

## Authentic offers for active tourism as an option to reposition and rebrand a traditional sun & sea destination: The case of Cyprus

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Rural Tourism Conference Leeds 2013

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## Agenda

Role of Active Tourism Cyprus

- I. Introduction:  
Introducing Aphrodite's Island as a Tourism Destination
- II. Repositioning Cyprus via Active Tourism
  - Role of active tourism for destination image
  - The case of Cyprus
- III. Conclusion:  
Lessons to learn for repositioning Cyprus via active tourism

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Role of Active Tourism Cyprus

Introduction

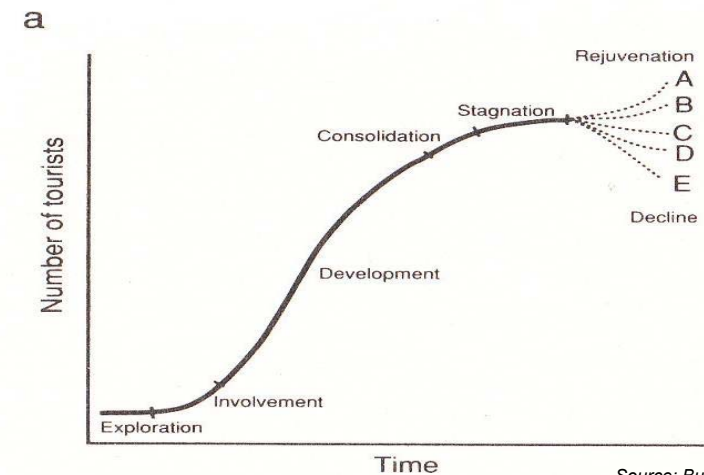
## APHRODITE'S ISLAND AS A TOURISM DESTINATION

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## Cyprus Tourism – state-of-the-art

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Source: Butler: 1980

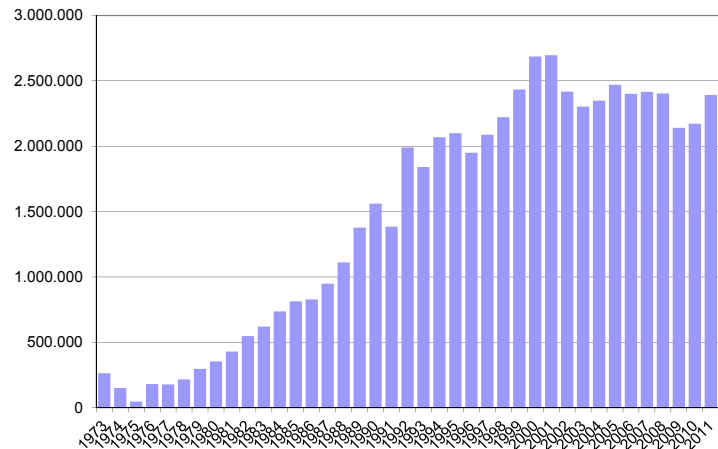
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## International Arrivals Cyprus

(Government controlled area)

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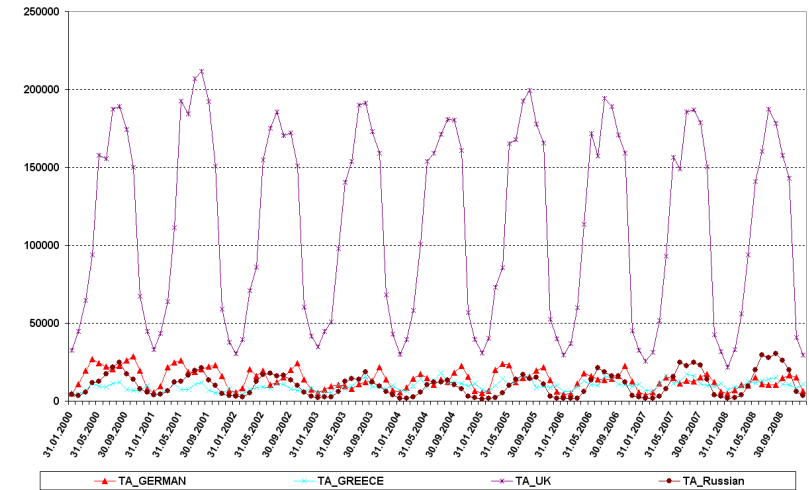
www.mof.gov.cy/

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## Seasonality in Cyprus Arrivals

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Source: Saveriades et al.: 2009

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## Sun & Beach Segment as Cash Cow

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www.nenadivane.ru/images/stories/map/cyprus.jpg

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## Cyprus Tourism –state of the art-

Role of Active Tourism Cyprus

- Cyprus a destination in stagnation, characterized by a mono-structural tourism product and a strong seasonality  
=> Strategic Plan 2012 of the Cyprus Tourism Organization (CTO)
- Partial implementation of the main fields of the plan:
  - Agrotourism  
(472->927 beds, but 25%->18,5% occupancy rate)
  - Wine tourism  
(creation of wine routes, wine museum, etc)
  - Marina tourism  
(construction of two new marinas, etc)
  - Increased promotion of special interest tourism
  - Promotion of Cyprus as a whole year round destination
- => A lot of efforts with limited results and still a long way to go!
- => Active Tourism as additional option for further development?

