

## **Investigation and evaluation of sport tourist typology in Cyprus**

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**Abstract:** The aim of this study is to investigate and evaluate the profile of sport tourists that visit Cyprus. It is assumed that the 779 responders of the survey travelled to Cyprus mainly to participate in a sport event, in an activity or in sport trainings. For the completion of the study, the equivalent questionnaire by Gibson and Yiannakis (2002) was used. A 5-tiered Likert scale was implemented. A descriptive statistic, frequency analysis, reliability tests and factor analysis at principal components were used for the analysis of the results. Factor analysis identified 8 tourist roles which explained the 60.40% of the total variance. During the investigation of which sport activities would/do attract sport tourists during their vacation, most of the participants answered cycling and beach volley. Also, for the investigation of the correlation between age and gender in comparison to the 8 tourist roles separately, significant differences in five of those tourist roles was found.

**Keywords:** sport tourism, tourist roles, tourist typology, tourism in Cyprus

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### **1. Introduction**

Tourism is one of the growing industries in the global economy. More and more countries base their economy on tourism. It is also an area which is turning into the primary industry in the world because of its positive social, cultural and economic effects. Many countries aim to benefit from this industry through providing proper backgrounds and infrastructures and attempting to satisfy tourists' demands (Amiri & Momeni, 2011). The foundation of tourism is based on three elements which form an equation: Tourism = Leisure + Discretion + Benefits to the local community (Smith L.V., 1989). New destinations are presented on the map of the tourist market and the popularity of the once traditional destinations is declining. At the same time, new categories of tourism and innovative products are presented in order to satisfy the growing needs and requirements of modern tourists (Tsiartas, 1996). Sports, on one hand, is an important activity in tourism and on the other hand tourism is a fundamental feature of sports (Hinch & Highan, 2001). The rapid growth of sports tourism in the last two decades has shown that it is due to: (a) the high publicity of international and national sports events, such as the Olympic and World Games, (b) the competent bodies of the countries that begin seeing the economic and international value of sports, (c) the existence of a wide variety of sporting activities throughout the year, and (d) the existence of a broader understanding of the health benefits that can be achieved through active participation in many sports (Kurtzman & Zauhar, 2002). In Poland, climatic conditions, a hydrographic network and air quality allow Active Sport Tourists to engage in various sport activities, especially hiking, sailing, cycling and canoeing (Tomik, Kosmala, Ardenska, 2017). Tourist destinations are places that attract and provide experiences that meet the needs and expectations of tourists throughout their vacation. There are many reasons to travel to a destination, but the intrigue of a sport event has made the most impact lately (Higman, 1999, Huei WL and Huei FL, 2017). In recent years, there has been an international increase in the tourism sector offering tourists the ability to experience other cultures. There is a widespread view that the economic impact of tourism is always positive, while the social and environmental impact is always negative. Indeed, the increase of income from any destination due to tourism is easily recognizable, as are many environmental and local cultural disasters (Gozalova, Shchikanov, Vernigor, Bagdasarian, 2014).

Since Cyprus' independence in 1960, Cyprus has become one of the main tourist resorts of the Mediterranean, seeing a rapid and continuous growth. This is widely attributed to its geographical position and its Mediterranean climate. It is interesting to see the tourist arrivals in Cyprus from 1986 to 2019 published by the Cyprus Statistical Services. For the year 2019, the number of tourist arrivals reached a record high of 3,976,777. As a result, the increase in arrivals of tourists is directly linked to the increase of revenues. In 2019 the income reached more than 2 billion six thousand euros (Cyprus Statistical Services, 2019). The table below (Table 1.) shows the arrivals of tourists in the last six years compared to revenues. On the basis of the results of the Passengers Survey, arrivals of tourists reached 110,330 in December 2019 compared to 106,563 in December 2018, recording an increase of 3,5%. December 2019 had the highest volume of tourist arrivals ever recorded in Cyprus during that specific month. For the period of January – December 2019 arrivals of tourists totalled 3,976,777 compared to 3,938,625 in the corresponding period of 2018, recording an increase of 1.0% and outnumbering the total arrivals ever recorded in Cyprus during a year. Therefore, 2019 proved to be a very lucrative year for Cyprus since the annual revenues were at a record high and as a result there was an improvement in the country's economy. During the period of January – February 2020, arrivals of travelers totalled 464.433 compared to 421.767 in the corresponding successful period of 2019, recording an increase of 10,1%.

