Cyprus: a divided country

How it is perceived/reasoned by Swedish tourists

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Abstract

Political instability and conflicts has had a huge impact on a country’s tourism development and can cause long-term effects on the tourism industry. Since the tourism industry contributes to a large part of the country's economy, after crisis management strategies are important to implement and tourism organizations’ marketing of the destination. A country that has been affected by a conflict or war, mostly get negative affected in long-term. When it comes to the invasion of Cyprus in 1974, which resulted in a division within the country where one third of the country is occupied in the north by Turks, the tourism industry on the south part restored quickly. The development of the tourism industry on the Greek Cypriot part has resulted in an imbalance in the country regarding tourism, where the north side is lagging.

This paper aims to find what motivates Swedish tourists to travel to Cyprus as a divided country and whether the division has an impact on places to stay, visit and the experience during the holiday and finally, future suggestions of the tourism industry in Cyprus. The empirical results were conducted by a qualitative methodological approach, including 25 interviews with Swedish people who has visited the destination once or more. The findings of the study showed that most of the participants preferred staying on the south side, especially in Ayia Napa, Paphos or Limassol and that the primary motivations for travelling was due to the 3S core product of Cyprus consisting of sea, sun and sand. Heritage tourism and crossing the border in Nicosia were also to interest of some of the participants to explore history and culture. Future suggestions for develop the tourism industry on Cyprus is to develop the north part by marketing and creating more activities to attract more tourists.

Key words: Political instability, conflict-zones, cross-boarding, motivations, demotivation, risk, perceived image, projected image, 3S model.
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Declaration

I, Fotini Andersson, hereby declare that this study is my own contribution to the master’s programme in City tourism at Södertörn University. I confirm that the text is my own, with references applicable and acknowledged throughout the study.
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1. Introduction

The introduction chapter presents a background of the tourism industry in Cyprus, including the events of 1974 and the division within the island. Following issues, problem statements and the existing literature research gaps.

1.1 Background

Tourism in the Mediterranean region has been the world leading tourism destination in both international and domestic tourism, with 50% arrivals in coastal areas (UN environment, 2017). In 2016, tourism contributed to 333.2 billion US dollars in countries within the Mediterranean countries. Tourism is an important industry for establishing consistent employment and economic growth. Coastal tourism areas in the Mediterranean region have benefited from the 3S model, sea, sun and sand, that has in recent years developed in including facilities such as leisure parks and swimming pools (UN environment, 2017). According to Ecounion (2021), the Mediterranean regions have unique ecosystems, with a diversity of cultural and heritages, where tourism has played a central key in the contribution of the economic development (Ecounion, 2021).

According to Travelandclimate (n.d) and Dwyer, Edwards, Mistilis, Roman and Scott (2009), political factors, in the form of political unrest, have had a major impact on tourism. Safety and political stability are essential requirements for restoring and ensuring a destination's attractiveness after a conflict. As reported by Strategy& (2015), four key stakeholders for restoring the safety and tourism growth in a country are tourism organizations, mass media, tourists and government of tourism (Strategy&, 2015). For example, the attacks in Paris November 2015, showed a decrease by 8.5 percent of hotel nights, while tourism increased in Spain and Greece. A country's governance influences in terms of political unrest or conflicts the regulations in travelling, such as border entry regulations or visas (Travelandclimate, n.d). Multistakeholder planning in turbulent times by taking measurements that will help a country maintain its appeal as a tourist destination (Strategy&, 2015).

Cyprus is a Mediterranean country, where tourism is the main industry that accounts for around 18 percent of all nations’ economy (Schengenvisainfo, 2022). According to Worlddata (n.d), Cyprus' tourism development between 1995 and 2019 has been enormous and remained at a stable level until 2019 and 2020 when tourism decreased due to the Covid-19 pandemic (Worlddata, n.d). Although, in September 2021, tourism began to flourish again, with the most visitors from the United Kingdom and the main reasons for visiting Cyprus in September were 86.6 percent for holiday reasons, 13.4 percent for visiting family and friends and 7.2 percent for business reasons (Schengenvisainfo, 2022 & Savva, 2022). In 2021, Cyprus had an increase in the number of visitors during the same season as the year before, 2020, with an increase of 288.4 percent higher. However, a decrease could be seen in the years pre-pandemic, where the number of visitors was significantly higher (Schengenvisainfo, 2022). Figure 1 below shows that the tourism arrivals and revenues dropped significantly by 2020, and by 2021 starting to rise again (Cystat, 2021).
Tourists that have visited Cyprus claim that the main reason for visiting the island is sea and sun factors, where 95.6 percent of the visitors indicated that the main reason for travelling to Cyprus was for the sun and sea (Pwc, 2013). Assets of the categories include clean seas and beaches, but also that there is room for improvement, such as a variety of activities and events. Cultural purposes for travelling were also a significant factor for many tourists travelling. Travelling for health purposes was 58.6 percent and wellbeing 54.8 percent (Pwc, 2013). Internet is seemed to have a huge impact on the travel decision making and choice of destinations, although that there is a need and improvement of promotion and marketing about Cyprus which was highlighted in a study by Pwc (2013), tourists firstly getting information and inspiration by friends, family and recommendations and not visiting any websites of Cyprus or the Tourism Organisation of Cyprus (Pwc, 2013).

According to the Republic of Turkey (2022), the political situation in Cyprus is complex, due to the distinction between two people on the island, the Turkish Cypriots and the Greek Cypriots (Republic of Turkey, 2022). The current political situation on the island, with the creation of a crossing the border across the island stretches back to the rule of the Ottoman Empire between 1571 and 1878, when the Greek Orthodox faith was reinstituted and led by the Archbishop Makarios (Turkish Republic of Northern Cyprus, 2011). At the end of the Ottoman rule, the church in Cyprus had gained a stronger position than before, however as the Ottoman empire declined and lost power, the rule became corrupt and brutal (Mallinson, 2011). As a result, the Turkish population increased in Cyprus, which in turn created the Turkish Cypriot community (Republic of Cyprus, 2022). In 1821, when Greece gained independence from the Ottoman rule, Cyprus demanded Enosis, union with Greece (Turkish Republic of Northern Cyprus, 2011; Republic of Turkey, 2022; Mallinson, 2011). In 1878, the British rule took place on the destination, where the British community as guaranteed local people sovereignty in a way of legislative a council of Orthodox, Muslim and British officials (Mallinson, 2011). As Cyprus demanded enosis with Greece, conflicts against British governance started in 1931, with burning of the British governance house and 1955, when the Greek Cypriot terrorist group EOKA in armed conflicts against Turkish Cypriots and Britain’s, in order to advancing Enosis, and a way to mark the demand (Turkish Republic
of Northern Cyprus, 2011), however, as Britain rejected this demand, the demand became known as the Cyprus problem (Republic of Cyprus, 2022).

In 1964, the United Nation created a green line in Cyprus in order to partition and keep peace between Greek Cypriots and Turkish Cypriots, since tensions started to arise, placing UN peacekeeping forces on the island (Mallinson, 2011). Turkish Cypriots were forced to live isolated, corresponding to 3% of territory. As a result of this, the separation of population in the capital of Nicosia was demarcated with the Green Line (Turkish Republic of Northern Cyprus, 2011; New world encyclopaedia, n.d). In 1974, a military junta in Greece backed a coup against president Makarios, followed by Turkish invasion of the island (BBC, 2018), where approximately 180 000 Greek Cypriots fled their homes and were displaced on the southern part of Cyprus (Mallinson, 2011). About 45 000 Turkish Cypriots on the south side did also leave the south part for staying in the north (BBC, 2018). With the invasion taking place in 1974, 37 percent of the island is occupied in the northeast.

The lack of contact and unwillingness by the two sides to negotiate can only be solved if there is a desire for peace and reconciliation (New world Encyclopaedia, n.d.). According to New world Encyclopaedia (n.d), finding a solution to the Cyprus problem took place on and off by 1964, where the Turkish Cypriot side was seen by the international community to refuse a balanced situation and solutions of the problem, and was ongoing between 1974 to 2002. Since 2002, the situation was reversed and the Greek Cypriot part was negative towards taking steps towards a balanced nation (New World Encyclopedia, n.d). In 2004, the UN settled a peace settlement, called the Annan plan, in order to unite the two separated sides, where the majority of the Turkish Cypriots voted in favor of the plan, while the majority of Greek Cypriots voted down the suggestion. The same year, Cyprus was accepted as a member in the EU, despite the division within the island (Responsible travel, n.d).

The Green line, also called the buffer zone (European Commission, n.d), is extended nearly 180 km width of kilometers across the island and in Nicosia, only a few meters. The lines on the north and south side are where the hostilities were performed during the invasion in 1974. Areas that are not controlled by the UN are Dhekelia where the British Sovereign Base area operates, and in Famagusta, where the Turkish military is in control at the line (Unficyp, 2022). There are some areas at the buffer zone that are inhabited with working and living people and Turkish Cypriots and Greek Cypriots living side by side, for example in the village Pyla. Thus, as those areas could be entered freely by civilians, elsewhere in the buffer zone, civilian activity and movement requires authorization from UNFICYP (Unficyp, 2022). Since 2003, there are some crossing points opened between the north and south Cyprus, for example three in Nicosia, Ledra palace and Ledra Street and two in the British Sovereign place at Strovilia and Pergamos (Unficyp, 2022). The map in Figure 2 below shows the green line across the country, which illustrates the UN green zone. The purple marking shows the buffer zone of Dhekelia UK sovereign base, and also the red marking demonstrate another UK sovereign base in Akrotiri (Kleovoulou, 2022).
Figure 2. Kleovoulou, K. (2022). The Green Line that "divides" the island of Cyprus: Where did the name come from and what does it mean? Cyprus Alive.

As Psyllides (2019) states, tourists or visitors from third-country nationals, facing problems crossing the border to visit the north side, for example having temporary resident visas, for example, a domestic worker is banned from going to the north side (Psyllides, 2019). As Vagrants (2022) emphasizes, there are several attractions both in south and north Cyprus with a multilayered history and culture in discovering both parts of the island (Vagrants, 2022). During the invasion, parts of Cyprus, such as Famagusta, or called Varosha, have been abandoned and called the ghost town. The destination attracts about 700,000 tourists annually. From being one of Cyprus' most popular destinations with sandy beaches, hotels and shopping, the place has been empty and forbidden to enter until recently, Turkish Cypriots were allowed to visit and discover the remains (McDowell, 2021). This has impacted the tourism sector in the country by most visitors travelling to southern Cyprus for sailing, diving and other water sports, while the northern is less developed but lower prices (Stacker, 2022).

1.2 Problem statement

According to Boakye (2012) and Ghaderi, Saboori and Khoshkam (2017), tourism and security are unavoidably linked, where security is described as one important determining factor for whether a destination is enticing or not. The security level on a destination could be affected by many events such as, terrorism, political unrest and war, which can have a major impact on tourist decision making when choosing travel destination (Hall, Timothy & Duval, 2004). As Pizam and Mansfeld 2006, highlight, the lack of safety of a destination has also an impact on declines of international visitation, which creates a negative image for potential tourists visiting a specific place, which can lead to cancellations of bookings (Pizam & Mansfeld, 2006; Hall, 2010). However, due to political instability in different places in the world, for example 9/11 attacks in the USA and Palestine and Israel conflict, tourism is highly impacted and dependent on media coverage or in contrast, exposure. A problem that could be identified by Ghaderi, Mat Som and Henderson (2012) due to the media's impact on
whether a destination is seen as safe or not, potential travellers are generated with both true or false information which consciously or unconsciously creates a high perceived risk of a certain destination. On the other hand, as Hall et al (2004) implies, media coverage of events is also common. Thus, as governments boycotting specific destinations or tourism products, the travel behaviour of tourists is influenced by authorities discussing and publishing risk perceptions (Pizam & Mansfeld, 2006).

According to Ghaderi et al (2017), there is a lack of research and attention considering security in tourism, since its huge impact on the global tourism industry, there has been limited attention in tourism scholars (Ghaderi et al, 2017). This study aims to investigate what motivates tourists travelling to Cyprus and whether the division within the island has an impact on tourists’ travel choices to the destination. It is of high interest to examine how the political instability in Cyprus affects the tourist market and also to find out if the tourists’ perceptions towards Cyprus can be related to the current political conflict in Cyprus. As tourism development in Cyprus flourished before 1974 on the island, it has after the war led to negative knowledge regarding tourism development on the island, where Famagusta was previously intended to generate a large tourism market on the island (Ioannides & Apostolopoulos, 1999). However, after 1974, the tourism industry on the island has developed more in certain places, which causes imbalances between both parts; for example, the southern part has created a rapid tourism growth while the northern part has had difficulties in developing and creating a good connection with the outside world (Ioannides & Apostolopoulos, 1999).

Since the problems in Cyprus have created instability in, for example, the economy and tourism, it is important to examine how tourists’ reason when they travel, the decision-making process and what consequences it may have for future tourism development and security level. As Ghaderi et al (2017) and Pizam and Mansfeld (2006) highlight there is lack of research regarding security aspects in tourism when crisis arises. The motivations of whether tourists choose a certain destination to travel to can be influenced by the security level of a place and play an important role in the tourism development. As Abbasian (2018) discuss, political instability can negatively impact a certain destination, such as potential tourists changing their decision to visit the place or certain areas (Abbasian, 2018; Sönmez, 1998; Clements & Georgiou, 1998).

As Mehmet and Yorucu (2010) suggest, unification between both parties in Cyprus would have resulted in a more competitive advantage for the island. According to Mullen, Besim and Florentiades (2020) a solution to the Cyprus conflict would have generated benefits for both Cyprus as a destination but also access for Greek Cypriots to € 650 trillion from the Turkish market and the Turkish Cypriot part access to € 16 trillion from the EU market (Mullen et al, 2020). Motivation to travel to Cyprus has not been sufficiently analysed in the literature which creates an interest in seeing what motivates for travelling to Cyprus and thus, in what way Cyprus uses the tourism market to attract tourists despite the conflict, discussed from a tourist perspective. Investigating the underlying factors of tourist motivation can be used as a tool to find out, for example, what attracts tourists, the destination image and how
other areas of Cyprus can be developed in the current political situation and open new tourism markets (Mullen et al., 2020).

Due to the war that occurred in 1974 in Cyprus, dark tourism is presented to have gained more attention, tourists visiting a destination post conflict in order to project warzones as heritage sites (Tomaz & Vesna, 2010; Farmaki & Antoniou, 2017). Exploring motivations for travelling to Cyprus has lacked attention and research, also when it comes to post conflict areas, called dark tourism, exploring heritage sites, which also are important factors in the destination image (Farmaki & Antoniou, 2017).

1.3 Research area

Cyprus is a country in the Mediterranean region where tourism provides a large number of jobs in the country, where tourism being one of the most important factors for the economy. By the division of the country during 1974, the imbalances between both parts resulted in the south being a popular tourist area and the north lagging behind the tourism development. The study contributes to understanding the motivations about travelling to Cyprus as a divided country and how Swedish tourists discuss experiences of travelling, both when it comes to knowledge about the political situation, the divisions effect on choice of staying and future discussions about the tourism industry in Cyprus.

