3.1.8 Shopping

One positive cognitive image of Cyprus shopping based on Gartner (1994) principles was captured as when it comes to each respondent's unique perceived images, A remembered the nice “Sevonier” available in the market. When it comes to the negative cognitive images of shopping, most of the respondents noticed that Cyprus products are available in Sweden and the clothes there are summer oriented, as it is an island.

![Diagram of positive and negative cognitive images of Cyprus shopping]

**Figure 12.** Positive and Negative Cognitive Images of Cyprus Shopping

4.3.1.9 Transportation

Positive cognitive images of Cyprus transportation based on Gartner (1994) principles were captured as taxi was cheap compared to Sweden, while renting cars were available and not that expansive. No negative cognitive images of Cyprus transportation were perceived.
4.3.1.10 Payment system

No positive cognitive images of Cyprus payment system were perceived. No negative cognitive images of Cyprus payment system were perceived.

4.3.1.11 Accommodation

Based on Gunn (1972) and Gartner (1994) principles, respondents who stayed at hotels perceived Cyprus accommodation positive cognitive images as following: Accommodation was good as hotels were clean, are located in prime locations and the service quality provided was good, while in return the cost of accommodation was not high. Other types of accommodations were mentioned during the interviews was rented apartment and camping sites. Both had strategic locations by the beach or local markets and were tide, clean and affordable. When it comes to the negative cognitive images of accommodation, Cyprus was perceived as a fully booked destination that is not an easy task to find an available room in the high season.
Based on Gunn (1972) and Gartner (1994) principles, the respondents perceived Cyprus food and drinks positive cognitive images as Cyprus has restaurants everywhere, cheap, has a range of food, 24-hour service, specialized in fish Meza/seafood, food is fresh, food is tasty and delicious as well as there is a variety of international restaurants. Some interviewed mentioned specifically the drinking culture at Cyprus as allowing consumption of alcohol freely indoor and outdoor with the variety of drinks available. No negative cognitive images of Cyprus food and drinks were perceived.

![Figure 14. Positive and Negative Cognitive Images of Cyprus Food and Drinks](image)
4.3.1.13 Safety

Based on Gunn (1972) and Gartner (1994) principles, the positive cognitive images of Cyprus safety were perceived. Cyprus is considered a safe destination as respondents mentioned the island as a safe country, while tourists walking around all times and no robbery. When it comes to the negative cognitive images of safety regarding driving experience, respondents noticed that it is not safe to drive as a lot of Cypriots drink and drive, while when it comes to crossing streets it is not safe as there are a lot of crazy motorcycle riders speeding.

![Diagram of Positive and Negative Cognitive Images of Cyprus Safety]

**Figure 15. Positive and Negative Cognitive Images of Cyprus Safety**

4.3.2 Perceived positive and negative affective images of Cyprus

Based on Gartntner (1994) affective images had influenced Swedish tourists’ satisfaction, sequentially caused behavioral intentions. The Swedish tourists reasoning and emotional interpretation formed images of Cyprus as the perceived attributes of Cyprus destination were evaluated based on the affective evaluation, which is related to Swedish tourists’ feeling towards objects. Therefore, it is possible to look at the positive and negatives image of Cyprus from the affective image's perspective.
4.3.2.1 Beach

The researcher could capture the positive affective images of Cyprus beaches based on Gartner (1994) principles. These images were: “Amazing beaches” as respondent A had a feeling towards Cyprus’ beaches with the different swimming experiences he had. “Amusing beaches” as respondent D attended many beach parties, which he felt that they were really nice. “New experience” as for the first time respondent E have tried cliff jumping into the warm seawater. No negative affective images of Cyprus beach were perceived.

![Diagram](image_url)

**Figure 16.** Positive and Negative Affective Images of Cyprus Beach

4.3.2.2 Weather

No positive affective images of Cyprus weather were perceived.

No negative affective images of Cyprus weather were perceived.
4.3.2.3 People

The researcher could capture positive affective images of Cyprus people based on Gartner (1994) principles. These images were “I felt home” as respondent B felt the welcoming of people, they were simple and honest people. “Lovely Island” as respondent B perceived people and the country are easy to take into your heart. “It is full of life” as respondent D was surprised as Cyprus is a small island but it is possible to go around it easily and see people everywhere all the daylong. The only captured negative affective image of People on Cyprus was: “Annoying street vendors” as respondent G experienced the situation as a tourist when some vendors came to him holding cards and asked him to pick up one in order to you win a bottle of wine. In reality, they were trying to sell him a property; he believes that he wasted his day.

![Diagram of Positive and Negative Affective Images of Cyprus People]

**Figure 17.** Positive and Negative Affective Images of Cyprus People

4.3.2.4 Activities

The positive affective image of activities based on Gartner (1994) principles that Cyprus was perceived as “Family oriented” as respondent D perceived Cyprus as a convenient place for everyone including adults and kids and it is possible to go easily and enjoy the island. Respondent E perceived Cyprus as a place of “trying new experience”. Cyprus was considered as “an open gym” as respondent B had the chance to run in the morning next to the beach, while all respondents found that there are a lot of activities that can take a place in Cyprus. “It is a small island but a lot of things to do” as respondent B enjoyed his time so
much in every moment he spent. As a negative affective image of activities based on Gartner (1994), all respondents except one did not mention that they tried or went for a spa or massage, while the only one respondent who visited a massage service place was not satisfied as he felt that reputation of “massage service was overrated” on Cyprus. On the other hand, respondent G enjoyed the weather, the sea, and the camping life of the beautiful island but he says, “It just needs to be more organized by the responsible bodies”.