The arrivals of travelers in March 2020 reached 107.081 compared to 297.614 in March 2019, recording a decrease of 64,0%. The decrease is mainly attributed to the decrease in the arrivals of tourists (67,4%) For the period of January – March 2020, arrivals of travelers totalled 571.514 compared to 719.381 in the corresponding period of 2019, recording a decrease of 20,6%. Concerning the departures of travelers, a decrease of 63,2% was recorded in March 2020 as compared to the corresponding month of the previous year, as well as a decrease of 18,9% for the period of January – March 2020.

Regarding this decrease it is important to be mentioned that in March 2020, an entry ban in the Republic of Cyprus, effective as of 15/3/2020, was imposed on several categories of persons, including tourists, as part of the measures taken to prevent the spread of the coronavirus pandemic (COVID-19). (Statistical Service of the Republic of Cyprus,2020)

Table 1. Tourist arrivals and annual revenues

	2013	2014	2015	2016	2017	2018	2019
<b>Arrivals</b>	2,405,390	2,441,239	2,659,405	3,186,531	3,652,073	3,938,625	3,976,777
<b>Revenue (bil. euros)</b>	2.0824	2.0234	2.1121	2.36314	2.6391	2.7106	2.68300

The majority of tourist arrivals in Cyprus come from the United Kingdom, with over one million tourists having visited the island in the recent years. In Table 2. below, the top six countries in tourist arrivals in Cyprus over a period of seven years, 2013-2019, is shown.

Table 2. Top six countries in tourist arrivals.

Country	2013	2014	2015	2016	2017	2018	2019
<b>United Kingdom</b>	891,235	871,523	1,041,203	1,157,978	1,253,839	1,327,805	1,330,635
<b>Russia</b>	608,581	636,766	524,848	781,634	824,494	783,631	781,856
<b>Greece</b>	104,955	100,955	139,534	160,254	155,712	186,370	171,512
<b>Germany</b>	98,933	86,397	112,224	124,030	188,826	189,200	151,500
<b>Sweden</b>	117,961	106,666	108,600	115,019	136,725	153,200	144,605
<b>Ukraine</b>	34,027	41,093	50,644	62,292	48,190	69,619	95,031

On the other hand, tourist arrivals from Asia are also notable. The need for a better quality of life and an interest in European culture led residents from Asian countries to visit and/or invest in Cyprus. From this group of countries, the highest influx of tourists in Cyprus, has been seen from Israel with a rapidly increasing number of arrivals in the recent years. Below (Table 3.), the top four countries in tourist arrivals from Asia over the last 6 years is shown (Cyprus Statistical Services, 2020).

Table 3. Top four countries in tourist arrivals from Asia.

	2013	2014	2015	2016	2017	2018	2019
<b>U.A.E.</b>	14.606	16.722	19.309	17.016	20.351	21.136	21.353
<b>Israel</b>	43.656	68.822	98.593	148.739	261.964	291.966	293.746
<b>Lebanon</b>	25.835	32.687	36.976	50.361	58.273	62.255	58.796
<b>Jordan</b>	3.927	5.433	7.182	8.453	8.585	15.250	18.275