The purpose of this dissertation is to find what motivates Swedish tourists to travel specifically to Cyprus, and if the political situation has an impact on the travel motivation. By examining the motivations for Swedish tourists that have travelled to Cyprus at least once, the empirical results will identify important themes about experiences and how north Cyprus is perceived, where suggestions for future development on both sides will be included and presented.

1.4 Research questions

- What are motivates Swedish tourists travelling to Cyprus as a divided country?
- How does the division impact the tourism industry in Cyprus?

1.5 Delimitations

The study investigates specifically one destination, Cyprus, and whether political instability has an impact on motivations for travelling. As Cyprus is one of many countries that has been affected by some type of conflict, war or political issues, but still attracts a large number of visitors, it is of interest to deeply investigate how the division has impact Swedish tourists' experiences during or after a trip. Due to time limits for this study, only one certain destination has been chosen, in this case Cyprus. The sample of interviews focus on 25 Swedish tourists that have travelled to Cyprus minimum one time. The main topics included in the study are underlying motivations for travelling to Cyprus, experiences during the holiday and perception of visiting the north side.
1.6 Disposition outline

The research paper consists of 6 main chapters, firstly an introduction chapter including background of the study, research purpose and questions and problem statements to address the value of this study. The second chapter presents the literature review conducted to get a deeper understanding on the research field for the topic of political instability and divided countries, Cyprus division and its impacts on tourism industry, motivational and demotivational factors in travel and destination image, since all these themes have a relevance for the outcome of the study. The third chapter Method explains the chosen method for this study with comparison of other methods to get an understanding of why a qualitative method was best suited for this study, following ethical considerations, and validity verses reliability. The empirical results and analysis and discussions in chapter 4 and 5 presents the collected empirical data and analysis with previous literature, followed by chapter 6, consisting of conclusions and further research.

1.7 Definition of concepts

**War/Political violence:** War is defined as violent, societal-level conflict. It is explained as violence of a group set of people on another set of groups. Political violence or war can occur between two or more states or between groups (Encyclopaedia, 2019).

**Political instability:** Political instability can be defined, firstly as a tendency for changes in the government or regime, and the incidents of a political violence in a society (Encyclopaedia, 2019).

**Cross-boarding:** Crossing a boarder is defined as a place on a border between two countries where people can cross using passports checks and going through customs (Macmillan, 2022).
2. Literature review

This chapter will present a literature review regarding the topic of this study; firstly, a general overview will be presented of tourism and conflicts. Following divided countries as tourist’s attractions, Cyprus, and tourism, motivational and demotivational factors when travelling and finally, destination image.

2.1 Tourism in a conflict context

According to Neumayer (2004), political violence is defined, firstly as violence itself that means the exercise of physical force aimed to harm the physical integrity of a victim. Political instability and political violence can often be closely associated since controlling the political system is often associated with violence (Neumayer, 2004). Following what Butler and Suntikul (2013) discuss, one prominent factor for international conflicts in the past has been disagreement between states and territorial rights and the control over national space, or territories that are defended. According to Butler and Suntikul (2013), tourism is discussed as a phenomenon that requires peace in order to grow and flourish and plays an important role in generating understanding among different cultures and nations as a tool for world peace (Moufakir & Kelly, 2010; Salazar, 2006). Hence, tourism has still existed and grown through both turbulent times of war as well as peace, and some destinations have benefited from times of war, while other areas have suffered. Thus, as Butler and Suntikul (2013), mention, the relationship between tourism and war consists of several dimensions including elements such as, political strategies, economic, psychological and ideological, and transportation linkage in war affected locations before, during and after wartime, have played a significant role in tourism development in such places (Butler & Suntikul, 2013).

Theocharous, Nuttal and Sedderland (2000), argue that analyses, evaluation and assessment are required in order to regarding interrelationships between the tourism industry and political instability. Following what Hall and O’Sullivan (1996) explain, political instability can be identified within various dimensions in international tourism, such as terrorism, war, coups, political and social unrest. According to Amin and Nika (2020), the term conflict can be defined as “clash”, which can be explained as a type of confrontation and can be considered as both violent and non-violent with two or more rivals.

As Dieke (2003) suggests, tourism has been a source for local development and wealth creation in countries and regions, such as generating sources of revenue and mitigating poverty in countries that are less economically developed (Saha & Yap, 2014; Dieke, 2003). Tourism can be a driving force in developing countries’ sustainability and economical situations and wellbeing (Dieke, 2000 & Neumayer, 2004). Discussed by Telfer and Sharpley (2008), states that are less developed, for example, as a few countries in the Sub-saharan do not in a great extent apprehend that the human resource capacity does not match the tourism desire and expectations and what it means to embrace the tourism economy (Telfer & Sharpley, 2008; Novelli, Morgan & Nibigira, 2012). For states affected by conflict, tourism has an important role to play in, among other things, the integration of the global economy.
The link between tourism and sustainable development is well integrated with each other (Mitchell & Ashley, 2010). In for example, the Middle East and North Africa, conflicts and rise of terrorism has had a negative pressure on international tourism, political conflicts and constant social unrest is seemed to have an impact on countries tourism development (Saha & Yap, 2014).

According to Butler and Suntikul (2013), war can be seen either as a benefit or as a hindrance or constraint for tourism; this depends on the location of a destination. Peace can also generate tourism into areas that have previously been restricted or dangerous during the time of the conflict that took place. The beneficial outcome of a war is the heritage as a powerful attraction, for different reasons, such as pilgrimage, curiosity and excitement and heritage reasons. Battlefields could also evoke personal emotions of people who fought and died, but also among those who survived and wish to revisit such places. Henderson (2000) discusses how a formerly divided country is developed and interpreted, a challenge that could be faced by stakeholders and managers is to sustain a balance between entertainment and education, and at the same time, providing an experience for tourists who have different expectations and needs (Henderson, 2000). As Ryan (2007), explain how destination managers in relation to previous actions of war and terrible incidents, work for preservation of artefacts and resource development in order to maintain a nation's war-heritage (Ryan, 2007; Leopold, 2007).

War related tourism could also be explained or named as “dark tourism”, since war and conflicts inescapable leads to deaths and could be argued that tourists visiting different places associated with death, and therefore explained as the dark tourism (Butler & Suntikul, 2013; Pizam & Mansfeld, 2006). However, tourists who visit war places, can be misconstrued in the aspect of dark tourism, which is related to evil and death but in general, for example, people's intentions for visiting Northern France in the case of war graves, do it out of sense for pilgrimage, personal loss, which links to heritage tourism (Winter, 2011; Poria et al, 2004).

2.1.1 Divided countries and borders as tourist attractions

Butler and Suntikul (2013), highlight that as a result of conflict or war, the outcome could in some aspects be positive or beneficial for a destination, when conflicts take place, tourism is prevented in areas which are hostile. This would result in stimulating and initiating tourism to other areas that are safe. For example, as Towner (1996) discusses, the Grand Tour travel for the British was affected by the Napoleon war in the nineteen century, getting to Italy was proven dangerous. This led to a growth in English spa and seaside resorts, after the war, the resorts continued growing while new railways expanded with routes to Italy and more tourists than ever were allowed (Butler & Suntikul, 2013; Towner, 1996).

Causevic (2012) and Gelbman and Timothy (2011), explain that political instability is an impacting factor for the creation of territorial borders. The border-crossing and territory behind the borders would result in becoming a tourist attraction and natural curiosity to see what exists on the other side (Timothy, 2001 & Causevic, 2012). However, political
instability is discussed as a motivating factor for visiting destinations, such as the wall around Bethlehem, in Israel and Palestine, which could be perceived as a way for tourists to explore cultural heritage and get educated of the countries and the history (Isaac, 2009). However, Amin and Nika (2020) claim that zones that are affected by violence are not attractive for tourists, where such regions remain as a distant dream that are not reachable, for example the crisis in Iraq and Syria. Such intensely violated zones is a reason for tourist activity in the region not being able to develop, which leads to tourists not travelling because of safety and security reasons (Amin & Nika, 2020; Mansfield & Pizam 2005).

On the other hand, cross-borders have become popular as tourist sites, since popular attractions are located at the borders (Altinay & Bowen, 2006). Another example that has been discussed by Bigley, Lee, Chon and Yoon (2010), is the division and demilitarised zones in Korea, South- and North Korea, Panjamun, which is called the Joint Security Area, has become a popular tourist attraction, such as the three infiltration tunnels, made to generate military attacks of North Korea to South Korea. Artefacts have also been interesting for tourists to visit, where leftovers from the war, such as tanks and jet aircrafts have remained, also an observatory tower in South Korea with a view of the other side of North Korea (Bigley et al, 2010).

In the aftermath of a conflict or war, the creation of tourist attractions such as political, military and physical, are becoming natural places of heritage. Different things such as castles, destroyed villages, restricted areas, battlefields and weapons remain as permanent tourist markers that attract a large number of visitors to the destination (Butler & Suntikul, 2013; Lew et al 2011). As Hall (2010), discusses, a conflict can result in creation of new countries, providing new locations with potential tourist attractions. An example that is highlighted by Jacobson Webster, Musyck and Mehmet (2010), is the case of Cyprus, where the maintenance of differences between states that are neighbouring, after hostilities can be seen as an attraction and desire of visitors in Cyprus to visit the Republic of North Cyprus (Jacobson et al, 2010). In Cyprus, borders that were not accessible or allowed to visit could be viewed from different viewpoints; in 2012 however, many international tourists crossed the border between north and south Cyprus (Gelbman & Timothy, 2010).

2.2. Political instability and crisis impact on tourism

According to Causevic and Lynch (2013), political instability is a result of a conflict or war and has a major impact of the tourism industry, such as decreased revenues, numbers of visitors and overnights stays, but also increased costs. Countries have been affected in different ways due to conflicts and political violence’s, some countries never fully recover from political violence and perceptions of violence, for example Israel (Pizam & Mansfield, 2005; Pizam & Mansfeld, 2011), while other countries may have a quicker recovery with strategies that minimise the effects of war/violence and to dissociate a country's image of the wars heritage (Arnaud, 2016; Rivera, 2008; Naef & Ploner 2016). As Naef and Ploner (2016) highlights, countries that have used such strategies in order to gain a quick recovery are Slovenia and Croatia (Naef & Ploner, 2016).
According to Neumayer (2004), characteristics of a tourist destination is highly important and what tourists consume on a destination, rather than a single good, for example if the characteristics are not connected or highly valued to a specific destination, tourists can easily change travel destination if violence occurring (Neumayer, 2004). This could be explained that countries where the main attractions are beaches and warm climate could be exposed and vulnerable to violences since visitors would visit other destinations instead that offer these experiences, without risks of coming across violence. According to Neumayer (2004), events of violence can have both a contemporary impact on a destination but also leave lagged effects which for a country can take a long time to recover. Political violence can also have an impact on countries, and it is unclear whether political instability or conflicts in a country have an effect on other countries in the same region. Some examples that are highlighted by Neumayer (2004) are, the Maldives and Zanzibar as popular destinations for Sri Lanka and Kenya, which can be affected if attacks would happen, the popular destinations for each destination would also be affected (Neumayer, 2004). However, as Hall and O'Sullivan (1996) discuss, other countries could benefit from other countries conflicts and political instabilities, such as the Solomon Islands and North Queensland expressed themselves as a safe region during the military coup in Fiji. Another example is that Cyprus, Greece and Turkey have benefited from political violences and conflict in Israel, Syria, Lebanon and Egypt (Neumayer, 2004).

2.3 Cyprus conflict; roots & impacts

According to Hadjipavlou (2007), the root causes of the conflict in Cyprus, where different factors have played an important role in creating the conflict, such as external and internal factors, but also contextual and psychological. Intractability is discussed (Hadjipavlou, 2007), as a way of complexity of conflicts, which includes and involves several parties, for example, economic asymmetries, ethnically victimisation, structural inequalities and also unequal distribution of resources, which is found to be some of the factors in the situation in Cyprus (Hadjipavlou, 2003). Thus, external factors have had a great impact on intractability. As Coleman (2000) discusses, intractability issues tend to appear for multiple reasons, such as, resources, power and human needs. This causes imbalances in for example when talking about power and human right abuses, which leads to that lower-status groups may be harmed by social structures in society, which also causes win-lose situations for divided parts (Fisher & Ury, 1991).

According to Boukas and Ziakas (2014), after the rule of Britain Empire, in the 1960s, Cyprus was declared as independent from their rule, when the expansion and growth of the tourism market was rapidly with over 20 percent, where the most rapid development took place in Famagusta and Kyrenia, which are some of the coastal areas. Cyprus was set up as a democracy by Turkey, UK and Greece, which gave both Greece and Turkey access to share the power and cooperate in partnership over the island; this resulted in issues of sharing the power. Greek Cypriots aimed for union with Greece, and in contrast, Turkish Cypriots preferred remaining under Britain rule or being a part of Turkey (Okumus, Altinay & Arasli,
2005). However, this tourism growth lasted until 1974, when Turks invaded Cyprus with an illegal occupation of the island and affected the island's tourism and economy on a big scale (Sharpley, 2002; Boukas & Ziakas, 2014).

The events in 1974 are the significant events for the division of the island and also the creation of imbalances of the tourism industry in both parts, especially the north lagging behind the south (Boukas & Ziakas, 2014). As Hadjipavlou (2007) mentions, identity and security needs have been important factors and debatable issues in Cyprus including recognition and issues. These factors create the roots of conflicts, which is caused by lack of human needs, which is being discussed as social, physical and psychological, this when it comes to for example cities' identities and security. The events that took place in 1974 in Cyprus, have made Turkey a constant threat for the Greek Cypriots, which lead to security issues, economic and social inequality.

Jacobson et al, (2010), highlight that the conflict in Cyprus has resulted in a division of two political entities, an independent recognized republic where the Greek Cypriot dwell, compared to the other side where almost all Turkish Cypriots sojourn, and the state is lacking international recognition. According to Farmaki, Khalizadeh and Altinay (2019), crossing the borders between the communities was not possible until 2003. The political division of the island is named the “Green Line” (Webster et al, 2010). According to Atun et al (2018), the Annan plan was found 2004 by the European Union as a tool and solution to reunite Cyprus. Thus, 65 percent of the Turkish-Cypriots accepted it and voted yes to establish the reunification; however 76 percent of the Greek- Cypriots rejected and voted down the Annan plan (Okumus et al, 2005; Sözen & Özbersay, 2007). According to Altinay and Bowen (2006), in present time, both sides would consider that there is a need for modification and a plan to resolve the problem in Cyprus (Altinay & Bowen, 2006).

### 2.3.1 Conflict impacts on tourism in Cyprus

Webster et al (2010), discuss that despite the political issues within the island, the economy both in north and south Cyprus, has heavily relied on tourism. The political conflict has affected the tourism industry and adjustments to changes of political situations in the country, for example, the lack of international flights to airports in the northern part of Cyprus. In comparison, the south part has an international recognition, which has been beneficial, such as ingoing investments and unrestricted connections to international flights (Webster et al, 2010). As Altinay and Bowen (2006), discuss, transport is a key factor for developing the tourism industry, hence the north side disallows direct flights from the European Union and instead, tourists have to stop in Turkey before arriving in northern Cyprus. According to Warner (1999), north Cyprus is considered as one place of many where political issues have had an impact on tourism.