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Repositioning Cyprus via Active Tourism

## ROLE OF ACTIVE TOURISM FOR DESTINATION IMAGE

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## Role of Niche Tourism (Literature)

*"Destinations that are at the later stage of their development should focus on repositioning their tourism products with alternative niche marketing strategies"*

(Source: Buhalis 2000).

*"Niche tourism product development is often associated with high levels of entrepreneurship at the destination and an individual desire to carve out specific market niches for a destination"*

(Source: Novelli, 2005).

*"Few Destination Marketing Organisations (DMOs) have considered or explored the markets for their various niche products"*

(Source: Morgan, Pritchard and Pride, 2002).

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## Role of Niche Tourism (Implications)

- Repositioning of tourism products via niche marketing strategies
- Repositioning of destinations via niche tourism products
- Niche tourism products need a highly developed level of entrepreneurship associated with a high quality and service level.
- Niche tourism products usually do only contribute a little to the quantity of tourism, but a lot to the quality perception of tourism.

=> Active tourism interpreted as niche tourism therefore can help to reposition a destination and to overcome an existing stagnation.

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Repositioning Cyprus via Active Tourism

## THE CASE OF CYPRUS

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## Active Tourism (Supply)

Role of Active Tourism Cyprus

“Active Tourism is a travelling philosophy that combines the adventure, eco tourism and cultural aspects of a holiday”.  
(Source: Active Tourism org.)

Since end of the 90ies there is a growing number of individual suppliers in Cyprus in the field:

- Hiking (even theme-hikes: e.g.: Herbs, Orchids, Geological, etc.)

## Herbal Walk at Oroklini Hill (April 2012)

Role of Active Tourism Cyprus

“You will touch, smell and even taste the plants, getting to know their characteristics and energetics, guided by the Herbalist Miranda Tringis, organized by the Cyprus-Herbia herb workshop in Oroklini.



## Active Tourism (Supply)

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Since end of the 90ies there is a growing number of individual suppliers in Cyprus in the field:

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- Biking (raceing-bikes, mountain-bikes, etc.)

## Biking in Cyprus

Role of Active Tourism Cyprus



## Active Tourism (Supply)

“Active Tourism is a travelling philosophy that combines the adventure, eco-tourism and cultural aspects of a holiday”.  
(Source: Active Tourism org.)

Since end of the 90ies there is a growing number of individual suppliers in Cyprus in the field:

- Hiking (even theme-hikes: e.g.: Orchids, Geological, etc.)
- Biking (racing-bikes, mountain-bikes, etc.)
- Riding (excursions, roundtrips, etc.)
- Workshops on pottery on traditional cheese making, etc.
- .....

## Characteristics of Active Tourism (Supply)

- Supply is provided by a bunch of individual providers, quite often even on a voluntary basis
- Supply varies clearly in quality and service level
- Supply is rarely established time or location-wise
- Suppliers often lack market access

=> Very heterogenous individual supply for active tourism!

## Active Tourism Supply



Very heterogenous individual supply!

## Characteristics of Active Tourism (Promotion)

### Gifts from a

How many times have you chosen the perfect holiday souvenir only to find it over and over again? It's time to change your mind. The Cyprus Handicrafts Association (CHA) will produce and distribute a range of handmade gifts from Cyprus. These gifts are not only beautiful but also support the local economy. The CHA is a non-profit organization that promotes the sale of handmade goods from Cyprus. They have a wide range of products including pottery, woodwork, and textiles. The CHA is also involved in promoting the sale of these products through various channels, including online and offline markets. The CHA is a member of the Cyprus Tourist Board and the Cyprus Handicrafts Association. The CHA is also involved in promoting the sale of these products through various channels, including online and offline markets. The CHA is a member of the Cyprus Tourist Board and the Cyprus Handicrafts Association.

### Run in the Sun

Running is a very popular sporting activity in many countries around the world and Cyprus is no exception. The Cyprus Running Association (CRA) is a non-profit organization that promotes the sale of running gear from Cyprus. They have a wide range of products including running shoes, socks, and clothing. The CRA is also involved in promoting the sale of these products through various channels, including online and offline markets. The CRA is a member of the Cyprus Tourist Board and the Cyprus Running Association. The CRA is also involved in promoting the sale of these products through various channels, including online and offline markets. The CRA is a member of the Cyprus Tourist Board and the Cyprus Running Association.

### Orchids

The warm and friendly atmosphere of the traditional village of Vasilissa, situated between the Troia and the sea, is a unique experience. The Vasilissa Orchid Festival is a non-profit organization that promotes the sale of orchids from Cyprus. They have a wide range of products including orchids, vases, and other decorative items. The Vasilissa Orchid Festival is also involved in promoting the sale of these products through various channels, including online and offline markets. The Vasilissa Orchid Festival is a member of the Cyprus Tourist Board and the Vasilissa Orchid Festival. The Vasilissa Orchid Festival is also involved in promoting the sale of these products through various channels, including online and offline markets. The Vasilissa Orchid Festival is a member of the Cyprus Tourist Board and the Vasilissa Orchid Festival.