![Figure 18. Positive and Negative Affective Images of Cyprus Activities](image)

4.3.2.5 Site visitation

The researcher could capture the positive affective images of site visitation based on Gartner (1994) principles. These images were: “New knowledge” as respondent D learned from the interaction with the new culture experience by visiting religion sites such as the Eastern Orthodoxy church and the Jami Kebir Mosque that is located next to a very beautiful salt lake in Larnaca. “Lovely culture” as respondent D liked the Cypriot culture, as it was full of life. On the other hand, the negative affective images of Cyprus site visitation based on Gartner (1994) principles were: Respondent F was not satisfied with her visit to one of the wineries on Cyprus. She perceived the image of wineries negatively as they do not use traditional production methods. Respondent G had a bad experience when he visited a fake touristic site and therefore perceived Cyprus as a place that is full of scams.
4.3.2.6 Natural attractions

The positive affective image of natural attraction based on Gartner (1994) principles that Cyprus was perceived as a “small island” that you can go to your favorite destination maximum with one hour. “The destination is beautiful” as respondent G enjoyed the weather, the sea, and the camping life. No negative affective images of Cyprus natural attractions were perceived.
4.3.2.7 Nightlife

The researcher could capture a positive affective image of nightlife based on Gartner (1994) principles. “Nightlife is crazy” as respondent B experienced the nightlife of Cyprus differently as it does not only include drinks and music but also you go out in the street and enjoy the whole city of Ayia Napa as one big club. The researcher could capture the negative affective images of Cyprus nightlife based on Gartner (1994) principles. Some of the respondents who experienced the nightlife noticed that Cyprus is not that safe place for young generation as drugs are easy to buy on Cyprus, while in some clubs there is a tendency of violence.

![Figure 21. Positive and Negative Affective Images of Nightlife](image)

4.3.2.8 Shopping

Based on Gartner (1994) principles, no positive affective images of Cyprus shopping were perceived, while the negative affective images of the respondents were “Not a place for shopping” by respondents A and D as they noticed that Cyprus products are available in Sweden and the clothes there are summer oriented as it is an island.
4.3.2.9 Transportation

Based on Gartner (1994) principles, no positive affective images of Cyprus transportation were perceived. As a negative affective image of transportation based on Gartner (1994), respondents who experienced and used the local transportation felt that the local transportation is not that good as it is not easy to access buses while it is time-consuming, “Slow transportation” by respondents B and C.
4.3.2.10 Payment system

Based on Gartner (1994) principles, no positive affective images of Cyprus payment system were perceived, while the negative affective images that was captured regarding payment, respondents found out that in order to avoid troubles or difficulties, it is important to carry cash for anyone who wants to travel to Cyprus as a lot of places only use cash even at the airport and at the petrol station, “Cash is king” by respondent E.

![Figure 24. Positive and Negative Affective Images of Payment System](image)

4.3.2.11 Accommodation

No positive affective images of Cyprus accommodation were perceived.
No negative affective images of Cyprus accommodation were perceived.

4.3.2.12 Food and drinks

The researcher could capture the positive affective images of Cyprus food and drinks based on Gartner (1994) principles. These images were “People do not sleep” as B experienced the fact that restaurants and bars are open till late time and food is available around 24 hours. “Good price for everything” as B respondent found that restaurants and bars are cheaper compared to Sweden, while all prices among the island are similar. No negative affective images of Cyprus food and drinks were perceived.
4.3.2.13 Safety

Based on Gartner (1994) principles, no positive affective images of Cyprus safety were perceived, while the negative affective image that was captured regarding safety was “ambulance scam” as respondent G’s friend had a bar fight and was badly injured, he needed an immediate medical care so respondent G called the ambulance and they came and took him to the hospital. He was better and when he was going to leave the hospital they asked him if he is going to pay cash or he has a local insurance. Obviously, the reason behind this is that the ambulance took him to a private hospital, not to public one, so he was obligated to pay.

Figure 25. Positive and Negative Affective Images of Food and Drinks

Figure 26. Positive and Negative Affective Images of Safety
4.3.3 Satisfaction and behavioral intention

Most of the respondents were satisfied upon their visit on Cyprus as their expectations were fulfilled. They felt home from the welcoming of people and liked the hospitality of the Cypriots, they were simple and honest people. For example, B says “Lovely island, I mean people and the country are easy to take into your heart and I enjoyed my time so much in every moment”. Swedish tourists were satisfied as they enjoyed the sun, the beach and the lovely weather. Respondents enjoyed the beautiful destination wherever they staid even in camping. Cyprus is convenient for the respondents as it easy to travel to Cyprus and not that much costly. With the different accommodation, the weather compared to Sweden, the nice beaches, and the affordable prices, Swedish tourists were satisfied. Swedes see Cyprus as a small island but a lot of things to do, they got what they asked for, they lived the life of the Mediterranean and enjoyed the see as well they learned from the different culture.

Respondents felt fresh and happy in Cyprus, as there is everything for everyone. As it is shown, respondents who met their expectation were satisfied upon their visit on Cyprus as they had the chance to have a comparison between the performance expectancy at the pre-visit stage and the performance outcome at post-visit stage (Milman & Pizam, 1995). Respondents’ satisfactions were influenced by the respondents’ affective evaluations.

Furthermore, what created their desire to revisit the destination and or spread word of mouth are most likely the affective images (Garntner, 1994).