The war in 1974 has been a determining factor for the tourism industry, since an emergent evacuation of tourists was needed. This resulted in tourism growing slowly in the northern Turkish area, while the southern Greek part had a quick recovery (Warner, 1999; Sonmez &
Apostolopoulos, 2000). The southern part of Cyprus has turned into a well-established tourism destination and a sharp contrast between the divided parts can be seen, the one is underdeveloped and consists of less variation compared to the other southern side, which is overdeveloped, but more varied (Altinay & Bowen, 2006).

According to Altinay and Bowen (2006), the tourism industry has been impacted in a negative way and suffering from the consequences of the political instability on the island (Alipour & Kilic, 2005; Okumus et al, 2005). As Scott (2012) explains, in the early days of the independence in Cyprus, Turkish Cypriots were systematically excluded in any participation of the island’s tourism development (Scott, 2012; Ilican, 2010). Tourism has been seen as an important tool in contribution for peace in order to benefit tourism on the island as a whole. As Webster et al (2010), highlights, the division within the island consists of two separate parts, two separate tourism sectors are also created. In the northern part of Cyprus, the tourism market is controlled by the state, which is present in all tourism activity of the northern side, while on the other hand, in the south part of Cyprus, the Cyprus Tourism Organisation is responsible for strategic planning, regulating and promotion of tourist products (Webster et al, 2010). According to Sharpley (2002) after the invasion of Turkey in 1974, the tourism industry was reactivated despite the problems, for example in the 1980s the arrivals grew up to 16 percent and in 1999 the tourism played the most important role in the economy of the island.

Sönmez and Apostolopulos (2000), argue that the gap between the divided parties in Cyprus is indisputable; a solution to the conflict is needed, it may be important to use other insights from different perspectives, rather than just politics. The conflict resolution in Cyprus could be facilitated by, for example, the facilitation of free contact between Greek and Turkish Cypriots, as well as tourists and locals, but also to minimise the restrictions affecting free movement. A fundamental aspect of EU policy has been the prevention and minimization of border controls, as well as freedom of movement (Sönmez & Apostolopoulos, 2000). According to Diaz-Sauceda, Palau-Saumell, Forgas-Coll and Sánchez-García (2015) the cross-border in Ledra, Nicosia, has since 2008, became a tourist attraction that allows tourists and citizens to visit both sides (Diaz-Sauceda et al, 2015).

Atun, Nafa and Turker (2018) discuss that the tourism development in the northern part of Cyprus has been based on a poor awareness of what is required for the tourism industry to succeed. Instead of focusing on a stable and sustainable development of tourism, the main focus has been mass tourism and getting as many tourists as possible instead of targeting quality, which has resulted in regional imbalances but also loss of cultural and natural characters at coastal areas. For example, tourism activities in the northern part are concentrated on the northern coast, such as casino hotels and thematic hotels, which have been built over authentic villages, such as Ozanköy, which has led to the loss of authenticity and uniqueness (Atun et al, 2018).
2.4. Travel motivations & tourist behaviour

2.4.1 Motivational & Demotivational factors in Travelling

According to Liu, Mehraliyev, Liu and Schuckert (2020), tourist decision making in travelling can be influenced by sociopsychiological factors such as motivations, attitudes and values, but also external variables such as environmental stimuli and marketing mix. Nature of trip is also factors for travelling such as travel distance and party size (Liu et al, 2020). Pearce and Lee (2005), identifies several travel motivations, where the most important are highlighted as escape, relaxation, relationship and novelty/newness. People with a higher travel experience emphasises externally oriented experiences within travelling, such as self-development through nature seeking, in contrast with people with less travel experience, seeking romance and self-increment, which are internally oriented. Following what Farmaki et al (2019) discusses, push and pull factors are essential factors for decision making. The push factors can be identified as the inner motivation factors that are determined in decision making, where pull factors that are influenced by external sources for a specific destination that attracts tourists. Other motivational pull factors are for example climate, tourist facilities and culture (Yoon & Uysal, 2005). Relationship between travel decision and motivations linked to behavioural aspects are determining in what destination and what actions are taken (Farmaki et al, 2019).

As Berno and Ward (2005) highlight, demotivation’s aspects are important to consider when a crisis arises, such as political crises in travel. Post-conflicts are valuable in understanding the long-term effects of a crisis and political instability and the impact on tourist behaviour and attitudes. Political tensions can have a prejudiced effect on people's perception of travel to destination during or post a conflict. Negative perceptions of traditional enemies would also impact perceptions and create prejudice (Berno & Ward, 2005). Alvarez and Campo (2014), highlights for example, the Turk’s view on Israel, which creates a reputation of a hostile group and perceptions of safety.

2.4.2 Motivations for travelling to Cyprus

Koutra and Karyopouli (2013), identified that the climate in Cyprus was the most important pull factor for tourists visiting the destination. Since the core product of Cyprus contains the 3S (sea, sun and sand), it seems to appeal to a large segment of the tourism market (Koutra & Karyopouli, 2013). The pull factors that motivate tourists were highlighted to be external, such as the existing attributes on the destination. However, the study amplified those reasons for visiting Cyprus could be more internal and emotional, in other words, tourists are motivated by socio-psychological factors for desire to travel and enhance their knowledge (Koutra & Karyopouli, 2013). As motivations that were identified, relaxation, enhancing knowledge and having a unique experience in order to experience the culture heritages of the island (Koutra & Karyopouli, 2013). According to Diaz-Sauceda et al (2015), another
motivating factor for visiting Cyprus is the cross-border experience, for those interested in visiting cross border areas (Diaz-Sauceda et al, 2015).

2.5 Perceived risk in travelling and tourism behaviour

As Isaac (2009) discusses, risk perception is a factor in choice of destination and tourists can be divided into two fields, of which those who choose to visit destinations with exposure to risk and others can be called risk seekers, while others choose travel destinations based on safety factors. As an example, the wall in Bethlehem is highlighted where tourists choose to visit an area associated with violence and suffering (Isaac, 2009). Thus, other similarities that could be seen of travel destinations that are visited and can be typed as dark tourism, are prisons, graveyards, slavery-heritage tourism (Stone & Sharpley, 2008; Seaton, 2002; Strange and Kempa, 2003; Wilson, 2004). However, as Smith (2002), explains, there is a lack of attention on motivations regarding tourists’ willingness and desire to visit such destinations where dark experiences could be experienced. According to Mansfield & Pizam (2005), personal safety is the most important factor for destinations to maintain and guarantee for tourists (Mansfield & Pizam, 2005; Reisinger & Mavondo, 2005).

As Isaac (2009), highlights, political instability in relation to tourism and its impact, there is extensive amount of literature, but when it comes to political instability and its impacts on tourists perceived risk and consequent decision-making process there is limited research on the field (Isaac, 2009; Reisinger & Mavondo, 2005; Lepp & Gibson, 2003). As Farmaki et al (2019) ascend, there is a huge number of studies of travel motivations, but little is known for people’s motivations for not travelling to a country, considering the political instability existing in the world, there is a need for greater understanding people’s motivations travelling to hostile and unstable places (Webster & Timothy, 2006). Hence, Causevic and Lynch (2013), explain that if political instability is perceived and interpreted as a threat for tourists, it is impossible to develop tourism on the destination (Causevic & Lynch, 2013).

According to Lepp and Gibson’s (2003) study, backpackers and independent travellers perceived political tensions, war and instability as less a threat compared to "conventional" tourists, who are more likely to visit destinations that are typical tourists mainstream places or travelling with organised groups (Lepp & Gibson, 2003). Gender also tends to be an impacting factor whether in which level a destination is perceived as risky or not, where men are in majority of feeling safer than women (Isaac, 2009). According to Reisinger and Mavondo (2005) perceived risk is highly dependent on personal characteristics and how a person meets a situational risk (Priest, 1992; Reisinger & Mavondo, 2005). Tourists can be divided in two categories, where the one is psychocentric tourists, which are explained by Plog (2001), to be passive and risk averse tourists which seek destinations that are perceived as safe and peaceful, while on the other hand, the other category of tourists are described as allocentric, which instead means that choosing destination is not based on safety and instead seek excitement and are more active and risk taking (Plog, 2001; Reisinger & Mavondo, 2005; Isaac, 2009).
Perceived risk is linked to travel motivation, tourists select destinations based on which destination matches the tourists needs and expectations, but also which tourist site will offer the most benefits with less risk that may appear (Reisinger & Mavondo, 2005). Tourists have different motivations and expectations when travelling to a place, some want to avoid risk and are motivated to travel for relaxation purposes, while others are motivated to experience risks and want to feel excited and satisfied (Reisinger & Mavondo, 2005).

2.6 Destination image

Destination image can be defined in multiple ways, for example McKay and Fesenmaier (1997), destination image can be explained as a composite of different products and attributes connected together and the individual’s perception towards a destination, which is formed by consumers emotional interpretation when interacting, such as personal feelings towards a destination and beliefs or knowledge about a site. In this way, it creates a negative or positive image (Beerli & Martin, 2004; Baloglu & McClearnly, 1999). As Kotler, Haider, Rein (1993) and Ashworth (1991) discuss, the destination image can be both projected and perceived. Projected image creation can be consciously by for example promotion and also unconsciously through different communication channels, such as social media. The projected image could be created by tourist organisations and operators in order to attract tourists due to a places environmental and cultural "character", which are being a pull factor for tourists visiting a specific destination. Perceived images however, are the tourist’s image of a destination created by experience or discussing with others (word of mouth). Factors that could create push factors are in this case motivations, perception and preferences (Baloglu & Uysal, 1996).

As Amin and Nika (2020) argue in which terms destination branding and marketing can be applied to conflict zones in order to improve, sustain and develop tourism in the area. In such cases it is of importance to consider rebranding, promoting or sustaining a stable peace within the country since risk is involved when it comes to for example reputation, people's lives and investments. This can be executed by different steps and cautiously facing and tackling problems that can occur. An important sector is the local communities since in countries where conflict zones can affect people's image of the country. Sustain and recover tourist activity may be an important aspect since it forms opinions of local communities as well (Cakmak & Isaac, 2012 & Amin & Nika, 2020). Destination branding is a strategy used for marketing a destination, which can have a great impact of forming emotional connections and a good image for tourists. According to Amin and Nika (2020), the CBBE model can be applied for example post conflict zones and how the tourism industry can be restored, which consists of different approaches such as the brand awareness, brand loyalty, perceived quality and brand image/association.

As Farmaki (2012) argues, in the case of Cyprus, a projected image could be determined in terms of that the destination image is seen as a "sea and sun destination", which was caused by the rapid growth of mass tourism. Since the Turkish invasion 1974, the coastal areas have been developed which created the sea sand and sun promotion and to reinforce it as a
strategy, cultural approaches in destination marketing have been included to sustain quality. However, only some of the tourists choose to leave their resort and a lot of these were not for cultural purposes, which could be connected to the strong image of Cyprus by tour operators as a safe sea and sun destination, with relaxation, romance and fun (Sharpley 2003; Farmaki, 2012), also Ayia Napa's popularity became attractive for people wanting to party (Spanou, 2007). According to Farmaki (2012), destinations managers on Cyprus have used different slogans in order to attract tourists and create images of the destinations, such as “Love Cyprus”, referring to the love goddess Aphrodite's birth birthplace and “A whole world on a single island”, which aiming to deliver a psychical picture of different activities that can be performed on the small island (Farmaki, 2012).
3. Method

The following chapter will present a general perspective of qualitative and quantitative research methods, where a qualitative approach has been selected in the form of interviews that have been conducted with both Swedish tourists in Cyprus, studies of external reports, continued by data analysis method, ethics and implications.

3.1 Theory of science

According to Bryman (2016), ontology is discussed as a nature of social entities and whether the structures should be considered as the external reality to social actors, or if the structures are built from actions or perceptions of actors. Two ontological positions that are discussed by Bryman (2016), are objectivism and constructionism. Objectivism is explained as a social phenomenon that has an existence of external facts that could not be affected, reached or influenced; it is independent of social actors. According to Flick (2020) and Bryman (2016), constructionism is discussed as a position where realities are studied as social achievements that are produced by interactions and actors. For example, organisations confront social entities as external realities that can't be influenced or impacted on, in this way, people understand the world instead of social actors that constrains the people, compared to objectivism, constructivism is social phenomena that are accomplished by social actors (Bryman, 2016). According to Flick (2020), a constructivist approach studying the relationship to reality, which is common in all constructivist approaches. These realities could be explained as social achievements that are produced by interactions within different situations and actors. An example of social constructivism that is being highlighted by Flick (2020), the knowledge of the world in both scientific sense and common sense, is influenced by constructs and selections, the world is not understood by given facts, instead, the knowledge is constructed in a process of active production (Flick, 2020).

Flick (2020), discusses that positivism is an epistemological program that exists and characterises natural sciences. Bryman (2016), suggests different speculations about positivism, for example, that there is a clear distinction between normative and scientific statements, knowledge can be produced by assembling facts that contribute the basis for laws, such as inductivism. To generate hypotheses, theories are used in order to test and allow explanations of laws, which instead is about deductivism (Bryman, 2016). Following what Flick (2020) discusses, in research, theories are a starting point from deducting hypotheses which in order will be tested. Positivism is associated with realism, for example that both claims that natural and social sciences can apply to the same principles when collecting and analysing data (Flick, 2020).

According to Mujis (2004), underlying factors for the reasons for choosing either quantitative or qualitative methods in a research are dependent on different worldwide views as discussed by Bryman (2016) and Flick (2020). As Mujis (2004) highlights, the quantitative method is viewed as positivism or realism, while the qualitative approach is viewed as subjectivist
Realism is explained as that the researcher is being as detached as possible from the research, since the aim is to uncover an existing reality, the truth is out there. In the case of this study, the research is conducted to find out how tourists perceive Cyprus as a divided country and whether it has an impact on tourists. Constructionism is about structures in society explaining a phenomenon and answers the questions on why people think as they do (Bryman, 2016; Flick, 2020), in this case it would be suitable to apply a constructivist approach. Since there are two different governments in Cyprus, the Greek and the Turkish, social construction can have an effect on people living on both sides' perceptions towards each other. The division within the island may affect people travelling to Cyprus depending on the social constructions and its impacts, risk perception and wanting to feel safe may be a construction that has an impact on where people choose to stay on the island. Hence, it is of importance for the author of the study to have an objectivist viewpoint (Bryman, 2016), and be as objective as possible when having Greek origin and not only see the phenomena through one perspective.