### Sustainable Tourism

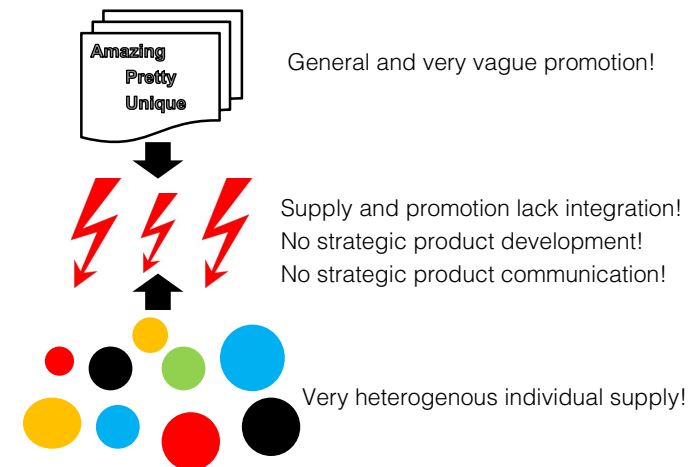
The warm and friendly atmosphere of the traditional village of Vasilissa, situated between the Troia and the sea, is a unique experience. The Vasilissa Sustainable Tourism Initiative is a non-profit organization that promotes the sale of sustainable tourism products from Cyprus. They have a wide range of products including sustainable tourism products, vases, and other decorative items. The Vasilissa Sustainable Tourism Initiative is also involved in promoting the sale of these products through various channels, including online and offline markets. The Vasilissa Sustainable Tourism Initiative is a member of the Cyprus Tourist Board and the Vasilissa Sustainable Tourism Initiative. The Vasilissa Sustainable Tourism Initiative is also involved in promoting the sale of these products through various channels, including online and offline markets. The Vasilissa Sustainable Tourism Initiative is a member of the Cyprus Tourist Board and the Vasilissa Sustainable Tourism Initiative.

## Characterisitics of Active Tourism (Promotion)

- Promotion of niche tourism as add-on product
- Creation of awarness on various topics, but without any specific details
- No presentation of actual products
- No presentation of possible suppliers
- Etc.

=> Very general and vague marketing and promotion of active tourism!

## Active Tourism Supply



### Conclusion

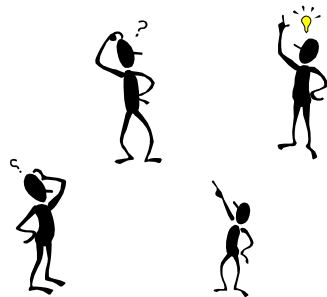
## THE FUTURE OF ACTIVE TOURISM IN CYPRUS

## Conclusion

- Active Tourism is a opportunity for destination repositioning, but the actual supply in Cyprus is still too heterogenous and lacks an integrated communication strategy in order to utilize the given potential.
- Future activities have to focus on:
  - creating a network amongst suppliers to integrate their specific offers and to further develop individual supply into a real active tourism product.
  - additional integrated theme-orientated products have to be combined
  - and a coherent product communication has to be developed.



I want to thank you  
for your attention



... and I am looking forward to  
a lively discussion!

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## Creative tourism

Role of Active Tourism Cyprus

The United Nations Educational, Scientific and Cultural Organization (UNESCO) stated that the definition of "Creative Tourism" is tourism related to community development for a sustainable way of life. The activities provided had to be harmonious and connected to history, culture, and way of life in terms of learning and experience. Tourists gain experience and knowledge from the real life of the communities they visit. Additionally, communities had to set creative tourism as a tool for maintaining:

- (1) Innovations for in-house tourism
- (2) Benefits to communities in terms of economy and sustainable development (Source: UNSECO, 2000)

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## Creative Tourism

Role of Active Tourism Cyprus

*"Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences that are characteristic of the holiday destination where they are undertaken."*

(ource. Crispin Raymond and Greg Richards, 2000)

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# Sustainable Development Versus Cyprus Agro Tourism



## Aromatic & Healing Herbs of Cyprus Annual Exhibition & Workshops 2011

Musical Opening of the Exhibition  
6-7pm **Heal Your Self with Aroma**  
Experiential Aromatherapy workshop  
9pm Closing of Exhibition  
10am Opening of the Exhibition  
11am Experiential Workshop: **Aloe Vera**  
4 pm Guided walk with our herbalists  
6pm Closing of the Exhibition

Platres Municipality- Cultural Centre

## Laona Project 1996

**Pano Akourdalia**  
Walk through this attractive village to the Herb Garden to see a wide variety of Cypriot aromatic herbs.  
Guide to Loana Project Herb Garden in Cyprus Author: P.K.Gilligan-kh4e7375@lmu.ac.uk (Pippa Katja Gilligan)