Despite the fact that Cyprus was hit hard by the Turkish invasion in 1974, the tourism industry has managed to grow rapidly. Today, with Cyprus as a member of the European Union, the situation has changed. Turkish Cypriots seem to be gaining ground in tourism by taking advantage of Greek Cypriot property in Northern Cyprus. For these reasons, there is an urgent need to improve tourism services, find new markets, but also a new type of tourism, which will target tourists with different interests from those hosted by Cyprus to date. The invaders, with the full support of Turkey, on November 15, 1983, under the name of the Turkish Republic of Northern Cyprus, invested in Cypriot property for the development of the region. Although there are no direct flights for tourists who are interested in visiting the northern part of Cyprus, there are however, high-frequency routes through Istanbul, Izmir and Antalya. The largest percentage of tourists visiting the occupied territories is Turks (36.8%). In general, the top countries to visit the occupied territories are: Germany (25.6%), Finland (15.4%), United Kingdom (11.8%) and Austria (7.3%). The profile of these tourists was 30-39 years old, mainly government employees and women. The cities they preferred to visit were Famagusta and Kyrenia. The largest percentage recorded when asked why they preferred the Northern part of Cyprus for holidays, showed an interest in good weather conditions, in "traditional Cypriot" hospitality, in the beaches and the coasts but also in the historical monuments of the area (Akis& Warner, 1994). In a survey that looked at whether sports tourism is sustainable in occupied Cyprus, the results showed that both Kyrenia and Famagusta have natural features that contribute to a range of sports activities, programs and events. It was also revealed that both cities have facilities that can provide some sports activities, events and programs, there is a connection with the "sports bodies" and an infrastructure that includes officials, staff, clubs and various leagues (Wallance, Kilili ,2018, Alipour, Kilic, 2005).

Standeven and De Knop in 1999 defined four categories to classify the sport tourism: (a) active and passive involvement in sporting activities, (b) participated in casual or in organized activities (c) the way for non-commercial or business/commercial reasons, (d) travel away from home and work locality (Standeven& De Knop, 1999). Also, Epitropoulos, Frank, Karlis, Kartakoullis, Lagopoulos, & Micropantremenos, have defined sports tourism as the experience to travel, to participate or to watch a sport events or activities. Another definition for sport tourism is any sport event or any sport activity that someone participates in either as an athlete or as a passive spectator (A. E Goslin et. al 2004). The primary motivation for someone to travel and obtain a tourist experience either for business or for pleasure is a sport event or a sport activity (Epitropoulos, G., Frank, M., Karlis, G., Kartakoullis, N., Lagopoulos, K., & Micropantremenos, M. 2003). It is obvious that, sport tourism is an economic, social, political and cultural phenomenon, which all relate to both sport and tourism (Weed and Bull, 2009). Furthermore, sport tourism is a combined industry and it is very beneficial to all countries, regions, travel agencies, sport-oriented organizations and sport fields. As an example, as to how they can all benefit from this industry, a host country can earn 400 billion dollars every day by holding several competitions (Hamidi, Razavi, Amirnezhad, Shafizadeh, Fazlidarzi, 2010). Russia's incoming tourism is affected by a number of factors, including measures of promoting sports and the natural culture of the country. From 2013 to 2015 there was an increase in government expenses for the development of natural culture and sports. As a result, full funding has been provided for sports and sport activities to schedule interregional, national and international sport events and sport activities included in the Olympic and Paralympic Games program, activities to promote healthy lifestyles and physical culture and sports (Gozalova et al.,2014).

Also, the sport tourism industry in Cyprus has a very high potential in comparison to other countries due to comparatively low costs, which is particularly important in an economic downturn that afflicts many European cities. Further development and maintenance of infrastructure is desirable and it is important to be supported by the relevant government agencies and the private sectors. So as proposed actions, the Cyprus Tourism Organization (CTO) aimed to: (a) utilize EU funds to support infrastructure projects. It pursued a motivational plan for enrichment projects during the programming period 2014 - 2020 which included sports tourism projects as eligible actions. It is also pursuing the "Deminimis Plan" to purchase equipment and additional infrastructure. (b) further attract substantial international events utilizing and including the support plans of CTO, aiming at the establishment of popular events annually and focusing on off-peak periods. (c) continue the policy of several sports clubs being hosted for camps in Cyprus during the winter season, (d)

enhance partnerships with national and international bodies of sports as well as tourism organizations, (e) target promotional activities. As part of the tourism development strategy in Cyprus 2014 – 2020, the CTO believes that sports tourism is a multidimensional market segment with high growth potential and significant purchasing power. It specifically contributes to facing the problem of seasonality mainly in training camps of foreign teams and athletes in Cyprus.