3.2 Qualitative vs Quantitative methodological approach

Creswell (2018) highlights two approaches within quantitative method approaches, surveys and experimental research. According to Creswell (2018), quantitative methodology is discussed as an experimental design, where an experimental treatment often consists of a small group or a single individual. Also, nonexperimental design in quantitative inquiries, such as surveys is used to compare two or more variables to determine different causes. This also includes correlation design in which is aimed to use statistics in order to measure the relationship between two or more variables, providing a numeric description of attitudes, trends or opinions (Creswell, 2018). As Bryman (2016) emphasises, a quantitative method is commonly conducted whereby a hypothesis is deducted from theory and being tested (Bryman, 2016). Thus, a lot of quantitative research does not specify a hypothesis, where theory is successively being investigated during data collection (Bryman, 2016).

According to Patton (2015), there are several approaches and inquiries to study within qualitative research. Qualitative inquiry consists of documentation, analysis and interpretations of how humans construct meanings to their experiences, also qualitative inquiry can clarify different phenomena in the society and how it can affect the participants in a study. Also the qualitative approach aims to understand people's experiences, perceptions and perspectives of different topics, for example case studies that capture a story of a group, organisation or person, gives an insight to the specific group or organisation that is being studied. As Patton (2015) discusses, a comparison in a case study could also be that it provides rich data, by doing comparisons and drawing contrasts between different cases in order to see similarities or differences. According to Patton (2015), qualitative findings are based on three types of data collection methods. Interviews, observations, which collect information of actions, behavioural interactions and feelings (Bryman, 2016) and written communications, such as documents of all kinds, program records. All in all, analysing and studying all types of documents are included in qualitative research (Patton, 2015).
According to Bryman (2016), whether using qualitative or quantitative approaches in a study, both methods offer several benefits in each way, depending on what is best suited for the study's research purpose. However, criticisms in both quantitative and qualitative methods exist and should be considered, for example, in a quantitative study, criticism could be found when a research between two or more variables is conducted, and not knowing how an apparent relationship between these variables has been produced by the people who have been conducting the research. For example, the meaning of different events to individuals is ignored and the awareness of how such findings is related to everyday life. It is therefore seen as a conceptualisation of the social world in an objectivist ontology manner (Bryman, 2016). As Bryman (2016), suggests, the qualitative method has been faced with criticism, which could be defined as that the authors have a close relationship during the interview, which could affect the results and that the researchers rely on an unsystematic view of what is considered important (Bryman, 2016).

According to Flick (2020), depending on what the research purpose is for a study, existing data can be used, such as secondary data, for example articles or previous literature, or the use of primary data such as observations and interviews. According to Bryman (2016) and Creswell (2015), a differentiation between qualitative and quantitative research is the quantitative gathering of numeric information and numbers or using measurements, compared to qualitative research which instead aims for gathering text and analyse different social phenomena, for example through audio recordings in interviews or analysing images (Creswell, 2015; Mujis, 2004). As Flick (2009) explains, a study may include and combine both qualitative and quantitative approaches in different phases of the research process, for example qualitative methods can be used to develop hypotheses and explore phenomena in the study, which will be tested by quantitative research. This is called triangulation, which complements each other in a study, compensating for weaknesses in each method and increasing strength in a study. The meeting point of the research methods is the issue defined in a study (Flick, 2009; 2020).

According to Corbin and Strauss (2015), grounded theory is one type of qualitative research, with the purpose of constructing theory in data gathering. A grounded theory approach gives researchers the opportunity to develop a set of theoretical concepts and theories from the data collection, which not only interpret them but also show relationships (Lincoln & Denzin, 2008; Corbin & Strauss, 2015). Types of data that can be used are all sorts of documentation data, observations and interviews, data collection is an ongoing cycle through the whole process (Corbin & Strauss, 2015). Using this type of method would be applicable, however, to proceed and ground a theory through data collection would have required more time and a broader data collection with more included people.

3.3 Selected method: Qualitative approach

According to Mujis (2004), no matter what type of method that is selected in a study, a phenomenon is always the key element in a study and sets the guideline. Depending on whether the answers in a study want to answer questions of, for example, “how many”, the
quantitative method is appropriate. For this study, a qualitative method has been applied in order to gather information which is heavily relied on word, thoughts and people's motivations visiting a specific destination, not containing numerical statistics, which instead goes deeper within each participant's answer. As Bryman (2016) explains, in a qualitative study, it is of importance to examine the participants' views and thoughts, which will be a central focus of the study. In this study, only primary data collection is used. Since the purpose of this study is to examine and analyse why people choose to travel to Cyprus and whether the division within the country has an impact on people's motivations in travel, it is best suited to perform interviews where questions can be asked and room for discussion or follow-up questions is offered rather than choosing a quantitative approach. This would have constrained the participant to reply to certain questions and not have the opportunity to ask questions. As Flick (2009) explains, triangulation is a variety of qualitative research design, the different methodological approaches can be applied parallel or one after the other. The aim of the study is to conduct both interviews with tourist and hotel managers in Cyprus, combined with a field observation at the border in Cyprus. Combining interviews with observation focuses firstly on experience and knowledge and interactions or practices at a specific time (Flick, 2009).

According to Patton (2015), a mixed method approach is when using both qualitative and quantitative approaches in data collection, for example using close ended questions in a survey where a question is answered in categories from example a scale from 1-5 on satisfaction-level. Where follow up open ended questions are included in order to find out for example what a person is satisfied with or not (Patton, 2015). Thus, as Flick (2009) highlighted, using triangulation in a study may have strengthened the validity of the study with a big data collection and more included participants, using both interviews and surveys to compare the results and whether the motivations for travelling to Cyprus have similar patterns and if the division has an impact on decision travelling and destination image. Since this study only includes participants that have been in Cyprus, it facilitates using interviews with people that have been there. Thus, a mixed method approach would have been relevant if the study aimed for example investigating whether people would consider travelling to Cyprus and their perceived image before visiting the destination, combined and strengthened by interviews of people who had been there and comparing the results.

According to Bryman (2016), a deductive theoretical approach is when the researcher draws and creates hypotheses on what is known about a specific subject, whereby researchers need to specify how data is going to be collected to match the concepts for the hypothesis. It is explained that the theory has a general impact and control of the study, drives the process of gathering data, and the outcomes in the empirical results. As Bryman (2016) highlights, an inductive approach is in contrast to a deductive approach, about generation of theories out of the data collection. An inductive approach and linking data to theory is more common in qualitative research, and deductive studies are associated with quantitative research (Bryman, 2016). Hence, an inductive approach in a qualitative method does not have to generate a theory, qualitative research can also use theory as a background to the investigation (Bryman, 2016). As this study is about conducting a qualitative approach and find out how people
motivate about a certain topic, Cyprus as a divided destination and tourists’ perceptions, an inductive approach has been selected since the aim is to gather data and information about a topic, afterwards find relevant theory such as behaviour, motivations that could be linked to what the participants discuss. Thus, as Bryman (2016), highlighted, inductiveness doesn't necessarily mean that a study generates a theory after the data collection, but also could be used as a background within the study.

3.4 Sampling

As Merriam and Tisdell (2016) explain, when a problem statement and research topic has been found, the next step is to find out which people should be involved, when and where these are going to be interviewed. There are different types of methods in sampling, for example, probability and nonprobability sampling. Since the goal of a qualitative research is not to generalise in a statistical sense, probability is not necessary since it aims to generalise the results to the population that is being studied or a wider population (Merriam & Tisdell, 2016; Bryman, 2016). A nonprobability sampling method aims to not answer questions such as “how much”, instead, linking relationships between different phenomenons, implications and discovering things. A purposeful sampling is instead based on what the author investigates, discovers and understands. According to Bryman (2016) and Creswell (2018), there are several sampling methods in qualitative research, such as simple random selection, stratified sampling or snowball sampling. The selected sampling method in this study is snowball sampling. Bryman (2018), highlights that snowball sampling is used when the author makes contact with a small group or certain people relevant for the topic that is going to be studied, and then uses these to establish contact with more people. For the topic of this study, the purpose is to find people that have travelled to Cyprus at least once, therefore a sample that is randomly selected, would not be suited for this study since there is no ability to know whether all of these people have travelled to Cyprus or not.

According to Patton (2015) a purposeful sampling strategy is creating a group of cases that provides rich information gathering through data collection and possibilities for analysis. This study aims to target specifically Cyprus as a destination and Swedish people that have visited the destination once or more. The sample would in some extent be homogenous (Patton, 2015), since it is targeted only on people that have visited Cyprus. The sampling method is dependent on what the research purpose is and what people, groups or organisations have been delimited to study (Bryman, 2016). The chosen sampling method for this study is snowball sampling, which is an approach to find information-rich people for the study. According to Patton (2015), the snowball sampling process starts by asking people with a specific knowledge or experience linked to the topic of the research who else has experienced, in this case travelled to Cyprus at least once. After contacting people that have been there, more suggestions of people came up which were contacted through social media and arrangement of time and locations were placed for interviews. Choosing for example random selection, the participant would not be suited since the delimitation of the study requires people who have travelled to Cyprus, which would be difficult to find since you cant
know who has been there without asking and would take much longer time in finding right participants for the study.

As Bryman (2018) suggests, when selecting participants the researcher strategically assumes from what is required to the study, for example education, gender and occupation, for this study people having a certain experience, where random selection or snowball sampling is suited (Bryman, 2016).

3.5 Interviews

According to Creswell (2015), in qualitative interviews, the best way of learning and understanding the participants is identifying a central key topic that is going to be studied with open ended questions, which allows the participant to generate information about a certain topic without constraints (Creswell, 2015). According to Packer (2011), in qualitative studies, interviews are a relevant data collecting method, which in many cases are the only source for data collection in research (Packer, 2011). As Bryman (2016) highlights, qualitative interviewing could be divided into two main types, unstructured and semi-structured interviews. In qualitative interviews the researcher aims to get a rich data and detailed answers, in structured interviews, the purpose is to generate answers that can be coded quickly. As Bryman (2018) highlights, structured interviews are common in quantitative data collections, for example in surveys, in order to facilitate categorisation of answers and maximise the reliability and validity of the measurements since there is specific research question to investigate in (Bryman, 2016). Hence, the purpose of this study is to get a deeper understanding of the participants' view, motivations and perspectives, therefore, a semi-structured interview approach is best suited, which is discussed by Bryman (2016) as a list of questions set up in an interview guide, the questions may not be asked exactly how they are outlined in the interview guide, questions that are not included in the schedule may be asked depending on what the participant replies (Packer, 2011). The purpose and benefits of a semi-structured interview is the flexibility (Bryman, 2016) in adapting the questions depending on what is said and the pathway of how the interview is going.

An interview guide has been created for the purpose of categorising important questions to be asked during the interview and to ensure a preparation for what is going to be asked. The first part of the interview guide deals with questions about the participant's name, gender, occupation, education and number of times people have travelled before the Covid-19 pandemic, the purpose is to get a general picture of the participant and also see if there are patterns regarding age, gender or whether travel experience has any kind of impact. The following 13 questions in the schedule are structured as the topical questions where the first questions are asked about Cyprus and whether the participant have visited the destination, motivations for travelling to the destination and where on the island the participants chose to stay. These questions were designed to understand what motivates the participants having to visit Cyprus specifically. Further, the questions that are presented are about whether the participant has knowledge of the political situation of Cyprus and the division, and if it has an impact on choice of travel. Also, if it would have an impact on future travelling to the island...
and where on the island they choose to stay. Finally, questions were asked if social media has an impact on the destination image of Cyprus and what or which places are shown in the marketing.

Finally, the last question to conclude and end the interview was about how the participant would reason about the future of Cyprus as a divided County and if they think that the situation will look different in diverse perspectives.

3.6 Execution of interviews

Interviews have been conducted with 25 Swedish tourists in different ages, gender, educational levels, occupation and travel experience. The participants who were contacted have firstly been through acquaintances about people who have travelled to Cyprus, where more people have been contacted on social media, such as Instagram, Facebook and also via text messages. The first 10 participants were found by family’s friends in different areas in Sweden, mostly in Stockholm and in for example Jönköping, Sundsvall, and Gothenburg. By contacting relatives and friends by phone, suggestion of their friends and family were suggested to contact for participation in the study. With a great social network, the following 15 persons who had travelled to Cyprus once or more, were successively found in the same way by exploring every social network on social media and different interaction groups.

A total of 25 interviews have been conducted with Swedish tourists between the ages of 23-65. The interviews have been performed by women and men, where 13 have been conducted physically and 7 by phone or zoom and five by email. All physical interviews have been audio recorded, since Bryman (2016) points out that it provides support for data collection and a way to facilitate in having a discussion with the participant without being interrupted by getting down notes on what is said (Bryman, 2016). The interviews performed via zoom or phone has also been recorded, which facilitates the process in the data analysis method for transcribing and coding data. Bryman (2016) highlights that there are positive aspects in having online interviews by for example phone or webcam, this saves time for travelling to a place and instead can be done on a place that feels comfortable for the participant.

The interviews conducted physically were located at libraries, cafes, at homes and in parks, this because of what was preferred by the participants. The interviews started by introducing the theme for the study and ensure that the GDPR outlines were followed by giving all the participants a consent form to sign. In the cases of interviews by phone, zoom or email, the consent form was emailed in order to ensure the for example anonymization for all participants. The interviews lasted between 30-40 minutes, where follow-up questions were asked in most interviews regarding different travel experiences in Cyprus and whether the participants had visited the north of Cyprus or not.

To get an overview of the included participants in the study, a table has been created. Table 1 includes the participant’s age, gender, times travelled pre Covid-19 pandemic per year and times travelled to Cyprus in total. The demographical questions in the interviews also
included occupation, to ensure anonymization of the participants, this information were not included in the table.

<table>
<thead>
<tr>
<th>Participants named by numbers 1-25</th>
<th>Age</th>
<th>Gender</th>
<th>Times travelled pre Covid-19 pandemic per year</th>
<th>Times travelled to Cyprus in total</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>26</td>
<td>W</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>P2</td>
<td>25</td>
<td>W</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>P3</td>
<td>53</td>
<td>M</td>
<td>0-1</td>
<td>1</td>
</tr>
<tr>
<td>P4</td>
<td>58</td>
<td>W</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>P5</td>
<td>26</td>
<td>W</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>P6</td>
<td>25</td>
<td>W</td>
<td>5-6</td>
<td>1</td>
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<td>P7</td>
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<td>W</td>
<td>1-2</td>
<td>3</td>
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<tr>
<td>P8</td>
<td>22</td>
<td>W</td>
<td>1-2</td>
<td>4</td>
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<tr>
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<td>28</td>
<td>M</td>
<td>2-3</td>
<td>3</td>
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<td>1-2</td>
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<td>W</td>
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<td>P14</td>
<td>23</td>
<td>W</td>
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<td>2</td>
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<td>P15</td>
<td>63</td>
<td>M</td>
<td>3</td>
<td>4</td>
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<tr>
<td>P16</td>
<td>34</td>
<td>M</td>
<td>1-2</td>
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<td>2</td>
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<tr>
<td>P19</td>
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<td>M</td>
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<tr>
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<td>31</td>
<td>M</td>
<td>0-2</td>
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<tr>
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<td>P25</td>
<td>26</td>
<td>M</td>
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</tbody>
</table>
3.7 Studying external empirical reports and homepage

By studying different homepages about Cyprus, important information could be found. Geopolitical information is going to be found through sites such as Schengenvisainfo and Worlddata. Studying different homepages with statistics, travelling motivations showed to be sea and sun factors. Cultural purposes for travelling were also a significant factor for many tourists travelling to Cyprus.