Respondents perceived the positive and the negative images of Cyprus as a destination; both of the images participate in affecting the respondents' behavioral intentions. Furthermore, respondents showed that they are willing to spread word of mouth by recommending the destination to people they know and transferring the reality of both of the negative and the positive images. (Chon, 1990; Milman & Pizam, 1995; Chi & Qu, 2008; Jin et al., 2015). However, when respondents perceived the images of the destination positively, they had a tendency of re-visitation and spreading positive word of mouth even there were some negative images that do not affect the overall image of the destination. Based on Milman & Pizam (1995) and Garntner (1994) when expectations were met and satisfaction was accomplished the behavioral intention was created. For instance, Cyprus has different cities, beaches, natural attractions and activities, which Swedish tourists have not visited all of them or participated in. As a result of satisfaction, Swedish tourists are willing to re-visit Cyprus and explore more. When respondents were satisfied they had a behavioral intention to spread
word of moth by telling friends and families about the destination to visit it or to join them once they revisit it. For example respondent, A says “It would be so lovely if our friends come with us next time as there is a lot of open space activities that we can do together like hiking camping and diving”.

Based on Garntner (1994), when respondents were satisfied they showed a tendency to defiance the destination, for example, B respondent was unsatisfied with the local transportation service in Cyprus but was satisfied with the rest of Cyprus attributes. Therefore, he told his friends about his trip to Cyprus and provided them with some pieces of advice if they go there, he says “Well I advised my friends if they want to travel to Cyprus to rent a car and in case they want to drive to another city and have a drink, they can find a place to stay in that city”. Another example is the case of respondent C. Respondent C was satisfied with her first visit to Cyprus but she experienced the fact that the beach is crowded. On the other hand, she would like to bring her boyfriend to Cyprus and spend a quiet time. She defended the destination and found a solution, she says “I have told my boyfriend about the amazing time I had and I wanted him to join me for the next trip that I have already booked for this summer but this time I booked a hotel in Protaras cause I heard it more suitable for couples”. D satisfaction was a special case and good example of how satisfaction and behavioral intention are related to the affective images as the feeling of her family satisfaction affected her satisfaction, she says “My kids were so happy playing on the beach swimming and seeing animals at the Zoo, they always ask me when they will go back to Cyprus”. Satisfaction also created a kind of behavioral intention that includes more involvement with destination for example D says: “I am thinking to buy a summer house in Cyprus, it is safe and not that expensive and it would be nice to my mother as she can come and visit me, I will see how it goes”.

Based on Milman & Pizam (1995) when respondents’ expectations were not met and the images were perceived in a negative way, satisfaction was influenced differently (against re-visiting Cyprus). A good example to illustrate this fact is respondent E. The respondent has a different behavioral intention as he is going to another destination next time, he likes more adventurous places as well as he found something missing in Cyprus, he explained “Well next time I am not going to Cyprus as I like to go to the casino and in Cyprus there were no casinos, next time I am going to Malta as it has a casino”. Another good example that shows that when Swedish expectations are not meet, they go to another destination and tell their
friends and relatives about the good and the bad experiences, respondent G explained “Well, I told my friends about what did happen with us, the good and the bad things”.

Based on Milman & Pizam (1995) and Garntner (1994) meeting respondents’ expectations created satisfactions and cause positive behavioral intentions such a re-visiting the destination or/and spreading word of mouth among relatives and friends. On contrary, when expectations were not met satisfactions were not created while respondents’ behavioral intentions were represented by actions such as spreading negative word of mouth and/or not re-visiting the destination. However, some of the respondents they were satisfied upon their visit on Cyprus but they will not re-visit the country for the upcoming year as they showed that they like to visit another destination and like to seek novelty as they are kind of risk taker tourists, this goes with the argument of (Som & Badarneh, 2011) as they discussed the fact that there are some tourists even they were satisfied with their visit to a destination they still want to discover other countries as they like to discover more in this world.

4.3.4 Findings/perceived positive and negative images of Cyprus summary

The following table (Table 3) summaries the finding that includes the attributes of Cyprus as well as all categories/components of images perceived by Swedish visitors upon their visit to the destination. As it is shown from the stars (*) within the table it is obvious that most of the attributes have positive images that Cyprus and/or Cyprus Tourism Organization, based on Hanlan & Kelly (2005), Sonnleitner (2011) and Chen (2012), should maintain, protect and market in order for potential tourists at the pre-visit stage to receive the right messages that describe the reality of Cyprus. This allows the visitors to meet their expectation upon their visit on Cyprus. On the other hand, without conducting this research it was hard to capture the negative images of Cyprus. However, now the negative perceived images of Cyprus attributes are clear. Therefore, there is a need for Cyprus and/or Cyprus Tourism Organization to work on finding solutions that eliminate the negative effects of the negative Cyprus images. The researcher could capture the negative images of Cyprus and based on Hanlan & Kelly (2005), Sonnleitner (2011) and Chen (2012) discussed argument, it is possible to abolish the negative images effects by eliminating the found problems in this research and/or sending the right messages and suggestions to Swedish tourists as this action could lower the effects of negative images so Swedish tourists can meet their expectations.
<table>
<thead>
<tr>
<th>Attributes</th>
<th>Positive cognitive image</th>
<th>Negative cognitive image</th>
<th>Positive affected image</th>
<th>Negative affected image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Sites Visitation</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Natural attractions</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Nightlife</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Shopping</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Payment system</td>
<td></td>
<td></td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Beach</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Weather</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td>*</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food and drink</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>People</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

Table 3. Perceived Positive and Negative Images of Cyprus Summary
6. Conclusions and Recommendation

Conducting this research provided the researcher the chance to test the theoretical destination image formation and the interrelationship among the destination image different components. The use of the qualitative research approach, which was suggested by Echtner & Ritchie (1993), DiCicco-Bloom et al. (2006) and Jones (2012) helped Cyprus as a destination to capture its images in a form of attribute, while considering the functional and psychological characters of the attributes (see figure 3).