Cohen (1972), one of the first sociologists, proposes a typology to conceptually clarify the term “tourist”. He describes four categories of Tourists Typology: 1) the individual mass, 2) the organized mass, 3) the drifter, 4) the explorer (Cohen, 1972). On the other hand, Smith (1989), classified tourists in five categories: 1) The explorers, 2) The classic tourists, 3) Elite, 4) Mass Tourists and 5) Charter tourists (Smith,1989). Wickens (2002), based on Cohen's theory (1972), conducted a survey in Halkidiki on mass tourists to explore different types of tourist satisfaction. To conduct this research, he used the methods of semi-structured interview and observation of participants. Cohen's typology was also used and developed by Mo C.M., Horward D.R., Havitz M.E., (1993), creating a three-dimensional instrument for measuring 20 questions that proved to be reliable and valid. This instrument was named "International Tourist Role Scale - (ITRS)". The dimensions of this scale were: (1) destination-oriented dimension (DOD), (2) tourism service dimension (TSD) and (3) social contact dimension (SCD) (Mo C.M., Horward D. R., Havitz M.E., 1993). The ITR scale was also used by Jiang et al. (2000), who reported that it proved valid and reliable for recognizing the 3 dimensions of Cohen for the typology of tourist roles. The revised body consisted of 16 questions divided approximately equal in 3 dimensions. However, it should be mentioned that these 16 questions charged 3 factors and explained 38.5% of the total variation, while with the 20 initial questions they charged 5 factors and explained about 43%. Therefore, if the scale is used alone, it is necessary to improve the validity of the instrument (Jiang, Havitz, O'Brien, 2000). On the other hand, Gibson and Yiannakis devised a comprehensive classification of leisure tourists and designing the tourist role preference scale (Gibson and Yiannakis,1992). Also, Gibson mentioned that, the preference for tourism roles varies with age. Some roles, such as action seeker and emotion seeker, are reduced in preference as the age of the individual increases, but the opposite happens with the anthropologist and the organized mass tourist, while on the other hand, some other roles, such as running away from reality and the independent mass tourist, remain stable in the preference of tourists regardless of their age. There are also differences in gender with women seeming to prefer to travel with friends and children and choose activities that have been found to be more desirable to their gender (Gibson, 1994). Attle resulted in 11 tourist roles related to specific features when choosing tourist destination (Attle,1996). Murdi added 2 more tourist roles to the existing scale, the ecologist tourist and the nature lover (Murdi, 2001). Then, Gibson and Yiannakis (2002) expanded these categories and resulted in 15 tourist roles: 1) Sun Lover, 2) Action Seeker, 3) Anthropologist, 4) Archaeologist, 5) Organized Mass Tourist, 6) Thrill Seeker, 7) Explorer, 8) Jetsetter, 9) Seeker, 10) Independent Mass Tourist I & II, 11) High Class Tourist, 12) Drifter, 13) Escapist I & II, 14) Active Sport Tourist, 15) Educational Tourist (Gibson, Yiannakis,2002). In 2010, Yfantidou, Matsouka, Costa, &Michalopoulou confirmed these roles and the Greek area (Yfantidou, Matsouka, Costa, &Michalopoulou, 2010). Also, regarding winter sport tourism in Greece, eight factors were revealed for the tourists' behaviour scale: active sport tourist, knowledge tourist, explorer, high class tourist, sun lover, independent mass tourist, organized mass tourist and escapist (Yfantidou G., Nikou M., Matsouka O., 2018). Using a different measuring scale, Mohsin (2005) describes 12 tourist behaviors: active, exploring nature, gaining experience, ethnocentrism, language learning, relaxation, physical activity, entertainment, innovation, luxury. relations and Australianophilia. Furthermore, Pritchard and Havitz (2006), showed the analysis IPA-Important Performance which is a quantitative approach to evaluating consumer rate in tourist product. This scale is a 3-step process: 1) the researcher identifies a set of features or attributes of the product, 2) the consumers are surveyed and asked two questions about each attribute, and (3) the average importance and performance scores are calculated for each attribute.