Other homepages to study regarding the division within the island, current situation, and roots, both Cypriot and Turkish websites were included to find relevant information. The primary websites for the division within the island were Republic of Cyprus, Republic of Turkey, and Turkish Republic of Northern Cyprus. As other articles from example Mehmet and Yorucu (2010) and Mullen et al (2020) suggest, unification seemed to be an important factor and advantage for develop the tourism industry in Cyprus and gaining a competitive advantage.

3.8 Data analysis method

According to Bryman (2016), within qualitative research, there are several ways to analyse collected data, which are explained as analytic induction, which is relevant in examination of cases, grounded theory, which is coding material in different stages and thematic analysis (Bryman, 2016). For example, content and discourse analysis could be explained as a way to explore how certain themes are represented and the construction of themes (Bryman, 2016). As Marshall and Rossman (2016) explains, critical discourse analysis is common in studies where power relations between different groups is investigated. This type of analysis focuses primarily on social problems or political issues (Van Dijk, 2015). According to Van Dijk (2015), powerful groups may influence and control a specific knowledge of other groups. Applying this type of approach in the case of Cyprus would have been possible, for example tour operators may give a specific picture of Cyprus as a destination, controlling people's mind that there is no ongoing conflict between north and south Cyprus, using coverage in social media. Hence, the purpose is not to find out how tour operators or social media impacts the knowledge of people travelling to Cyprus.

According to Creswell and Poth (2018), qualitative data analysis processes consist of organising the data, conducting a way of reading and processing the data, coding, organising and presenting the data and creating an interpretation of the material (Creswell & Poth, 2018). Since this study focuses on interviewing people about motivations for travelling to Cyprus as a divided country, with help of an interview guide, a thematic analysis is best suited in order to find patterns within the material that will be analysed with theories and previous literature.

According to Boyatzis (1998), thematic analysis is a process used in qualitative research, in order to encoding information and data that has been collected. This may be a list of different
themes and patterns that are found throughout the data collection (Braun, 2021 & Boyatzis, 1998). As Braun and Clarke (2006) points out, there is a six-phase approach in thematic analysis. The first is being familiarised with the data that has been collected, this by re-reading the collected material several times by listening to audio records, reading raw material but also thinking about what the data means, which has been conducted in this study by making small important notes that were discussed during the interviews. The second step according to Braun and Clarke (2006) is generating initial coding through the data, in this study, by reading interviews one by one, codes are explained by Saldana (2009), to be representing or capturing the primary content and essence of data material (Saldana, 2009). In this study, codes that have been found relevant have been marketed and written down to facilitate the process of finding codes. The third step is to search for themes, which is a process in order to generate relevant themes to the study (Braun & Clarke, 2006). In this study, the themes that could be found were highlighted in different colours, for example blue colour when patterns and themes about similar motivations for travelling to Cyprus were found to facilitate in finding similarities and differences that were said.

As Boyatzis (1998) discusses, a theme may be identified at either manifest level, which means that themes are directly found and observed in the raw material or latent, which are the underlying meaning of the content. Thematic analysis could also be used in several ways, such as systematically observing a group, person or an organisation, in this case analysing qualitative information. Ryan and Bernard (2003) identify several perspectives to look for when searching for important and relevant themes. The fourth step includes reviewing the quality checking of the themes in relation to the data collection material, if there is enough data to support the specific theme. Following, the fifth step is defining and naming the themes, to check the accuracy of every theme and that there is no repetitions or overlapping of other themes. The last step is explained as producing the report, which is about precepting the themes and analysis in a coherent way, the themes and important aspects that has been found in this study will be presented in section of the empirical results, which are then going to be analysed combined with theories and literature (Braun & Clarke, 2006).

The coding process of the interviews was designed by highlighting similarities or differences in the answers with different colours, for example blue colour when the participants mention that a motivation for travelling to Cyprus is the climate, and green for history or culture. Consistent keyword that was found was for example, climate, beaches, party, relaxing, experience, history, culture and safety. Throughout the coding process of the first 15 interviews, the patterns that were conducted were similar according to age, motivations for visiting the north side of Cyprus and choosing places to stay or visit during the holiday. Data saturation was succeeding, where important underlying factors for different motivations were age or experiences by visiting other places with heritage places or interest for exploring. For example, people who had travelled once or more to Cyprus visited Ayia Napa for the first time with intentions to party.
3.9 Ethics

According to Hennink, Hutter and Bailey (2020), qualitative research investigates people's experiences, thoughts and perceptions, which leads to the researcher establishing a trust relationship with the participant (Hammersley & Traianou, 2012). The closeness of the participant and researcher demands that the information is kept securely and the participant anonymised to not cause any harm. The qualitative research methods often study issues in society that are sensitive, such as violence or sexuality (Hennink et al, 2020). To make sure that the participants in a qualitative study are not in a situation to be harmed, there are ethical principles that are important to consider throughout the whole process. According to Iphofen and Tolich (2018), some of the ethical guidelines used in qualitative research are firstly, informed consent, which means that the participants should be provided with adequate information about the topic and inform the participants that they voluntarily decide whether to participate in the study or not, also the person giving consent has to be of legal age to participate (Hennink et al, 2020; Miller, Birch, Mauthner & Jessop 2012). Self-determination is the second principle, which also is discussed by Hennink et al (2020) as the participants' selection of participation in the study, but also their rights to refuse participation without negative consequences. Thirdly the researchers should not put the participants in any kind of risk or harm them in any possible way, anonymity is about keeping the participant anonymous throughout the whole study and ensure that for example data records are kept securely. Lastly, confidentiality is explained as that the data is kept at a secure place and not accessible to other people or companies (Hennink et al, 2020; Iphofen & Tolich, 2018).

To address these important aspects of the ethical principles, in this study, all of the participants have been informed firstly of the topic of the study by giving a summary of what the study is about, why this topic is being studied and the participant's role in. Thereafter, the participant has received information about the opportunity to voluntarily decide to participate and the possibility to refuse participation. To facilitate for both parties, the researcher and participant, a GDPR consent form has been distributed to all participants in the study through email, where an assurance of confidentiality and anonymity will be maintained and that the participant agrees to participate. As Iphofen and Tolich (2018) highlight, anonymity is also an important aspect, which has been considered throughout this study by letting all of the participants know that their personal information is kept secure within the researcher and the participant. In order to keep the participants anonymous in the study, numbers have been replaced with their names such as “Participant 1”. In the interviews, questions about occupation have been asked to gather important background information about each individual. However, due to GDPR consent form and ethical principles (Hennink et al, 2020; Iphofen & Tolich, 2018), this information has not been presented for each individual in the interview grid, since it would cause a lack of anonymity of the individual and risks of others getting access to personal information.
3.9.1. Reliability & Validity

According to Bryman (2016), reliability and validity are important criteria to establish within a qualitative or quantitative research. As Silverman (2011) discusses, reliability and validity refer to a study's credibility and trustworthiness, which has been considered in the study. There are issues in generating validity to a qualitative study since this kind of study does not include measurements at the same way or extent as quantitative research. Thus, validity refers also to whether what is aimed to be observed is being observed, identifying or measuring (Bryman, 2016). External reliability is discussed as if the study can be replicated, this could be difficult in qualitative studies, since the participants in a study has different perspectives and perception, for example, interviewing the same participants to control the validity of the study may have given different results, since the participants could give other answers to the questions or if their thoughts or perceptions towards Cyprus as a destination will change. When conducting interviews in a study, one key question of validity is whether the participants' views expressed during the interview, reflects the opinions and thoughts outside the interview situation or if the situation itself creates a different outcome (Silverman, 2011). By executing several interviews, saturation of the data could be found, which creates a greater validity to the study, ensuring credibility and trustworthiness.
4. Empirical results

The empirical results will present a summary of Cyprus as a destination and geopolitical information collected from websites. Further, the collected data from the interviews are presented. The chapter has been divided into seven themes that have a central starting point in the study and what has been relevant through the interviews with all participants.

4.1 Geographical and geopolitical information about Cyprus

According to VisitCyprus (2022), Cyprus is the third largest island in the Mediterranean region with a population of Greek Cypriots, Turkish Cypriots and foreign residents. In total, about 1.2 million people live in Cyprus, where the capital of Cyprus is Nicosia with a population of 197,800 people, and the spoken languages in the capital are Greek and Turkish (Nationsonline, n.d). The currency is euro in the south and lira in the north, which consists of the Turkish part (BBC, 2020). As Hunt, S.W.D. (2022) highlights, Cyprus stands as a cultural and historical crossroads between Europe and Asia. Cyprus is located about 40 miles south of Turkey, and 480 miles southeast of Greece, west of Syria and Lebanon, north of Egypt and northwest of Israel (Hunt, S.W.D., 2022 & Nationsonline, n.d). The island’s rich natural resources have in many years attracted progression of dominant powers to the region, which has resulted in battles (Cyprusprofile, 2022). Cyprus is famous for being Aphrodite's birthplace, the Greek goddess of love and beauty, which is popular for stopovers by cruise ships (Nationsonline, n.d).

The main towns in Cyprus are Nicosia, Larnaca, Paphos, Limassol and Famagusta (VisitCyprus, 2022). Cyprus offers a rich culture of history, and rich nature in the Troodos mountains providing cycling and climbing. For traditional sun and sea holidays, Ayia Napa, Protaras and Paphos or Limassol offer several beaches (Turner, 2021).

According to Ioannides (1999), Cyprus has gained rapid tourism growth in the Greek Cypriot part, where the Turkish Cypriot part has struggled due to international exclusion and isolation (Yasarata, Altinay, Burns & Okumus, 2010). However, Ioannides (1999), highlights that an emerging tourism industry in Cyprus only can be seen with a demilitarised single nation with a reconstructed product. To develop Cyprus tourism product sustainably, a single product could bring the two communities together in order to find potential strategies to develop Cyprus in a sustainable manner (Ioannides, 1999). According to Mehmet and Yorucu (2010), as a result of the division on the island, the Greek government's tourism costs have been high where stakeholders on both sides compete against each other. The separation on the island has created problems regarding costs for obtaining, for example, several airports, two separate national airways which has created costs on both sides, such as structural and operational costs that have to be sustained additionally (Mehmet & Yorucu, 2010; Yasarata et al, 2010). The lira in the north, and euro in the south, has created a currency split within the island, where the south Greek part gets its revenue through European influence, while the Turkish part is stabilised with Turkish lira (Mehmet & Yorucu, 2010).

4.2 Motivations for travelling to Cyprus

The majority of the participants discussed that the primary motivational factors for their travels to Cyprus were the climate, beaches, food, and nightlife, relaxation and enjoying holiday. Friends and acquaintances were also a factor for people visiting the destination or
being motivated to travel for summer holidays and parties. Another reason for picking specifically Cyprus to travel to, stated by the younger included participants between 23-28 years old, were visiting Ayia Napa and having fun. As participant 14 highlighted:

“Been there twice, first with my friend and her family and we had time to see different places, a few years later we travelled again but to Ayia Napa for parties since we saw how people were partying and wanted to experience the same thing.” (Participant 14)

In this case, the motivation for travelling back to Cyprus was to experience the nightlife, which the majority of the participants stated being the motivational key for travelling the first time to Cyprus. Another factor for choosing Cyprus as a destination were the comparison between Cyprus and Greece, too see something else compared to other Greek islands like Rhodos, Samos and Crete because they liked the destination and that there were similar features as in other Greek islands, this was a reason to see something new. Cyprus is also considered to have more life and be richer in activities, festivals and nightlife.

“The beaches, the sea, more life and richer than other islands, there are more activities, restaurants, different nature and festivals in the summer.” (Participant 18)

According to some participants, especially participants 2, 4, 14, 18 and 22, the range of activities in Cyprus has been a motivating factor, for example that there are several activities to consider such as snorkeling, quad biking and boating, while the travel destination should not be too far away to travel to while it should be warm and exotic. As participant 2 mentioned, Google has been used as a tool and inspiration key to find the destination and several activities that could be done.

“I googled on nice beaches and then I saw that it was popular in Nissi beach and that it was very nice and still wanted something that was close but still exotic and warm, that there should be both nice beaches but also something to do.” (Participant 2)

Other types of motivational factors that attract travel to Cyprus are culture, history and exploration. The participants who answered the question about motivation to travel to Cyprus with these inclusive factors were mainly the older target group of included participants 3, 12, 15 and 22, all men, from the ages 27-63 years. The history is described as interesting and attractive and that the destination offers rich history, even though the larger cities have more to offer when it comes to exploring, while you can enjoy and relax. As participant 12 states:

Heard it was a beautiful country with a lot of history that made me excited to visit the place and also that I could relax and enjoy it. (Participant 12)

Like the others of the participants that travelled to Cyprus for cultural, historical and exploration reasons, meeting different people was also an important reason. For example, as participant 15 mentions, Cyprus is a place where you can find a lot of history including culture.

“I like the place and you can find a lot of history there also explore history, culture and meet different people.” (Participant 15)

On the other hand, the younger group who only visited Ayia Napa mostly think that Cyprus is a party destination and that Ayia Napa was smaller than expected, an example is discussed by
participant 10, highlighting that Ayia Napa was a fairly small city and there was not much to offer and that it would be tempting to explore other cities as well, and the city is offering, such as swimming and having fun.

Ayia Napa was kind of a small place, and was not very much to see and explore. But on the whole it is probably mostly sunbathing, swimming, partying and having fun, and riding a quad bike, which is popular among young people as well. (Participant 10)

4.3 Places to visit

A majority of the participants stated that they would prefer staying in Ayia Napa on their holiday in Cyprus; the reason was that it was perceived as central and located next to Nissi beach and the place where the beautiful beaches were located, as highlighted by participant 2. Ayia Napa is also explained as the place where you can find the most things to do, and a touristic area that offers entertainment and places to visit, which was discussed by participant 6.

“I stayed in Ayia Napa as it was one of the most popular, touristic areas which offers a lot of entertainment as well as places to visit.” (Participant 6)

It is also explained to be a popular destination to visit while travelling to Cyprus, especially known for the nightlife and parties. As participant 13 assent, Ayia Napa was only visited for partying and meeting other youths. Also, the difficulties of moving around the island without having a car, seemed to be highlighted.

I was only in Ayia Napa for partying, we wanted to visit fig tree bay also but we didn't manage to find a bus and went instead to Nissi beach. (Participant 13)

Ayia napa was also a place recommended to many of the participants by others to visit, for example some of the participants only travelled to Ayia Napa as a recommendation from others and was explained as a place only containing parties.