Based on Gunn (1972) destination images of Cyprus after visiting the destination differ from the pre-visit stage as images were modified after visiting the destination. Initially, Cyprus images at the pre-visit stage were made up of organic images such as receiving stories about Cyprus from friends and relatives, also made up of induced images such as receiving promotional information from travel agencies, looking at some touristic brochures and following Cyprus Tourism Organization advertisements. At the post-visit stage images of Cyprus were modified (the modified-induced images) and what caused this modification is the personal experience of Cyprus destination. Swedish tourists upon their visit on Cyprus perceived the images of Cyprus in positive and negative ways. Most of the respondents were satisfied after their visit on Cyprus. On the other hand, respondents went through some negative experiences that affected the images of Cyprus. However, when the overall image of the destination is positive, respondents were willing to revisit the destination and spread a positive word of moth.

Cyprus is perceived as an island that you could enjoy its beautiful sea and warm weather, while you can meet different people and cultures. It is the right place to experience new activities, to visit unique natural attractions and rich historical sites. It is the place for kids, family, and adults, as there is everything for everyone. Delicious food and different kinds of drinks are available all around (24 hour-service). It is a safe country where all tourists meet and have fun. When it comes to accommodation and living cost Cyprus is not expansive. There are some negative images perceived after visitation that includes the slow transportation, the need to carry cash and when it comes to shopping there is not much to buy. Cyprus is an Island, while it sea activists are expansive. Wineries are not that traditional, the marina is artificial while there was one fake touristic site. Some violence and drug dealing was noticed in some clubs (nightlife). When it comes to safety you have to be careful while
crossing the roads as Cypriots drink and drive, while there are some motorcycle riders that speed with inside the cities. Some annoying vendors are walking next to the beach trying to sell you properties, while ambulance scam was noticed.

By using the results of this research Cyprus and/or Cyprus Tourism Organisation will be able to understand how Swedish tourists perceived Cyprus images. Especially, that it is important to understand the destination images and how they are perceived from the visitors' point of view (Chen, 2012). Not all elements that participate in the development of destination images can be controlled by Cyprus Tourism Organization, while promoting the positive destinations images and providing guidelines to avoid the negative aspects help in pursuing the ultimate goal to match new visitors expectations as much as possible (Sonnleitner, 2011). Therefore, Cyprus and/or Cyprus Tourism Organization when it comes to the positive images of Cyprus they should maintain, protect and market these images in order for tourists to receive the right messages that describe the reality of Cyprus (Chen, 2012). On the other hand, when it comes to the negative images of Cyprus there is a need for Cyprus and/or Cyprus Tourism Organization to work on finding solutions to eliminate their negative effects on Cyprus tourism (Sonnleitner, 2011).

When it comes to the research limitations, the use of the qualitative approach allowed the researcher to discover the attributes of the destination and to explore the holistic images of Cyprus. However, the nature of the qualitative approach does not include any statistical analyses that depends on the use on the semantic differential and Likert scales that are usually used in the quantitative approach (Tasci et al., 2007). Therefore, conducting further research that combines both qualitative and quantitative approaches will be effective for measuring Cyprus images as the research will be more reach with data, easy to be administered and the findings are simpler to be coded while the holistic images of Cyprus could be captured (Tasci et al., 2007). Finally, based on Hanlan & Kelly (2005), Sonnleitner (2011) and Chen (2012) discussed argument; the researcher could capture the negative images of Cyprus and could provide a general solution to eliminate their effects. However, the researcher did not provide a specific solution for each problem, as this could be done by conducting another specific research that is related to eliminating the affects of the negative perceived images of Cyprus.
References


The relationship between the ‘push’ and ‘pull’ factors of a tourist destination: The role of nationality– an analytical qualitative research approach. *Current Issues in Tourism, 14*(2), 121-143.


San Martin, H., Collado, J., & Rodriguez del Bosque, I. (2013). An exploration of the effects of


Sonnleitner, K. (2011). Destination image and its effects on marketing and branding a tourist destination: A case study about the Austrian National Tourist Office—with a focus on the market Sweden.


Appendix

Stories about Swedish tourists trips with their visit on Cyprus

Respondent A story

Respondent A traveled with his girlfriend to Cyprus in the summer of 2017 and they flew with Norwegian Airlines because it was a direct flight. They stayed there for one week. They arrived in Larnaca airport, rented a small car that they already booked online and drove to Limassol it took them around 45 mints until they arrived at their hotel and stayed in the same hotel for their stay. The hotel was 4 stars hotel while their room had a direct sea view. The price and quality of service were fair and good. The hotel location was convenient as it was close to the sea, market, bars, restaurants, and the clubs:

“Cheap place, it is cheap compared to Sweden and the service for the breakfast was perfect in Sweden they have only 3 people serve you but there more people serve you and the service in general, was really fast as when I needed something they helped me fast”.

The temperature was around 22-29 degree in July, it was a very nice weather that A and his girlfriend perceived:

“Amazing weather, warm weather and when I went to the mountain I had a very beautiful breeze”.