One of the primary attributes of the tourism trend or behavior is the gender. The expectations of the two genders affecting all areas of life, like the option of leisure activities, is why this research presents differences between men and women (Wearing & Wearing, 1996). Many researches suggest that men participate more in all forms of tourism types, and at all ages (Gibson, 1998; Frew E. & Shaw R., 1999). Kay & Jackson (1991) showed that demographic characteristics, which can be characterized as “social and structural obstacles” were significantly related to the participation in sports activities. Alexandris& Carroll (2000) noticed that those who are not particularly involved in sports recreation were people with low levels of education, regardless of age, gender and marital status. The level of education is the most powerful factor of participation in the majority of sports. There was a remarkable trend in participation of people with a high level of education in Greece. Torkildsen (1992) argues that the type and duration of the education were significantly correlated with participation, a finding which agrees with Papageorgiou (1989). Cultural factors are the most significant determinants of a person's behavior. While culture can be perceptible, it is also obvious in the beliefs and values

that somebody holds and reacts to how we think, how we act, how we make decisions, how we travel and also how we behave in social situations. All these extend to the demand of tourism. Specifically, culture or religions can determine the demand for certain types of holidays. A good example of this are African-Americans who would like to travel to Africa to discover their heritage (Robinson, Heitman, Dieke, 2011). Mehmetoglu supports that the definition of the type of tourist based on the motivations of each tourist is more suitable for a theoretical approach, while the definition based on the tourist's activities results in better serving the needs of the tourism industry (Mehmetoglu, 2007). Understanding the definition of "tourist", where motivations and activities differ from practice, is not as important as the daily life and transformations of tourists. The tourist is like an actor in a scene and can change roles. On the other hand, the risk of focusing on the types of tourists and not on the forms of tourism is recognizable and important (Edensor, 2000).

Differences between the two genders and the psychological characteristics have led researchers over the past decades to become more involved (Hoxter Al., Lester D., 1988). Harvey's research (1995) showed no differences between men and women tourists regarding their views on how they perceive tourism (Harvey, Hunt, Harris, 1995). However, in research conducted by Lepp, Gibson in 2003, some differences were observed. Women "drifter tourists" perceive less risk than men "drifter tourists", while among other tourist roles men perceive less risk than women. It was also shown that women "independent mass tourists" and "drifters" are slightly less concerned with cultural barriers than men in the respective roles. However, the opposite is true for "organized mass tourists" and "explorers" (Lepp, Gibson, 2003). Gender, as an ideology, is a key factor in human interaction and, consequently, an important aspect of future tourism social science (Byrne-Swain, 1995). The aim of this study is: a) to investigate the profile of sport tourists who visit Cyprus, b) to determine which sport activities and events would/do attract sport tourists when on vacation, c) to establish which tourist roles exist in sport tourists who visit Cyprus, and d) once these roles have been established, to discover what interactions then occur between those roles in relation to gender and age.

## **2. Methods & Procedure**

### **2.1 Sample**

The sample of tourists engaged in sports tourism was divided into 1000 people of which 779 questionnaires were completed fully from more than 25 different countries that travelled to Cyprus. The sample also consisted of sport tourists who are permanent residents of Cyprus as well as those who visited country for a short time.