“Ayia Napa was nice, but not much more than parties.” (Participant 20)

Although some of the participants only visited Ayia Napa, it has been discussed that there is a desire to travel back and experience new places. And that season and season also have an impact on where you want to live. Participants mention several destinations they visited during the trip, most of which mention Ayia Napa, Paphos, Larnaca and Limassol. This was due to recommendations, the willingness to explore or for those who have travelled more than once, may choose another place they have not been to before. As participant 11 mentioned, the motivation for travelling were relaxation and swimming, then Paphos and Protaras were more family oriented than Ayia Napa.

“I would say Paphos or Protaras since they are a bit more family oriented and not so much party and youths.” (Participant 11)
4.4 Motivational and demotivational factors for visiting north Cyprus

The majority of all participants in the study were either aware that there is a border in Cyprus between Turkish Cypriots and Greek Cypriots, some did not have knowledge about division, mainly the younger ones who only visited Ayia Napa to party. Participants 1, 20, 21 and 25, have only travelled with motivations and attitudes to party and have no knowledge of the political situation in Cyprus, however, they will visit the northern part in the future if they find out that they want to experience something new. On the other hand, some of the participants have the knowledge about the division within the island, but have only visited the north side by crossing the border in Nicosia for a few hours or by the day.

Passport control in Nicosia has been mentioned by, for example, participant 4, who describes that there was military activity with people who controlled the borders with rifles. Other factors that have played a role regarding whether the participants have chosen to visit the north side or not have been, for example, that they want to explore the Greek side, due to the time limit of the trip. Similarities could be seen among some participants, for example 6, 8, 11, 12 and 20. These participants explained that there was no major interest in visiting the northern part or something that was attractive, even discussed by participant 12, explorations across the border in Nicosia did not make any particular positive impression. As participant 6 statutes, due to the political situation, the interest of visiting the north side is not high.

“We had no interest in going to the Turkish part because of the political situation” (Participant 6)

Following what participant 8 discusses about the north side not being attractive enough to visit and depending on what has been said not wanting to visit the north side.

“I don’t have any need or interest, just wanted to visit the south part, since I have heard things about how the situation is.” (Participant 8)

On the other hand, some of the participants considered it interesting to visit the northern part where curiosity to see what is on the other side is described as a factor. A different season than the summer is described as it would be more attractive to see the north side as it is located in the capital. According to participant 19, it is considered that in the summer it is preferable to do activities by the sea. Thus, there is a positive attitude regarding visiting the north side.

Maybe if I was there in another season than summer to visit the towns closer and see, but yes definitely. (Participant 19)

There was also an interest in visiting Famagusta even though it is closed and there is a willingness to explore the whole of Cyprus or travel to northern Cyprus in the future for curiosity, which is discussed by participants 22 and 23, among others.
4.5 Experiences in north Cyprus

The experience for those participants that had been on the other side was explained in different terms. For example, participant 2 highlighted that it was a different experience and perceived as being in another country but still on the same territory/field.

“\textit{It was actually different; it felt like you were in another country but still the same land as well. It was kind of like people spoke Turkish; everything was in Turkish, even the food.}” (Participant 2)

Also for participant 10 that visited the north side, explained that the reason travelling to the north was to find cheap stores and experience different cultures, especially as mentioned above by participant 2, the major difference was the switch of languages. As the majority of the participants that visited north Cyprus, only across the border, participant 15 had visited for example Kyrenia, Famagusta, such as the participants 18 and 22 had inclusively visited Apostolos Andreas, Bella Pais, which is a forth in the Turkish northern part of Cyprus. Participant 22 explained the experience in the different places by saying that much was dilapidated, except just at cross boarding on the north part, where there are a few cafes, restaurants and shops, but the further in you got, it was more deserted and empty. Regarding visits to Famagusta, participant 3 mentions that there has been interest in visiting Famagusta, because the place is closed, it has not been certain that it was open, even when it is called Ghost town.

\textit{I was not sure if I Could go there or not as it is closed in for example Famagusta, since I heard from friends that it is called the Ghost Town.} (Participant 3)

The experience is also described as being tense when there were military and uncertainty as to whether they would ask things or not. Participant 5 also describes that one reason for not visiting the northern side is that most people who have been to Cyprus before describe Cyprus as a whole and not divided, which means that preconceived perceptions can be created that, for example, everything should look the same and be the same. As participant 10 explains, the border in the country is clear because there are two different languages, cultures, borders and passport controls, which creates a stronger feeling that you are entering another part, in this case, north Cyprus.

\textit{They spoke Greek in one part and Turkish in the other so they felt that there were two different cultures, with passports and border controls,}” (Participant 10)

According to participant 18, another aspect and experience about the northern part of Cyprus was described as that it was cheap, with a beautiful nature, however, that it was out of date and not the same feeling as being in the southern part.

\textit{Cheaper, standard quality, nice nature but something was missing; it was out of date and did not feel like being in Cyprus.}” (Participant 18)

4.6 Social media impact

Regarding the question of whether the participants are affected by social media or which places are mostly seen in marketing, Cyprus was discussed by the majority that what is
mainly seen in the marketing are beaches, sea, pools and hotels. 18 of 25 participants mentioned that the marketing about Cyprus contained mostly pictures and marketing of Ayia Napa and the nightlife, the beaches in Protaras, for example Fig tree bay, Paphos and Aphrodite’s place in Paphos, which was mentioned by participant 12.

“I saw some of the popular views, for example blue caves, Aphrodite’s place that we had time to visit during the holiday. But I also see a lot of marketing of Ayia Napa and the parties.” (Participant 12)

According to the participants, the most common on social media were luxury hotels, nice hotel pools, sunsets, clear blue water and, for example, young people who travel to Ayia Napa to have both fun but also job offers before the summer, and are marketed as a typical party town aimed at young people. However, it has also been mentioned that there has been no marketing about the Turkish north side of Cyprus, according to one of the participants, only Turkish celebrities have marketed some luxury hotels on the north side, but other than that, all participants have agreed that the main marketing is Ayia Napa and in some cases, Larnaca or Paphos.

As participant 23 continues, Larnaca is seen as a place targeted for families to relax and Ayia Napa for youths wanting to party, the marketing consists of targeting different target groups to different locations depending on what exists in each place.

“What you see on social media is mostly how nice it is in Cyprus, it is then mostly about the cities Larnaca and Ayia Napa. Ayia Napa is seen as a place with nice beaches and some parties for young people while Larnaca is seen as a place where families can go to relax or also for young people who want to go to Ayia Napa but also do not want to live in Ayia Napa.” (Participant 23)

Depending on how much social media is used personally, it is easier to find information, some participants mention that they instead ask for advice or recommendations from people who have already been there, especially if there is an opportunity to ask someone who has roots from there, however, the network had functioned as a search function to find out, for example, where you want stay. Another example that is highlighted by participant 6 is that social media is not used to a greater extent before travelling to a destination. On the other hand, the marketing of Cyprus does not market elsewhere but the focus is on Ayia napa.

“I didn’t really look on social media regarding the destination before travelling, but I see that Ayia Napa is marketed as a place for young people to party and have fun. There are also a lot of beautiful places to see which are not marketed as much as the nightlife which I consider is the main allurement for this destination.” (Participant 6)

The main channels or platforms for social media marketing about the destination were stated by the participants to be Instagram, TV commercials of various travel companies such as TUI, also Facebook groups about Cyprus that receive information about weather and photos of the destination. As participant 9 highlights, exhibitions of travels in Europe, such as Greece and Cyprus contain marketing of Cyprus destinations connected to different travel agencies companies.
“I see various hotels and beaches, ayia napa Larnaca on for example on Facebook, or sometimes in the bus or train. There are also exhibitions that are occasionally held around Greece and Cyprus. Nothing about the north side.” (Participant 9)

4.7 Destination image

Regarding the destination image before visiting Cyprus and whether it changed during or after the trip, the image of the destination did not change to any great extent. A significant aspect that was demonstrated was that the destination offered more to see and experience than was expected. Participant 1 and 22 described that there was more to see than expected while, for example, participant 10 considered that it was less than expected, but that the requirements for sun, swimming and partying were met. As participant 11 mentioned, the image was as expected, leading to revisit the destination.

My first thought was that it was hotter than i expected, the parties and beaches were as expected, it made me travel back again. (Participant 11)

Also highlighted by participants 1 and 12, 13 and 14, the image of Cyprus was a typical party destination including tourists, which sets an image of the destination, since the marketing is about parties in Ayia Napa it is going to be expected according to participant 13. As participant 12 continues, the image of Cyprus changed during the trip in positive manners.

My image of Cyprus before was that It would be a typical party, touristic place, as it was, but there were a lot of historical places also and places that were cultural that you could see, so my image during the trip only got better, but it was pretty much the same before visiting the destination. (Participant 12)

Although participant 16 enhanced that the image before visiting the destination did not change during the trip and as it first was perceived, as a typical summer resort, and also tired of partying as in similarities to participant 17 that expected the wild nightlife, meeting people and swimming. The division within the island was discussed by some of the participants to be unknown, for example as participant 25 mentioned, the image of Cyprus did not change, except that the division was unknown.

I had the same image. It didn't change, but I didn't know about the division so that was surprising.

One difference that could be seen among the participants' answers to the question about destination image was that one of the participants, 4, explained that before the trip, expectations had been built up that there would be more military presence at the destination. The expectations were that the atmosphere would be more tense and strict, but also more controlled due to the situation between the both parts on the island.

Before the first trip, I had probably expected more military presence perhaps and more strictly, kind of more controlled that it would be, and more tense due to the situation. (Participant 4)
4.8 Source of Knowledge

The majority of participants had received information or knowledge through acquaintances, friends or family who were the primary source of information. On the other hand some of the participants have knowledge about the division, that there is a division between Turkish Cypriots and Greek Cypriots, but not the history behind it, what has influenced or if it has any influence at present. For example, participants 2, 4, 5, 10, 11, 12, 14, 15, 16, 19, 22, 24 point out that there was knowledge of the division itself but no knowledge of why and an uncertainty as to what source it was. The main reason according to participant 5 is that you may know about the border but that you think of Cyprus as a whole. For example as participant 19 mention, amongst other participants:

*Know that it is divided between Turkey and the Greeks but no more than that.* (Participant 19)

As participant 24 continues, the source of knowledge was primarily friends.

*I knew it was divided but not the whole story; it was through acquaintances and maybe heard it elsewhere a long time ago.* (Participant 24)

Some of the participants point out that there is a lack of sources that highlight the situation in Cyprus and the division, which is discussed by participant 22 in that there is no perception of the situation at present.

*I know it is occupied by Turks, but otherwise, I have no idea what is happening at the moment, found out about it through my family but otherwise you see nothing about it.* (Participant 22)

On the other hand, one of the participants points out that there was a previous knowledge that there had been a conflict but not exactly what kind of conflict, source of knowledge was through newspapers and news, which differed from the other participants’ answers. The other participants did not have knowledge that there was a division in the country and it was explained that this is not what they are looking for or check when booking a trip.

*No, I had absolutely no idea that there was a border, there is nothing we learned like in school or so and it is not something I read about when I book.* (Participant 25)

4.9 Island’s division and its effect on places to stay in

Regarding the question of whether the respondents believe that the division in the island has an impact of choice to stay or not, some of the respondents highlighted that the division has an impact regarding that they choose, for example, to stay in the southern part as participant 11 highlights, only wants to visit the touristic areas. According to participant 2 it has been to experience the culture of the southern part and if considering visit the Turkish part, Turkey would be the choice to go to. As for example participants 4, 6 and 8 continue, it is also due to the tension in the country, and that the situation in Cyprus has an impact on, for example, future trips to Cyprus and where you choose to live.

*I would say so, If I was to go again, I'd probably stay on the same side of the island.* (Participant 6)
The risk for a conflict to break out close to the frontier areas was also discussed as a reason for not staying close to the borders, for example as participant 17 mentioned, if there are borders between the both parts, there are risks for conflicts.

If there is a limit, there is certainly a risk that there may be conflicts, so do not want to be close to it. (Participant 17)

For some of the participants, the division in the country does not have any major impact on where to stay which is addressed by for example participant 7 and 10. Thus, participant 12 highlights that what matters more is that during the summer, living near the coasts and not in Nicosia. Following what participant 15 discussed, the north side is not attractive enough for choosing to stay in, but if there was a development in the future, then it would be more attractive.

Would not want to stay on the other side since it's not attractive or developed, but if they do, why not stay there. (Participant 15)

Some of the participants mentioned that the division does not have a major impact, however, that they would probably travel back to the southern part, thus participant 25 point out that the priority is to swim and sunbathe, but that it also depends on how to get to the north part and that it could have been a factor in staying at the border or the other side.

I would want to travel to swim and sunbathe, but it depends on how to get to the north also. (Participant 25)

4.10 The future of the division in Cyprus

With regard to the question of whether the participants believe that the division in the country will be reduced in the future or not, a lot of the participants have described that they believe that the division between the two parties will exist, due to the fact that it has long enough that the participants believe that there will be no major difference when talking about the future of Cyprus. One aspect that was raised was that the belief that both sides will give up was not likely, or that was discussed by participant 2, if you travel to Cyprus it is usually to the Greek Cypriot part and that in the future it will not change much, and as participant 3 refers, a miracle is required for there to be any major difference. As participants 12 and 14 highlight, there will not be any major differences unless a plan to resolve the problem through cooperation or reunification will be created.

Participants 4 and 5 describe that it can hopefully be a change but that it will take a lot until then. As the situation has not changed since 1974, participants 5 believe that if conflicts arise between the two parties, it can destroy more than make a positive difference, but otherwise a major difference will not be seen. However, participants 5 believe that Cyprus has always been seen as a whole and that change can be made if the Turkish Cypriot part improves its marketing when there is a shortage of it. As participant 6 and 8 continues, there has to be negotiations between both parties. At the moment there are a lot of fences and armed men that you might be able to change.

If the necessary steps to start solving the situation are taken, there is a possibility that the situation might change. However, I don’t see this happening any time soon. (Participant 6)
It must be negotiated, right now it is like a border, it is a fence and you see armed men, you might be able to do it even if the country is divided. (Participant 8)

Another aspect that was highlighted throughout the interviews was that the division and development to change the current situation and the division is hindered even by leaders who stand by a certain position and that no one may want to give in, and also the people who live in Cyprus certainly have different views on the situation, which makes it more difficult to make a change. Some of the participants, for example 18, 20 and 24, see that solutions to the situation of division can be developed in the near future. As participant 24 describes, in the future marketing strategies can be developed where you compete against each other to the extent that you utilize the resources available on each part.

I can imagine that the two areas of Cyprus north and south might be able to compete with each other, that they market themselves differently or thus, try to use all their possible resources they have in the country. (Participant 24)

4.11 Effect on tourism industry

On the question of what impact the division may have on the tourism industry in the country, a majority of them considered that it has a negative impact, that the division has a demand for free movement within Cyprus and that tourists can be locked in, for example, the southern part, according to participants 3. This describes that the negative impact on tourism may be that some tourists choose other destinations that do not have borders. As other participants describe, Cyprus could be affected in a negative way by losing a lot of tourism and an economy that is connected with tourism. A negative aspect that was discussed by participant 8 was that a lot of people have a lack of knowledge, which leads to more people choosing to visit the south, that the borders feel unsafe or fearful for some.