Cypriot people were so welcoming they were perceived as nice people, when A and his girlfriend interacted with the owners of the shops, with the people working at restaurants and bars:

“It is really a welcoming island e.g. when we traveled to Italy they made the price higher because they knew that we are from Sweden. In Cyprus, everyone was happy when they knew that we are from Sweden they were giving us smiles all the time and even when we did not buy things from them they were friendly”.

Restaurants everywhere which offer a variety of food, from Cypriot/Greek food to western food available in Cyprus, and it was cheap:

“Restaurants are everywhere in Cyprus and really cheap, your plate cost you between 5 to 10 euros at a nice restaurant while buying food from a fast food restaurant cost you between 3 to 5 euros, for a beer it cost you around 4 euros and for a cocktail between 5 to 6 euros” “The food was delicious, Greek food was nice especially the fish Meza that is full of fish and seafood plates,
A and his girlfriend drove from Limassol to Pafos, usually, it takes around 50 mints but they went from the back narrow roads to pass through the mountains to enjoy the trip and to see the nice sea view from the mountain:

“They view from the sea view from the mountain was amazing”.

They spend the whole day doing their trip while they had a nice swim in Pafos:

“Amazing beaches, I enjoyed different swimming experiences at the sandy beach of Limassol and the clear one under the beautiful Aphrodite rocks in Pafos.”.

A did not find Cyprus as the perfect place for shopping except buying small gifts and "savonner";

“Not a place for shopping, there is not much to buy we have the same products here”, “Nice "sevonier", while you walk in the narrow streets of the cities you can find nice small "sevonier” as well I bought some Halloumi to my mom”.

A during his stay in Cyprus with his girlfriend found that Cyprus is not a calm place, while A perceived Cyprus as a safe place:

“Not that calm, It is crowded at the beach but you still enjoy your time”, “Safe place, all tourists walking around safely at all times”.

A was not that much happy with the spa and the massage service provided:

“I went with my girlfriend for the spa at the hotel and we had a body massage but it was overrated, to tell you the truth I had better service in other countries”.

**Respondent A Satisfaction**

A satisfaction was influenced with his visit on Cyprus he explained:

“I felt home from the welcoming of people I liked the hospitality of the Cypriots, they were simple and honest people, with the different accommodation weather compared to Sweden, the nice beaches and the affordable prices. From all these, I can say I am satisfied”.

**Respondent A Behavioral intention**

A wants to visit his sister in California in the USA during his summer semester (vacation) of this year (2018). However, next time he would like to go again to Cyprus. Also, he is willing to tell his friends about Cyprus when he wants to travel to Cyprus so they can join him.

A explained: “It would be so lovely if our friends come with us next time as there is a lot of open
space activities that we can do together like hiking camping and diving”.

Respondent B story

B traveled to Cyprus with his friends in Jun 2016 and he stayed there for two weeks. They arrived evening time and took a taxi from the airport of Larnaca towards Ayia Napa, it took them around half an hour to be there. They staid at an affordable hotel in Ayia Napa, which was located close to the sea, the restaurants, the bars and the clubs:

“Cheap accommodation, we did not pay much we stayed two friends in a room and it cost us each around 25 euros including breakfast”.

B believes that the quality of the service was accepted based on the price paid:

“We did not expect much it was a bed and breakfast hotel. Anyhow, we spent most of our time out of the hotel and we used it just for sleep”.

When they arrived at the hotel they checked in and directly went out, it was late and they were hungry but surprisingly they found all restaurants open so they had a late dinner at an affordable cost:

“People do not sleep, restaurants and bars are open till late time and food is available around 24 hours... Not expensive, compared to Sweden drinks and food”.

After they had their dinner they went to the main street of Ayia Napa where they had a couple of drinks at different bars and then they went clubbing to three clubs in a raw from 1 am till 7 am:

“Nightlife is crazy, it does not only include drinks and music but also you go out in the street and it is like a big club, the whole city is a big club”.

When the morning came B and his friends went directly to the sea and slept under the sun and woke up when they heard people talking, they had a swim in the beautiful beach as B described:

“A beautiful beach, I mean the island has clean and warm sea water”.

During B stay he had a lot of different activities with his friends, they rented jet skies went for a DJ sea cruise and diving:

“Full of sea activities, our time was full every day we tried something different”.

B enjoyed the warm weather and the sunny days:

“Sunny island, I got the tan I always wanted but we got burned from the sun hahaha”.

During B stay he met and made new friends that were tourists from Sweden and around Europe, he still in contact with them till today:

“Touristic island, I mean a lot of hotels, a lot of bars and a lot of tourists’ interaction that led me to have new friends”.
One day B and his friends decided to go to a beach party at on famous club in Limassol but they were unhappy with the local transportation:

“Slow local transportation, it takes times until buses arrive. No train or underground.”

B was not happy with the distribution of illegal drugs that can be bought easily in Cyprus:

“Drags are easy to buy, I like to party go out and drink but I do not smoke and I am against drugs, you find a lot of young people taking drugs with all kinds, even you can buy drugs illegally from some shops”.

**Respondent B Satisfaction**

B satisfaction was influenced with his visit on Cyprus he explained:

“Lovely island, I mean people and the country are easy to take into your heart and I enjoyed my time so much in every moment”, “It is a small island but a lot of things to do”.