### **2.2. Instrument**

The questionnaire is based on the "Tourist Roles Preference Scale" of Gibson and Yiannakis (2002), and translated in Greek, German, French and Russian (control of cross-cultural validity) by Yfantidou, Costa & Michalopoulos, (2008). Having the questionnaire in five languages covered the majority of tourists visiting the region. The questionnaire included 89 Likert Questions or closed-ended questions that recorded: (1) a description of tourist's activities, (2) a description of vacation destination, (3) an examination of major human needs, (4) demographical and personal data and, (5) certain destination preference. A 5-tiered Likert scale was implemented (1 = not important, 5 = very important).

### **2.3. Procedure**

The process of collection of data was from February of 2010 until October 2013 with the presence of the researcher, prior to or at the end of the event. The questionnaires were anonymous and participation was voluntary.

### **2.4. Statistical analysis**

The data was analyzed with the use of the SPSS 22.0 program. Descriptive Analysis, Frequency Analysis, reliability test, factor analysis at principal components and a 2-way Anova were used for the analysis of the results. The level of statistical significance was defined  $p < .05$ .

## **3. Results**

In the process of collecting data from the 779 questionnaires collected, 491 were in English corresponding to 63%, 167 with 21.4% were in Greek, 65 with 8.3% were in French, 5.6 % corresponded to the 44 questionnaires that were in Russian and finally, 12 questionnaires were answered in the German language corresponding to 1.5%.

Frequency Analysis was used for the questions that concern demographic characteristics. The gender of the participants varied from 442 men (54.1%) and 346 women (44.4%). The missing values were 11 (1.5%).

The greatest percentage according the nationality of the sample were Greeks 14.5%, (n=113). Russia comes second with 12.8% (n=100). Then comes the Netherlands with 82 participants which represent 10.5%, 8.3% (n=63) were French, 6.5% (n=51) were British, 6.4% (n=50) were from Balkan countries, and 6% (n=47) were from Scandinavian countries. There were 153 participants from several other countries which represented 25.6% of total participants. 8.5% (n=66) was found of missing values and also 6.9% were Cypriot that represents 54 participants.

The age categories were 3. The greatest percentage was between 17-39 years at 81% (n=592). Then 15.9% (n=124) of the participants were between 40-59 years old and only 1.8% (n=14) were 60+. There were missing values that represent the 6.3% (n=49) of the total participants.

Family statuses showed whether they were single with 47% (n = 354) or were married, 41.2% (n=321). 5% (n=39) of the participants were divorced and 4.5% (n=35) were in a civil partnership. Only 0.5% (n=5) of the total participants were widowed. There were 3.3% (N=26) as missing values.

Regarding their education, most of the participants were four-year graduates of a University with percentage 45.7% (n=346), and 162 of the participants were High School graduates representing 20.8% of total participants. There were also 22 participants who represent the 2.8% of total participants as missing values.

Full-time employment with percentage 67.6% (N = 513) and annual income 20.000 – 60.000 euro with 45% (n = 326).

Table 4. Demographic features of Sport tourists who visit Cyprus

Gender	Education	Occupation	Income	Age	Marital status	Country
Men 54.9% (n=422)	University or Graduate of 4-year college 45,7% (n=346)	Fulltime employment 67.6% (n=513)	>20,000 42.8% (n=310)	17-39 81% (n=592)	Married 42.6% (n=321)	Greece 15.8 (n=113)
Women 45.1% (n=346)	High school 21.4% (n=162)	Parttime employment 14.9% (n=113)	20,000-60,000 45% (n=326)	40-59 17% (n=124)	Divorced 5.2% (n=39)	Russia 14% (n=100)
	Some college or graduate of two-year college 15.2% (n=115)	Students 8.6% (n=65)	60,000< 12.3% (n=89)	60+ 1.8% (n=14)	Single 47% (n=354)	Netherlands 11.5% (n=82)
	Master's degree 10.4% (n=79)	Unemployed 5.1% (n=39)			Domestic partnered 4.6% (n=35)	France 9.1% (n=65)
	Technical School 4% (n=30)	House maker 2.1% (n=16)			Widower 0.5% (n=4)	Cyprus 7.6% (n=54)
	Some high school 2% (n=15)	Retirement 1.7% (n=13)				England 7.2% (n=51)
	Ph.D., J.D., or equivalent 1.3% (n=10)					Balkan Countries 7% (n=50)
						Other countries 27.4% (n=198)