People most probably choose to travel to the south. I also think that borders and that the northern part have been taken over, it can feel scary, and that the southern part is being strengthened. (Participant 8)

Some participants did not consider the northern part to be attractive while. Other participants highlighted the benefits that could be seen with the division into the country and the impact on the tourism industry, which was discussed as being that two cultures and languages in Cyprus can attract tourists and arouse the curiosity of some tourists to visit the north. Participants 11 and 13 and 14 also describe that the southern part can benefit from the popular areas and benefit stakeholders on that side, since the tourism will be more centered on the south part.

Negative since all tourists are on the south side, but good for stakeholders in the south. Positive for people living in the south and negative for the north. (Participant 11)

As participant 18 stated, the political situation could be changed depending on international interest in resolving the problem, since the situation probably will not be solved by the Greek Cypriot or Turkish Cypriot parties.
It depends on the interest of other countries and the way in which it benefits other countries militarily and strategically. (Participant 18)
5. Analysis and discussion

The analysis chapter has been divided into different themes that were constructed throughout the empirical results regarding patterns with similarities and differences that were found from the data collection. The identified 6 themes are following: Cyprus as a sea and sun resort; motivational factors, History & culture as a tourist’s attraction, Perceived insecurity regarding north Cyprus, Social media's impact on choosing location, Perceived and projected destination image of Cyprus and lastly Desire of reunion.

5.1 Cyprus as sea and sun resort; motivational factors

Choosing a destination is highly dependent on what push and pull factors a destination has and in what way it will impact the decision to travel. According to Farmaki et al (2019) the essential factors for the decision making process is determined by the push and pull factors, which seemed to have a major impact on the participants decision travel making to specifically Cyprus, such as the climate, tourist facilities and culture (Yoon & Uysal, 2005). These can be described as the motivations where the pull factors are influenced by external sources for a specific destination that attracts tourists. The push factors, which are recognized as the inner motivations that have an impact on tourists' willingness to get away (Farmaki et al, 2019). Because participants choose a destination such as Cyprus to travel to for relaxation and to see something new, it can be based on the push factors of taking a break from everyday life and looking for a destination that offers sun, heat and swimming, which was highlighted by some participants, that the destination should not be too far away while it should be exotic and warm.

It was for sunbathing and swimming, the beaches and the climate, just being able to relax, but still see something other than what you might be used to. (Participant 5)

As the majority of the participants highlighted that the primary factor for travelling to Cyprus was different motivation factors, such as the climate, beaches, food, parties and relaxing. The patterns throughout the interviews showed that age would be an impacting factor for where on the island they prefer staying, also what the motivations were by travelling to specifically Cyprus. An important starting point in the interview where similarities from the answers about whether Cyprus is seen as a destination to party, relax, eat food or discover new things. As Pearce and Lee (2005), discussed, the most important travel motivations were identified and highlighted as escape, relaxation, relationship and novelty / newness. Several of the participants also described visiting Cyprus as a destination for parties, especially in Ayia Napa. What could be demonstrated from the empirical results was that the participants who went back to visit Cyprus a second or third time, either wanted to explore new cities, or for example had met a partner which became a motivating factor for travel which is also discussed by Pearce and Lee (2005).

According to Koutra and Karyopouli (2013), the 3S is the core product of Cyprus, containing sea, sun and sand. These were the main recurrent words discussed by the participants. The reason why several of the participants were motivated to travel to Cyprus was the nightlife, this also had a connection with age as most who answered the question of travelling to Ayia Napa were 23-28 years old and had previously travelled to Cyprus either once or more, but the primary motivation was nightlife and having fun. As Koutra and Kariyopouli (2013)
argue, the 3S seems to appeal to a large segment of the tourism market, which could be identified by the majority's answers in the study.

Other factors that may have a driving and attractive impacting factor for visiting Cyprus, in addition to the 3S core product were motivations for exploring different places as well as cultural and historical reasons for travelling, as Koutra and Kariyopouli (2013) explain, tourists are also motivated by socio-psychological factors for desire to travel and enhancing their knowledge (Koutra & Karyopouli, 2013). The interviews showed a pattern for the participants who had motivations to travel for cultural and historical purposes most were men and older target groups. As motivations that were identified enhancing knowledge and having a unique experience in order to experience the culture heritages of the island seemed to also be an impacting factor (Koutra & Karyopouli, 2013).

A positive aspect of Cyprus as a destination when it comes to exploration compared to other Greek islands was that Cyprus was considered richer in activities and places to research as well as history and culture. A few of the participants also felt that it was of interest to explore the whole of Cyprus or in the future visit more of the northern side, so there were some participants who had also experienced the cross boarding experience. According to Diaz-Sauceda et al (2015), a motivating factor for visiting Cyprus is the cross-border experience, for those interested in visiting cross-border areas. This could be equated with one of the respondents' answers that there is interest in visiting historical places with cultural elements; this could also be linked to previous trips made by the participant where other similar motivations have been to visit cross boarding places. This in turn can be analysed with what Diaz-Sauceda et al (2015) mentions with those who have an interest in visiting cross border areas being motivated to destinations that receive such places, in this case Cyprus.

5.2 History & culture as tourist attractions

For some participants who visited the northern side of Cyprus, motivations for visiting the northern side was out of curiosity and interest. Based on the empirical narration, a pattern was seen among the participants who were interested in visiting northern Cyprus, both exploring the whole of Cyprus but also visiting Famagusta. As Butler and Suntikul (2013) discuss, war or conflicts can be seen either as a benefit or a constraint for tourism. In the case of Cyprus and the answers of the participants, the beneficial outcomes from the invasion could be the heritage as a powerful attraction, for different reasons, such as pilgrimage, curiosity and excitement and heritage reasons (Butler & Suntikul, 2013). As the participants explain, a positive aspect of the division at present time, is that it is possible to discover different cultures and historical sites as remnants of the invasion of battlefields that could evoke personal emotions to people visiting (Butler & Sutinkul, 2013).

As two of the participants had discovered more places like Kyrenia, Apostolos Andreas, Bella Pais and Nicosia, at the cross boarding. The majority of the participants who had been to Cyprus and visited the northern part, were at the cross boarding border to get over to the northern side for a few hours or for the day. According to Winter, 2011 and Poria et al, 2004, people who visit places after war that are related to death, can be linked to dark tourism. However, some of the participants describe that the intentions to visit were primarily curiosity to see what exists on the northern side, and as one of the participants mentions about Famagusta, that it is not allowed to entry and is called Ghost town, this can attract tourists who are interested in history to visit such places, which is called heritage tourism (Winter, 2011 & Poria et al, 2004).
After one of the participants had visited other destinations with similar elements of battlefields that have been leftovers for tourists to visit, it is explained as a reason to visit northern Cyprus and Famagusta, which can be seen from different viewpoints. The fence at the occupied territory is described as a tourist attraction, cross-borders have become popular as tourist sites, since popular attractions are located at the borders (Altinay & Bowen, 2006). Some of the respondents had visited an old fort in Cyprus and Kerynia, as Lew et al (2012) describe it as castles, destroyed villages, restricted areas and battlefields remain as permanent tourist markers that attract a large number of visitors to the destination (Butler & Suntikul, 2013; Lew et al 2011).

It felt like there was a difference when you were in the Greek and Turkish part, like you spoke Greek and the other part spoke Turkish, I also experienced two different cultures. (Participant 10)

As one of the participants explained, the language difference was one of the reasons why the experience of two different parts was great and the maintenance of two different states in Cyprus that are neighboring, after hostilities can be seen as an attraction and desire of visitors in Cyprus to visit the Turkish part of Cyprus (Jacobson et al, 2010). Passport controls and military presence seemed to enhance the experience of heritage tourism. For other participants who may not be interested in discovering history and cultures and who are only looking for a sun and beach destination, patterns could be seen in the fact that some had not visited the north side with a lack of interest, but also that those who visited Nicosia at the passport control was not tempted to explore further in to the northern part and stayed for a short time. As Amin and Nika (2020) explain, zones that are affected by violence are not attractive for some tourists (Amin & Nika, 2020). This may be due to motivations for travelling to a destination mentioned earlier by Liu (2020) and has a connection to whether a tourist has an interest in visiting a destination for cultural purposes, relaxation or parties.

As discussed by some participants, the north side was outdated and did not offer activities to the same extent as on the south side, unlike other participants who are interested in visiting untouched places with culture and history (Butler & Suntikul, 2012). This is based on the socio-psychological factors for motivations for travel (Liu, 2020).

5.3 Perceived insecurity regarding north Cyprus

All participants who travelled to Cyprus had booked the trip to one of the cities on the south side. The participants in the study who were not interested in visiting the northern side while being on holiday in Cyprus were dissected as the political situation has been a reason not to visit the northern side, but also for some of the participants who visited the cross border in Nicosia described that the tensions between the two parties could be seen and that even this was a reason why the attraction of visiting the northern side was reduced. Thus, some of the participants explain that when they choose a location to live in during the visit to Cyprus, mainly coastal tourist areas were chosen to avoid being close to the borders in case a conflict should arise. According to Mansfield and Pizam (2005), personal safety is the most important factor for destinations to maintain and guarantee for tourists (Mansfield & Pizam, 2005; Reisinger & Mavondo, 2005). This leads to a person visiting a destination where there is a risk of a conflict occurring, instead the tourist chooses to live in coastal areas, where other tourists are also located. This creates security for many who want to visit Cyprus but not be near conflict zones.
Patterns that was discovered throughout the interviews could be that some of the participants that visited different places in Cyprus, such as Paphos, Limassol and Larnaca intended to perceive the political situation and division as less as a threat, compared to tourists who are conventional and are more likely to visit destinations that are typical tourists mainstream places (Lepp; Gibson, 2003). For instance, the younger people whose intention was to party and stay in Ayia Napa, had a negative view towards the situation and visiting the north side, where according to the participants, offered less activities. As Mansfield and Pizam, (2005) highlight, violated zones are a reason for tourist activity in for example north Cyprus, not being able to develop, which leads to tourists not travelling because of safety and security reasons (Amin & Nika, 2020; Mansfield & Pizam 2005).

*It felt a bit scary since I saw militaries as I walked in further and no people living there.* (Participant 14)

Perceived risk is linked to travel motivation, tourists select destinations based on which destination matches the tourists needs and expectations, but also which tourist site will offer the most benefits with less risk that may appear (Reisinger & Mavondo, 2005). While Causevich and Lynch (2013) argue, that if political instability is perceived as a threat for tourists, it will be impossible to develop tourism in such areas (Causevich & Lynch, 2013). Meanwhile, Butler and Suntikul (2013) states that conflicts or wars can be seen as either a constraint or benefit to the destination, depending on whether heritage will develop to tourism attractions or not (Butler & Suntikul, 2013). Hence, if the northern part of Cyprus is perceived as risky for some of the participants, it is of importance to consider the impact on attitudes and behaviour (Berno & Ward, 2005), which could be seen by participants choosing coastal areas to stay in and spending the holidays in the same region.

Motivations for tourists travelling to Cyprus is the expectations for a certain destination, as some wants to avoid risk and are motivated to travel for relaxation purposes, while others are motivated to experience risks and want to feel excited (Reisinger & Mavondo, 2005), by for example see new places including cross boarding to north Cyprus.

For those participants that perceived risk staying close to the borders or choosing coastal areas in case a conflict would arise, the majority were younger people and mostly women. In contrast, those who did not see the borders or division within the country as a threat or any impact on their choice for travelling and hindrance from visiting the other side were in majority older and mostly men. According to Isaac (2009), gender has an impact on which level a destination is perceived as safe or risky, where men have a tendency to feel more safe than women (Isaac, 2009). Also, this is depending on personal characteristics (Reisinger & Mavondo, 2005), and not only gender, where for example, one of the participants in the study, a young woman intended to visit the whole Cyprus in the future. For example, for some of the participants, choosing Cyprus as a destination was not based on safety, which could be divided into tourists described as allocentric, which could be seen by the participants' answers of exploring Cyprus in both parts (Plog, 2001). In contrast, some of the patterns in the empirical investigation showed that the passive and risk averse tourists (Plog, 2001), perceived the south side to be safe, even though the political situation in the country.
5.4 Social media's impact on choosing location

From the participants' perspective, similarities could be seen in the answers that places one chooses to live in in Cyprus have to do with both social marketing about Cyprus and a large part of recommendations that have been a primary source for many. Depending on what you are looking to do during the trip, some places have been considered more suitable and not. The pattern that could be seen in the respondents' discussions was that the younger target group, which consisted of both men and women, only had the intention to visit Ayia Napa because it was what was recommended by others or the place that was considered popular for Cyprus. The younger target group was focused on visiting Ayia Napa, the recommendations may have been from others in the acquaintance that visited Ayia Napa and become a popular place among young people to visit.

“I saw parties in Ayia Napa on Instagram and friends who have been there before.”
(Participant 13)

The decision-making process is highly impacted by social media and word of mouth and how a destination is branded or marketed (Amin & Nika, 2020). The process of choosing a place to travel to or a particular place to stay in is influenced by different variables, which is discussed by both external, social units and pull factors, such as meeting new people which was discussed by the participants. According to Liu et al (2020) the nature of the trip, for example duration of trip, travel distance and size of parties are factors that not only motivates for travelling but also depending on how for example social media will be marketing the certain destination through internet or social media, this will have an impact on the decision making.

As the participants mention, the most visible place on social media is Ayia Napa, this may be due to the fact that the most visited place, especially by younger target group is made by young people and that Cyprus has marketed mainly destinations that offer activities, nightlife and sun / swimming (Liu et al, 2020). After some of the participants visited Cyprus for the first time to party, some travelled back to explore more about what was found at destinations and choose other cities to stay in. Much of the social marketing highlights only some destinations and on some channels, as the participants mention, Cyprus has not been seen as an active destination to market. However, other participants had taken part in marketing via Facebook, TV commercials and physical marketing at trade fairs. As Liu et al (2020) stated, social media has a huge impact on people's choice of travel, even the recommendations by others. Due to the different motivations for travelling to a destination (Lui, 2020), some of the participants discuss that different places has different offering, which could be influenced by socio psychological factors, such as lifecycle stage and personal traits (Lui, 2020), such as some of the participants travels back to Cyprus after experiencing a holiday only including parties, the stage in the life cycle is more about relaxing and enjoying the holidays in family-friendly locations, such as discussed by a participant being in Larnaca or Paphos.

5.5 Perceived and projected destination image of Cyprus

As Mckay and Fesenmaier (1997) highlight, destination image has an influence of emotional interpretation when interacting, such as personal feelings towards a destination and beliefs or knowledge about a site (McKay & Fesenmaier, 1997). As previously mentioned, the majority of participants had the same image of Cyprus as after the trip and did not change much during
the trip. For example, as stated by other participants, the image of Cyprus was that Ayia Napa was the most popular place and the most visible on social media attractive for people wanting to part (Spanou, 2007). However, some of the respondents perceived that other attractions in Cyprus were not marketed to the same extent as Ayia Napa. Perceived images are the tourist's image of a destination created by experience or recommendations to others, by word of mouth.