**Respondent B Behavioral intention**

B respondent travel in the year of 2017 to Ibiza in Spain as he likes the nightlife but he would like to go back to Cyprus as he did not see all cites and he believes that there are more things to discover:

“I would like to come back and explore more”.

B already told his friends about his trip to Cyprus and provided them with some pieces of advice if they go there:

“Well I advised my friends if they want to travel to Cyprus to rent a car and in case they want to drive to another city and have a drink, they can find a place to stay in that city”. 
Respondent C story

Respondent C traveled with her best friends to Cyprus in July 2017 directly to Pafos Airport and booked a 4 stars hotel, her room had a nice sea view. She staid there for ten days. The price of the hotel was acceptable as she paid 80 euros for double bedroom per night with a breakfast, while the rooms were clean and tied:

“It is a fair price, the hotel we went to was nearly new, the room was really clean and tidy, every day the bed linen and towels were changed”.

C sees that the breakfast was good fresh and served in a good manner:

“Fresh food, the breakfast was full of different kinds of cheese meat and eggs as well as full range of fruits, I liked the most watermelon was juicy cold and fresh”.

The hotel was next to the sea and was facilitated with a big swimming pool. However, C preferred to enjoy the nice weather at the beautiful beach of Pafos:

“Sunny island, it was sunny all the week and I needed to get a sunbath” “Beautiful beaches, long beaches with warm sand and it was relaxing”.

C is an athletic person and fit, she likes to exercise daily and run even when she was on her vacation in Cyprus especially she could run and catch the sun:

“Cyprus is an open gym, I had the chance to run in the morning next to the beach”.

C and her friends used to take their daily sunbath have a drink or two and then go to Pafos market next to the sea where they have their late lunch:

“Drinking anywhere, drinking is allowed everywhere even while having my sunbath”.

C sees that Pafos has all kind of restaurants from local cuisine till international ones such as Japanese or Chines:

“Range of food, I tried many kinds of food in Cyprus, the local food was mostly fish and seafood but for some change, we went for a nice Sushi restaurant and once we went to an Asian one I think it was Chines”.

C and her friends visited one museum and a religious site and enjoyed the historical experience:

“Reach history, we went to The House of Dionysus which is a luxury building that belongs to the Roman period. The price of the ticket was cheap only 4 euros and a half. We went as well to Sint Paul’s Pillar church that was built 1500 AD and to the beautiful castle of Pafos that is located next to the sea”.

C and her friends were disappointed when it comes to the local transportation:
“Slow Transportation, It is very hard to get buses every time you have to wait for one hour sometimes, we used to share a taxi and it was a better way”.

C went with one friend for cruising from Paños to Latchi and visited the Blue Lagoon:
“Super clear water, we went cruising to the Blue lagoon and swam there it was a nice experience as the water was beautifully blue”.

C sees Cyprus as a safe country especially; a friend of her experienced an incident that went well in the end:
“Cyprus is a safe country, My friend forgot her bag in one bus, we asked the receptionist at the hotel what we should do and directly she contacted the bus company and asked about the bag, they said “wait until the next day” the next day they said “they found the bag and you can pick it up from the bus station as the driver will bring it with him”, “Cypriot are honest and nice people and like to help”.

Respondent C Satisfaction

C satisfaction was influenced with her visit on Cyprus she explained:
“ My expectations were met during my visit, I got what I am asked for, lived the life of the Mediterranean enjoyed the see and learned from the different culture”.

Respondent C Behavioral intention

C told her boyfriend about her trip experience and how she was satisfied with her visit to Cyprus; as a result, both of them are going to travel to Cyprus this year:
“I have told my boyfriend about the amazing time I had and I wanted him to join me for the next trip that I have already booked for this summer but this time I booked a hotel in Protaras cause I heard it is more suitable for couples”.

67
Respondent D story

Respondent D traveled to Cyprus in July 2017 with her husband and her two young kids 5 and 6 years old son and daughter. They arrived at the Larnaca airport took a taxi to the city of Larnaca, it took them like 10 mints. They rented an apartment in Larnaca through Airbnb for one month for only 1200 euros at the high season period. D believes it is a fair price:

“Accommodation cost is acceptable, I think we saved money by renting this apartment as we were four and we wanted to stay for a long time”.

D and her family were glad to meet the owner of the apartment while the apartment was well furnished, had two air conditions and even had cooking and dining sets:

“Friendly people, the owner of the flat lived in the floor below us and his wife and children used to knock on our door and give us fruits sweets and sometimes food they cocked, we were really surprised and we did not know what to do in return!”

Their apartment was located in the middle of the city, close to the market, the beach, the bar and the restaurants. D used to walk and swim with here children at Mackenzie beach in Larnaca and some she used to take the taxi back:

“Convinent place, I used to walk with my children to the beach it is not far, when we were hungry we used to go to the main street of Larnaca at the sea side and eat whatever we like there were many restaurants with different kinds of food”.

D believes that the cost of living in Cyprus as a tourist is not that expansive:

“Good price for everything, for a restaurant a meal used to cost us between 7 to 12 euros depends on its kind but all prices among the island are similar”, ”taxi is cheaper from Sweden it used to cost me 10 euros to go back home when I need a taxi”.

D and her family enjoyed the nice weather and beautiful blue sea:

“Beautiful beaches, the water was really nice and warm as well as the sand”.

D husband used to live in the UK and it was easy for him to drive in Cyprus as the cars are right wheel side. They used to rent a car when they wanted to go around in the island:

“It is full of life, it is surprising! It is a small island you can go around easily and see people everywhere all the day long” “It is really simple and lovely everything is close to you, the sea, the mountains, and the market. It is so lovely with it is simple life and simple people, just take it easy there”.