Cronbach  $\alpha$  was used to examine the reliability of the questionnaire, in particular for the part of tourist roles  $\alpha = .81$ . The factor analysis at principal components was used to verify the tourist roles. Also, quartimax rotation was used to verify the validity of TRPS questionnaire of the 34 variables of the tourist roles, for the specific sample. The number of factors was determined by using the criterion of eigenvalues, which should have been greater than one ( $>1$ ). Also, the maximum iterations number of convergences should have been equal to .40. The analysis identified eight tourist roles, which explain the 60.40% of the total variance. These tourist roles were: 1. High Class tourist, 2. Thrill Seeker, 3. Escapist I & II, 4. Active Sport Tourist, 5 Independent Mass Tourist, 6. Sun Lover, 7. Seeker, 8. Educational Tourist.

Table 5. Reliability Test and Variances -Tourist Roles (behaviour)

Tourist Roles	Cronbach's alpha	Variance %
Sun Lover	0,814	17.99
Thrill Seeker	0,763	12.98
Educational	0,686	7
Seeker	0,726	5.75
High Class	0,818	4.83
Active Sport Tourist	0,669	4.55
Escapist		3.970
Independent Mass Tourist		3.34

According to the Descriptive analysis and regarding the sport activities which attract/will attract them at a sport event during their vacation (Table 3), the highest percentage was presented in cycling and beach volleyball. It is also remarkable that Cronbach  $\alpha$  was used to examine the reliability of the questionnaire, in particular for the part of sport activities  $\alpha = .90$

Table 5. Sport activities which attract/will attract you at a sport event during your vacation.

Sports Activities	Mean score	ST.Dev.
Cycling	3.23	1.431
Beach Volley	3.17	1.467
Hiking	3.10	1.439
Beach Soccer	3.05	1.490
Water Park	3.01	1.519

2-way Anova analysis was used to investigate the correlation of tourist roles between gender and age. The significance level was set at  $\alpha < 0.05$ .

1. Active Sport Tourist stays physically active engaging in favorite sports or goes on vacation mostly to attend their favorite sports even as a spectator. The results showed that there was no statistically significant correlation between age and gender.
2. Independent Mass Tourist plans their own route/destination, makes their own hotel reservations, and often "plays it by ear". Independent Mass Tourists usually visit regular tourist attractions but they avoid organized group vacations and organized tours. The results showed (Table 6.) that there was a statistically significant correlation (sig. 0.000) in males ages 17-39 and 40-59.

Table 6. Correlation of Independent Mass Tourist between age and gender

Independent Mass Tourist	Mean	Sig
Gender+ Age		0.000
Male+17-39	2.985	
Male+40-59	3.680	

3. Sun Lover is the tourists who love relaxing and sunbathing. For that reason, they go to warm places with lots of sun, sand and ocean. According to the results shown in Table 7, there was a statistically significant

correlation (sig.0.000) in females, between ages 17-39 and 40-59. Also, significant correlation was shown in males, between ages 17-39 and 40-59.

Table 7. Correlation of Sun Lovers between age and gender

Sun Lovers	Mean	Sig
Gender+ Age		0.012
Male+17-39	3.100	
Male+40-59	2.765	
Gender+ Age		0.000
Female+17-39	2.995	
Female+40-59	2.246	

4. Seeker is the tourist the type of tourist that try to discover knowledge about their roots, history, or traditions and also travels with purpose to explore the meaning of life and what they can learn about themselves. According to the results shown in Table 8, there was a statistically significant (sig.0.012) correlation in females, between ages 17-39 and 60+.