After visiting Ayia Napa, the destination image can either be that Cyprus consists of partying in Ayia Napa or as other participants describe, that after discovering on the spot that there is something else to experience, the destination image has changed after the trip, which has led to revisiting the destination. Depending on the experience and preference for each individual, positive and negative images can be created during or after a trip (Ashworth, 1991 & Kotler et al, 1993).

*Thought it would be mostly very young people because Ayia napa is popular only for parties, but there was more to see and experience if you seek it or know somebody that has been there before to recommend.* (Participant 19)

As some of the participants who travelled to Cyprus, for example some places like Paphos, Limassol Ayia Napa or some attractions and sights such as Aphrodite’s place in Paphos have been marketed through agencies on advertising. According to Farmaki (2012), destinations managers on Cyprus have used different slogans in order to attract tourists and create images of the destinations, such as “Love Cyprus”, referring to the love goddess Aphrodite’s birthplace (Farmaki, 2012). This may have had an influencing factor both consciously and unconsciously for peoples image of Cyprus and see it as a typical summer destination. As Kotler et al (1993) and Ashworth (1991), discuss, projected image can be consciously by for example promotion, as in the case with the participants, on TV commercials by showing attractions, highlighting the hot climate, the pools and enjoyment. Also unconsciously projected images could be created through different communication channels, such as social media (Kotler et al, 2013 & Ashworth, 1991), by other people posting pictures of destinations, for example a participant explained that offers for young people to work in Cyprus during the summer in Ayia Napa can have an influencing factor to create a projected image about the destination. The projected image could be created by tourist organisations and operators in order to attract tourists due to a place’s environmental and cultural, which are being a pull factor for tourists visiting a specific destination.

As also mentioned by some of the respondents, the north side of Cyprus, has not been marketed at all in any social media channels or recommended by any acquaintances to visit. As Amin and Nika (2020) highlights, a destination that has been affected by a crisis or conflict requires a rebranding because conflicts can have a negative impact on a destination and tourists’ image of a country (Amin & Nika, 2020). As Farmaki (2012) argue, the 1974 invasion of Cyprus has led to coastal areas being in development in order to create an image of a safe sun and sea resort, using the 3S core product. The strong image of Cyprus created by tour operators could have a huge impact in the way the participants’ reason for choosing to visit Cyprus, what motivations and how they perceive the destination by both projected and perceived image as a safe sea and sun destination, with relaxation, romance and fun (Sharpley 2003; Farmaki, 2012).
5.6 Desire of reunion

As several of the participants discussed throughout the interviews, a reunification or cooperation plan is required to unite both parts of Cyprus, but this will not be relevant until both parties are willing to do so. According to the participants, the time period for the event has taken too long for there to be any difference in present time or in the future. For example, Mufakir and Kelly (2010), discuss the importance of peace in a country in order for tourism to grow and flourish. Hence, tourism in Cyprus has after the invasion 1974 gained a quick recovery, especially on the southern part that has an international recognition, such as ingoing investments and unrestricted connections to international flights, which has been beneficial for the tourism industry (Webster et al, 2010). This can be linked to the participants' answers that, among other things, recommendations and marketing have only been about the southern part; with the incoming tourism and also that the northern part lacks both international recognition and has been hit hard by the invasion.

Webster et al (2010), discuss that despite the political issues within the island, the economy in both north and south Cyprus, has heavily relied on tourism. The political conflict has affected the tourism industry for example, the lack of international flights to airports in the northern part of Cyprus. When the participants refer to social media or travel companies marketing the northern side, some of the participants consider that marketing about the northern part of Cyprus may increase tourism. Lack of marketing can affect that fewer people find out information about that part, fewer choose to travel because they only see people travelling to the southern part and that Cyprus as a country becomes unbalanced when it the southern part is developing more as a tourist destination (Webster et al, 2010). As the participants describe the question of how the division may affect the tourism industry, some answer that as a tourist they had not chosen to travel to the northern part where tensions exist. This has previously been described as a lack of activities on the north side while the south offers a greater range of activities, which mention by Altinay and Bowen (2006) to be an impacting factor between the sharp contrast on both sides, since the one is underdeveloped and consists of less variation compared to the other southern side, which is overdeveloped, but more varied (Altinay & Bowen, 2006). As one of the participants mentioned, the tourists are concentrated on one side of the island causing over tourism and that cities are overcrowded.

If the political situation was solved, I think it would make the other side more safe and attractive regarding tourism, potentially bringing more tourists as people no longer would be afraid to visit the Turkish part. (Participant 6)

As Pizam and Mansfeld (2011) discuss, some destinations never fully recover from wars or conflicts and the instability remains, which affects the economy and growth within the country. As suggested by some of the participants, a potential development if the political situation was solved would attract more tourism and the benefits of using the whole country's area for attracting tourists. Cyprus has gained a quick recovery due to strategic manners for increasing tourism, especially in the southern part. Threats can occur if tourists were affected by the division in a major way, for example if tourists changed travel destinations if violence occurs (Neumayer, 2004). This could be explained that countries where the main attractions are beaches and warm climate could be exposed and vulnerable to violence since visitors would visit other destinations instead that offer these experiences, without risks of coming across violence. Some of the participants' fears were that a conflict may take place and affect the safety of the destination. Thus, a majority of the participants did not have knowledge
about the situation, or did not have any impact on travelling to Cyprus or staying in a particular place on Cyprus, only that the south offered more activities and touristic areas, which was discussed by one of the participants.

Negative if people are afraid of travelling to Cyprus due to the conflict, but many people don’t know the situation. (Participant 13)

Since tourism has been one of the most important sectors for the Cyprus economy, after the invasion in 1974, tourism industry was reactivated despite the problems, which has since then, generated the economy to the island (Sharpley, 2002). As the Cyprus Tourism Organisation is responsible for strategic planning, regulating and promotion of tourist products on the south side, the north is lacking international recognition (Webster et al, 2010). This has been stated by the participants to be a hindrance for the island’s development, which leads to that only the south, is being an attractive and modern sea and sun resort, which also will be branded and marketed in such a way by travel agencies.

As the participants highlight, there is nothing visible on the marketing or news about the division or the political situation in the country, this may have to do with how a country works with strategies in recovering from conflicts and restoring the branding, as Ploner and Naef (2016), Arnaud (2016) and Riviera (2006) discuss, using different strategies in order to minimise the effects of war / violence and to dissociate a country's image of the wars heritage, could be implemented as a strategy and to focus on developing areas that will attract tourists from the border areas.
6. Conclusions

This chapter will provide a summary of the study’s findings and suggestions for further research and the study's contribution with a summary of the received empirical results, analyzed with the existing literature. Some of the important findings of the study, is being highlighted with italic text.

6.1 Summary of findings

This study aims to investigate how political instability affects motivations for travelling to Cyprus where the country has been exposed to conflicts and invasion that caused a division within the country. By investigating this phenomenon, Swedish tourists have been included in order to find out perceptions and motivations for travelling to Cyprus as a divided country. From the existing literature and analysis of participants' thoughts about the destination, patterns could be found regarding motivations for Swedish tourists travelling to Cyprus as a sea and sun resort, the climate, sea, and beaches. This makes the 3S as a core product (Koutra & Karyopouli, 2013), as a central motivation factor for travelling specifically to Cyprus.

Findings from the empirical results showed that most people travelling to Cyprus preferred staying in Ayia Napa, where the greatest factor was age. As Ayia Napa is seen as a destination party for youths, the majority of participants had chosen the place with recommendations of others or marketing about the place as a typical party destination. Social media seemed to have an impact on places to stay or visit to some extent. Thus, word of mouth played an important role in providing information that had an impact on the participants. The media's roles seemed to categories and market the different cities on the south side, by targeting different groups to different locations, such as Larnaca or Paphos more family oriented and Ayia Napa for youths.

The destination image for tourists travelling to Cyprus did not have any major impact on how the destination was perceived before or after the trip. The image of Cyprus explained as a summer destination and what was seen on the marketing channels consisted of beaches, hotels and clear blue water, as discussed previously by Kotler, Haider, Rein (1993), Ashworth (1991) and Baloglu and Uysal (1996). Conclusions can be drawn that tourism companies, for example travel agencies, use marketing strategies on different platforms to create projected images of a destination, which may have been an influencing factor for participants' decisions to travel to the southern part, where the participants highlighted that the northern part of Cyprus was not marketed at all. One reason why the majority did not have knowledge about the background to the division in the country, and that some did not know at all that it was divided may be because a previous conflict or instability does not attract tourists and, in this case, is downplayed by tourists organisations in order to direct the light towards the coastal areas as popular tourist areas.

The division of the country seems to have an impact on where in Cyprus tourists choose to spend their holiday and interest in visiting the other side. Men who were older seemed to have a greater interest in visiting the north side and exploring while younger people were not interested in visiting the north side which was discussed by previous literature such as Liu (2020), having underlying socio psychological factors that have an influencing effect on how
interests or which personal motivations a person has. *Perceived risks in travelling were also a demotivational factor for not visiting the north side due to the political issue.* The existing literature and the empirical data showed that a country affected by a conflict or political instability leads to reduced tourism and economic growth; however, it was shown that the southern part of Cyprus is well developed as all participants have chosen to visit the southern part. This can create an imbalance in the country as the northern part is not developed in the same way and not attractive according to some of the participants.

In conclusion, the study has concluded that some can be attracted to Cyprus, *a divided country for heritage tourism and for those with an interest in history and culture, while others travel for a summer holiday and are centered in the southern part.* The tourism industry in Cyprus can strengthen the country's tourism in all parts by creating some kind of reunification between both parties and that the northern part of Cyprus improves strategies in market flurry and development of tourist facilities in order to attract tourism.

### 6.2 Implications

Since this study has been delimited to only study Swedish tourists’ perceptions of motivations for travelling to Cyprus as a divided country, other important perspectives by for example stakeholders in both parts and people living in Cyprus has been missed regarding the perceptions of the division in the country. Thus, a touristic view and perception of Cyprus as a destination is important to study in order to find how the destination attracts tourists and in which ways despite the division in the island. By conducting a field observation and interviews with hotel managers on Cyprus, both in north and south part would be strength to the study, whether there is a rebalance between the researcher’s observation and theoretical framework that is being developed. This would be beneficial for increasing the validity of the research. Another aspect would be to conduct an observation for example at the border in Nicosia to study the people crossing the border and the facilities existing there.

Another implication that could be discussed is the time constraints of not having resources to execute more interviews to get richer and deeper information. Difficulties with getting access to information from hotels in Cyprus can affect the study in only focusing on one perspective and not getting necessary information that could be beneficial for the study's results. Motivations for travelling to Cyprus and the borders impacts could be analysed through different perspectives, for example people that haven't travelled may have other perspectives or opinions that may be missed, however, this would have created another direction in the study. The study could be applicable for tourists’ organisations or stakeholders in the region of Cyprus, by conducting further investigations of different perspectives by tourists, travel agencies and stakeholders, to develop the tourism industry in the north Cyprus or create a balance between south and north. Since the findings of this study implicated a need for the Northern Cyprus to develop and offer a greater extent of facilities and attractions to tourists, it would be necessary to investigate deeper into stakeholders’ perceptions and thoughts of development.
6.3 Further research

Further research would be necessary as the political situation in Cyprus might change over time or in the future. As this study confirmed, there is a less attractions for tourists to visit the north side of Cyprus, thus if the north part will conduct strategical marketing about the destination, imbalances between both parts could be more balanced. Future research would be necessary regarding motivations for travelling to Cyprus for people that have not travelled to Cyprus in order to investigate the reasons, and if the division has an impact on the decision making. Doing a comparison between countries or regions would have been interesting to analyse if there are any differences between for example tourists in Scandinavia compared to neighbouring countries to Cyprus regarding motivations for travelling or visiting the north side. Since there is a gap in the existing literature field, it is of need for further investigation regarding tourist’s experiences, but also stakeholders view, both on the north side and south side.
7. Reference list


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Appendix 1

Consent form

A consent form to participate in the study, where I am studying Swedish people's motivations for travelling to Cyprus, as a divided country and whether it has an impact on people's motivations when travelling to the destination.

**Consent to participate in the study:** *Cyprus; a divided country- How it is perceived/reasoned by Swedish tourists.*

I have been informed about the study in writing and I consent in participating. I am aware that my participation is entirely voluntary and that I can withdraw my participation in the study without providing a reason. My signature below indicates that I choose to participate in the study and consent to Södertörn University processing my personal data in accordance with the relevant data protection legislation and the information provided.

................................................
Signature

................................................
Name in print  Place and date

**Contact information:**

**Supervisor:**
Saeid Abbasian:  
saeid.abbasian@sh.se

**Student:**  
Fotini Andersson  
xxx@xxx

*Best regards and thank you in advance.*

Fotini Andersson
Important information about rights, personal data protection and data controller.

- All personal data that comes to our knowledge will be processed so that unauthorised persons cannot access them. The personal data will be stored until the thesis has received a pass grade and will then be destroyed.

- According to the EU General Data Protection Regulation, you are entitled to find out what data about you is processed and when necessary have any errors corrected, free of charge. You may also request erasure, limitations, or object to the processing of personal data.

- The project is conducted as part of the students’ education at Södertörn University, which is legally liable for the students’ processing of personal data. You can always contact Södertörn University via e-mail: registrator@sh.se or by calling +46 (0)8 608 4000.

- If you have questions or complaints about how your personal data is processed, you are welcome to contact Södertörn University’s data protection officer via dataskydd@sh.se. The data protection officer is an expert on the rules about personal data and has the right to review how the university’s staff and students process personal data.
Appendix 2

Interview guide

Interview with tourists:

*Demographic questions:*
How old are you?
What is your gender?
What is your occupation?
What is your educational level?
Before the Covid-19 pandemic, how many times a year did you travel? Which countries?

*Topic questions:*
1. Have you travelled to Cyprus? How many times and when?
2. What motivates you to travel to Cyprus?
3. Were there any specific reasons why you chose to travel to Cyprus specifically? Please explain.
4. If you decided to travel to Cyprus, where would you prefer to stay?
5. What destinations have you visited during the holiday? Why did you choose to visit those areas?
6. Have you travelled to the north of Cyprus? Please explain why or why you did not travel to the Turkish part.
7. If you haven't visited the other side, would you consider doing it in the future?
8. If you visited the other side, which places? and how was your experience? Please give examples and explain.
9. Do you see social media marketing about Cyprus? What do you see in the marketing? Which places?
10. What was your image of Cyprus before visiting the destination? Did it change during or after the trip? In what way?
11. Do you have any knowledge about the political situation in Cyprus? In that case, which source was it? (newspaper, friends, family etc)
12. Does the division within the island affect where you would want to stay in Cyprus?
13. Do you think the political situation in Cyprus will change in the future? When talking about the divided Cyprus and decision travel making?
14. How do you think this will affect the tourism industry? Please explain.
15. Do you think the division within the island could be beneficial or negative in some way for tourists or the island's tourism industry?
16. Do you want to add something?