68
D and her family visited many small villages in Cyprus, met people and interact with them:

“Beautiful island with the old villages Especially with the narrow roads that are built with white stones...Lovely culture, I liked the Cypriot culture it was full of life and visited nice cultural routs”.

D sees Cyprus as a family oriented destination, she found many activities for her children to do:

“Family oriented, you have everything the children need sun sea and water parks and even I took my children to the Zoo in Pafos”.

It was hard for D to easy find tourists information centers to ask for information:

“No Information centers, I could not find any information center to ask where to go or what to do, I used to ask people and search on the web”.

D did not go for shopping much except buying some toys for her kids and some accessories:

“Nothing to buy, it is an island, clothes are summer designed, it is true I could benefit from the tax-free but for me, I prefer to buy from Sweden, I am there to have fun and enjoy my time” “I bought some cheap and nice accessories I can wear and some toys for my kids”.

D likes to learn from new cultures and respect all religions:

“New knowledge, I visited the Eastern Orthodoxy church and the Jami Kebir Mosque that is located next to a very beautiful salt lake in Larnaca”.

**Respondent D Satisfaction**

D satisfaction was influenced with his visit on Cyprus she explained:

“My kids were so happy playing on the beach swimming and seeing animals at the Zoo, they always ask me when they well go back to Cyprus”, “I felt fresh and happy there”, “There is everything for everyone for, for me, my husband and my kids”.

**Respondent D Behavioral intention**

D is willing to go back to Cyprus but she did not give a specific date, D explained:

“I am thinking to buy a summer house in Cyprus, it is safe and not that expensive and it would be nice to my mother as she can come and visit me, I will see how it goes”.

D spread word of mouth to her friends and mother:

“I told my friends about my idea they encourage me but my mother thinks it is better to buy a summer house here, I think because she has not been to Cyprus”.

69
Respondent E story

E traveled to Cyprus with his best friend in July 2017 and arrived at the airport of Larnaca. They staid for two weeks at two hotels, one week in Limassol and one week in Ayia Napa. They rented a car from the airport and went to the hotel in Limassol. They did not book for their stay in Limassol as they wanted to check the hotel before renting the room and they thought they could find a hotel to rent in Limassol while they faced a problem finding an accommodation:

“Fully booked, hard to find an accommodation, we spent the whole day looking for a place to stay in, we slept in the car for the first night, it was a mistake that we did not book a room before we traveled there”.

The second day after E and his best friends slept in the car, they found a 3 stars hotel that is located on the side of Limassol but the service was acceptable and the price was ok:

“Good service, the breakfast was good and the room was clean the only problem was the distance to the sea but as we had a car it was ok”.

They enjoyed the beach of Limassol and the nice warm weather:

“Amusing beaches, we had really nice time we swam in the blue warm water and enjoyed the sun, the beach was full of people, so it was good for us as we are singles but if you have a girlfriend it will be crawdad for you huh. I mean by amusing beaches, that we had attended many beach parties which were really nice”.

They used to jog regularly at the beach side of Limassol:

“Long beautiful beach, we used to jog at the beach side of Limassol it is really nice prepared for jogging and walking”.

E and his friend went to the Marina of Limassol but preferred other places and restaurants that are located to fishing harbors:

“Artificial marina, the Marina is nice in Limassol but I believe it is artificial I prefer the fishing harbors”.

E believes that the sea activities are expansive:

“See activities are expansive, we rented jet skis and we paid a lot for short time the rent of the jet sky for 20 mints is similar to the rent of the car for one day” “we wanted to go for diving in Ayia Napa but it was expansive so we did do it”.

E and his friend went to the old market of Limassol and enjoyed talking to locals:

“Beautiful old market, especially with narrow roads that we walked in”, “Cypriots were nice people never angry and like to help”.
E had found it difficult, as he needed always to withdraw money from the ATM as many places only take cash:
“Cash is king there even at the petrol stations’ pumps take only cash”.
E and his best friend enjoyed the food in Cyprus and the price was acceptable:
“Delicious food, Greek food was nice and food in Cyprus is not expensive”.
In Ayia Napa the had a good time and jumped from the cliff and swam in the sandy Nissi beach:
“Cliff Jumping was a new experience for me it was a nice feeling and the water is amassing really blue and very clear especially in Nissi beach it was sandy and warm”.
E believes Cyprus is a safe place during the day but when it comes to clubbing he noticed something:
“Safe place, all tourists around walking safely but when you want to go to some clubs you have to be careful as some people have a tendency of violence and like to fight they are kind of groups that know each other I do not know what exactly they are but I felt something wrong”.

Respondent E Satisfaction

E satisfaction was influenced with his visit on Cyprus he explained:
“Well as a kind of person I like to go places that have adventures and live the moment for intense I like to book my room at the moment when I like the place and this was hard to be implemented in Cyprus as it is a small place and the island is fully booked”.

Respondent E Behavioral intention

E is going to another destination next time, as he likes more adventure place as well he found something missing in Cyprus:
“Well next time I am not going to Cyprus as I like to go to the casino and in Cyprus, there were no casinos, next time I am going to Malta as it has a casino”.
Respondent F story

F travels to Cyprus because she visits her sister that lives in Nicosia and for leisure. She traveled to Cyprus for more than one time. She usually stays at her sister house in Nicosia. During her stay she usually goes with her sister for a couple of days and stays at different hotels around the island: “You can go anywhere within one hour in Cyprus” “When we want to go to the beach we go either to Larnaca or Limassol” “For a beautiful hiking or camping we go to Troodos, beautiful mountain for hiking”.