Table 8. Interaction of Seeker between age and gender

Independent Mass Tourist	Mean	sig
Gender+ Age		0.012
Female+ 17-39	2.992	
Female+ 60+	2.857	

5. Educational Tourist pursues participating in planned study programs or education-oriented vacations, primarily for studying and/or acquiring new skills and knowledge. According to the results shown in Table 9, there was a statistically significant correlation in females between ages 17-39 and 40-59 (sig. 0.017), females between ages 40-50 and 60+ (sig.0.00) and females between ages 60+ and 17-30 (sig.0.03).

Table 9. Interaction of Educational Tourist between age and gender

Independent Mass Tourist	Mean	Sig
Gender+ Age		0.017
Female+ 17-39	2.204	
Female+ 40-59	1.741	
Female+ 40-59	1.741	0.000
Female + 60+	3.500	
Female + 60+	3.500	0.003
Female+ 17-39	2.204	

6. High Class is the tourist who prefers vacation in elite, exotic, world class resorts such as Monte Carlo and going to exclusive night clubs, attending yacht parties and socializing with celebrities. According to the results shown in Table 10, there was a statistically significant (sig.0.020) correlation in males, between ages 17-39 and 40-59.

Table 10. Correlation of High Class between age and gender

Independent Mass Tourist	Mean	sig
Gender+ Age		0.020
Male+ 17-39	2.992	
Male+ 40-59	2.857	

7. Thrill Seeker is the tourist who is interested in risky, exhilarating activities which provide emotional highs for the participant. The results showed that there was no statistically significant correlation between age and gender.

8. Escapist I & II is the tourist who enjoys taking it easy away from the stress and pressure of the home environment and gets away from it all by escaping to peaceful, deserted or out of the way destinations. The results showed that there was no statistically significant correlation between age and gender.

#### 4. Discussion

To conclude, it should be mentioned that the profile of Sports Tourists visiting Cyprus are Greek Men, aged 17-39, University or Graduate of 4-year college, have full-time employment, the annual family income amounts to € 20,000 - 60,000 and are single, findings that are consistent with those of Yfantidou, Costa, Michalopoulou & Trigonis (2007), Gibson & Yannakis (1994) and Attle (1996). The fact that most participants were men shows that there should be a focus on attracting women to these events in order to increase the percentage of their participation. Also, the reason for the majority being single is probably due to the fact that most of them were in the youngest age categories. The level of education is something that is confirmed in the research of Moira, Mylonopoulos and Papagregoriou (2017). Regarding the factor analysis, it is clear that the factors charged very well and the tourist roles of Gibson have been confirmed (Gibson et. Al. 2002). From them, the questions were merged and finally integrated into 8 roles as was done with Yfantidou (Yfantidou et. al, 2008). The difference that came up in relation to the confirmed factors, is that in the research of Yfantidou the Organized Mass Tourist was presented while in the present research it is the Thrill seeker. This probably came about as over time some tourist behaviours may change, thus changing the profile of the tourist role. For this reason, the research continues in such a way that the behaviours of the tourists are checked at regular intervals in order to improve the approach on how to market this type of tourism appropriately.

Also, the results showed that through the correlations, gender and age play an important role in factors of behaviors.

#### 5. Conclusion

The tourism industry is growing rapidly and therefore tourism can be an important economic factor for each region and also can be beneficial for anyone involved. Remarkably, despite the small size of the island, Cyprus has managed to lay solid foundations in the World Map of Tourism and Sports Industry. Tourism in Cyprus has become one of the most important socio-economic actions and is a driving force for the economy. The combination of tourism and sports can bring many benefits to the island. Over the years, Cyprus has gained the trust and respect of foreign countries and this is clearly seen in the continuous, rapid arrival of tourists. Sports tourism, through the Deputy Ministry of Tourism, aims at an integral part of Cyprus' tourism product. It is very important that the Deputy Ministry of Tourism and tourist agents know the typology of sport tourists, thereby being able to identify their profile and also their preferred activities as well as their behavior. As a result, they will clearly know how to satisfy their visitors.

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