She likes Nicosia especially the old roads and building in the old town of the city: “Ledrea, the old town of the city is so beautiful it has narrow streets and old building that have shops selling clothes traditional items and food during” At the evening time you see bars open and people outside having drinks”.

F sees Cyprus as a not that much green destination but she likes its nature: “Not that much green means compared to Sweden it is not that green but they have their nice olive and lemon trees as well as the Orchids flowers that have different colors”.

F believes that the city is safe but when it comes to drivers she said: “Crazy motorcycle riders they used to speed even inside the city”, “I saw some Cypriots drink and drive”.

F sees locals as kind and honest people: “Once I wanted to buy a bag from a local shop but the owner did not accept visa so I asked him can you keep the bag for me and come and take it tomorrow and he accepted, he was kind and honest to me”.

F likes the food in Cyprus: “Cypriot food is tasty especially the fresh seafood, you can choose your fish that the restaurant will cock for you”.

Beaches are crowded and people are loud: “Beaches are beautiful but crowded and Cypriot they like to talk loud, I tried to close my eyes I could not”.

Hotels are clean and the service they provided is accepted while Cyprus is not that expansive: “So far the hotels I went to are clean and the service provided was ok, Cyprus is not expansive and the prices are stable everywhere”.

The F likes is the suitable weather she said: “Warm and the sun is what I need and this what you can find in Cyprus”.
Cyprus is clean and polluted:
“Low level of pollution compared to other countries I visited”.

F enjoyed the beauty of the small villages around Cyprus while she noticed the generosity of the locals:
“Beautiful old villages in the mountains, we went around to different small beautiful villages in Cyprus, people were nice and generous and even when you were sitting at one family café/restaurant the wife gave us a water million as a gift”.

F was not pleased with her visit to one of the wineries in Cyprus:
The winery I have visited is not traditional, they used metal tanks instead of wood it was a small place.

**Respondent F Satisfaction**

F satisfaction was influenced with her visit on Cyprus she explained: “I enjoy the sun the beach and the lovely weather. Yes, it easy to travel to Cyprus and not that much costly”.

**Respondent F Behavioral intention**

F is going to travel to Cyprus during June 2018 and told her friends about Cyprus:
“I am going this summer to Cyprus and one of me and my sister mutual friend is going with me, I hope she will like as I do”.
G traveled to Cyprus with his friends in July 2017 they arrived at Larnaka airport and rented two four-wheel drive cars and went for two weeks camping one week in Polis and one week at Governor's Beach. G and his friends like the camping site location:

“The camping locations were perfect, close to the beach and the market when we needed to buy something”.

The weather was perfect and suitable to sleep outside:

“We enjoyed the sun and the warm weather, it was the perfect place for camping”.

For food, they used to barbeque and they went sometimes to some local taverns that are specialized in seafood:

“The concept of camping is to enjoy the nature and barbeque” “we used to buy the meat and the grocery from the supermarket” “the cost of food was cheap when we cock our selves” I loved the seafood tavern in Cyprus we went for three different ones and the food was really good”.

G enjoyed the sunny beaches of Cyprus:

“The beaches we went to were all beautiful, the water was warm”.

People were friendly and it was easy to communicate with them:

“Locals were so friendly and welcomed us in a very nice way, most of the people in Cyprus speak English so it was easy to communicate with them”.

G believes that is very important to search for the site you want to visit before going:

“Be careful from scam places, we heard about a place called the Baths of Aphrodite that is so beautiful, we waste or day going there, nothing special just a small waterfall and smelly small pond with a number of people take photos as in photos the location looks perfect but in reality it is the opposite”.

G and his friends brought rented bikes with a cheap price and went to the long hauls up and around the Troodos Mountains:

“We rented bikes at a good price, they cost us each 15 Euros a day we hung them on the cars and went to the mountains of Troodos, we really enjoyed our day”.

G advises to be careful from street vendors:

“Annoying street vendors, if you look like a tourist some vendors will come to you holding cards and ask you pick up one and then she tells you won a bottle of wine but you have to attend a presentation. They are trying to sell you a property and trust me you are going to west your day unless you want to buy a property”.
G friend faced an ambulance scam:
“My friend faced an ambulance scam, we were in Ayia Napa and my friend had a bar fight and was badly injured, he needed an immediate medical care so we called the ambulance and they came and took him to the hospital. He was better and when he was going to leave the hospital they asked him if he is going to pay cash or he has a local insurance. Obviously, the reason behind this is that the ambulance took him to a private hospital, not to public one, so he was obligated to pay even he is still in the EU”.

G it is important to carry cash with you in Cyprus and even coins:
As soon I arrived at the airport I needed cash even I needed two euro coins to unhook the luggage cart”.

Respondent G Satisfaction

G satisfaction was influenced with his visit on Cyprus he explained:
“The destination is beautiful we enjoyed the weather, the sea, and the camping life, Cyprus is so beautiful island it just needs to be more organized by the responsible bodies”.

Respondent G Behavioral intention

G is not going to travel to Cyprus during June 2018 as he is going to another destination and told his friends about the good and the bad that happened with him in Cyprus:
“Well, I told my friends about what did happen with us, the good and the bad things as an advice in case they would like to travel to Cyprus”. I am going to travel this year to South Africa as I like to try new destinations”