

JUNE 2023



**SCHOOL OF ECONOMICS, BUSINESS AND
COMPUTER SCIENCES**

**DEPARTMENT OF
ECONOMICS and BUSINESS**

THESIS TITLE

**How do visitors to Pafos, Cyprus perceive its brand
image as a destination?**

EVANGELIA IRAKLEIDI

06/2023



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**This thesis was submitted for distance acquisition of a
postgraduate degree in Digital Marketing at Neapolis
University**

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06/2023

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The Denotation

EVANGELIA IRAKLEIDI

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Postgraduate Thesis Title: How do visitors to Pafos, Cyprus perceive its brand image as a destination?

This Master's Thesis was prepared during the studies for the distance master's degree at Neapolis University and was approved on the 15th of June 2023 by the members of the Examination Committee.

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ABSTRACT

The main objective of this research is to gain a deeper understanding of the perceptions, preferences, and experiences of visitors to Pafos, by developing a robust theoretical foundation.

The methodology employed in this study is quantitative, utilizing a close-ended questionnaire as the only data collection tool. The questionnaire is designed based on Anholt's GMI City Brand Index, incorporating dimensions such as awareness, familiarity, associations, perceived quality, and preference and its distribution was achieved predominantly via email to a targeted sample of individuals interested in the destination, ensuring convenient and widespread participation.

The findings of the study reveal significant correlations between different demographic variables and the various dimensions of the City Brand Index. For instance, it was observed that younger participants exhibited higher familiarity and preference for the destination, while participants that show a preference for the weather in Pafos had more positive associations with the city. Moreover, the study identified the perceived quality of infrastructure and cultural attractions as key drivers of overall destination attractiveness.

Based on the findings, it can be concluded that destination branding plays a crucial role in shaping the perceptions and preferences of visitors.

The conclusions drawn from this research contribute to the existing body of knowledge in the field of destination branding and image. The study provides valuable insights into the factors influencing destination attractiveness and offers practical implications for destination management organizations and marketing professionals. By understanding the correlations between demographic variables and destination perceptions, stakeholders can develop tailored strategies to effectively promote and position the destination in the competitive tourism market.

KEY WORDS

destination image, Anholt's GMI City Brand Index, Pafos

Chapter 1 - Introduction

1.1 Purpose of Research

The purpose of this research is to delve into the perceptions of Pafos, a captivating city, as experienced by its visitors, both existing and potential. This thesis aims to uncover and thoroughly document the various ways in which the image of Pafos is perceived by collecting data through the administration of questionnaires. By utilizing this method, a comprehensive understanding of visitors' viewpoints and impressions can be obtained.

Through the analysis of questionnaire responses, this research seeks to identify the key factors that contribute to the image of Pafos. These factors may include cultural heritage, natural beauty, historical significance, hospitality, entertainment options, or any other elements that shape the visitors' perception. Furthermore, this investigation intends to explore potential gaps or discrepancies between the existing and potential visitors' perceptions, shedding light on areas that may require attention and improvement.

Ultimately, the findings of this research endeavor will provide valuable insights into how Pafos is perceived, enabling stakeholders to make informed decisions and implement strategies to enhance the city's image, attract more visitors, and further promote its unique attributes and offerings.

1.2 Research objective

The objective of this study is to conduct a comprehensive literature review that explores the theories governing Destination Branding and Destination Image, while also incorporating Anholt's GMI City Brand Index as a basis for data analysis. By adopting a holistic approach, this research aims to develop a robust theoretical foundation and uncover correlations between variables, examining the influence of different demographics on each aspect of the index. These research objectives collectively contribute to a deeper understanding of the perceptions, preferences, and experiences of visitors, empowering stakeholders to make informed decisions that enhance the city's appeal and attractiveness to visitors.

Chapter 2 - Literature Review

2.1 Destination Branding VS Destination Marketing

2.1.1 Destination Marketing

The notion that marketing is solely a physical commodities-related activity has been disproved in modern times, and it is now generally acknowledged that marketing cannot be limited in its application to only physical things. As long as they generate more than they use, this idea holds, people need marketing. There are some distinctions between the marketing of tangible things and services, though.

Tourism marketing is a management strategy that seeks to outperform competing businesses and locations by better delighting tourists and meeting the wants of both present and potential customers (Dasgupta, 2010)

Tourism marketing is a management philosophy that aims to conduct research, make predictions, and make decisions regarding the tourism product and make decisions related to these issues by considering the characteristics of the tourism demand to enable the tourism product to get a good position in the market in accordance with the objective of a touristic destination (tourism region) or a tourism establishment to gain the highest profit (Witt and Moutinho, 1989).

A place with a variety of natural attractions, characteristics, and beauties is a destination that caters to both daytrippers and overnight travelers. A geographic location with a variety of touristic qualities and features and one that offers all or some of the tourist items that a traveler could need can be described as a tourism destination, which is a place that draws tourists (Kusen, 2010).

A touristic destination might be a tourist facility, a bay, a region, a nation, a group of nations, or even an entire continent. The variety of destinations has an impact on the activity of marketers.

Tourism marketing as an activity alters a city's political, social and economic climate and provides advancements to the urban operating environment. Cities are

transforming their mobile resources and corporate investments into features that help visitors and inhabitants as they quickly increase their attractions through city marketing.

According to Kavaratzis and Ashworth, cities might become brands through the use of these ideas and techniques, making all of their goods and services more appealing to the intended market (Kavaratzis and Ashworth, 2007: 16).

The goal of destination marketing is to influence tourism demand that is focused on a particular location; yet, because of fierce international market competition that has grown in recent years, destinations are fighting tooth and nail to establish their brands. Destinations must stand out with a spectacular and distinctive image and conduct their marketing activities within the framework of "branding" in order to be noticed in the setting of fierce competition (Pereira et al, 2012).

2.1.2 Destination Branding

Despite the fact that destination branding is a relatively new idea, scholars and researchers concur that destinations can be marketed similarly to consumer goods and services.

Similarly to a product, a destination can be branded. A brand inspires people to believe, evokes emotions, and motivates them to act (Kotler et al, 1993).

Nowadays, consumers use their choice of destination as a key lifestyle indication. They should choose a well-known city with an emotional draw as the location for their vacation and purchases (Chatzigeorgiou and Christou, 2016).

Branding destinations is more challenging than branding goods and services for a variety of reasons. Compared to consumer products and other services, destinations are more multifaceted. Therefore, a slogan would help since it can accommodate all aspects of a destination brand which encompasses different and optional types of natural resources, culture, activities, facilities, and lodgings of a destination. Also, the market's active stakeholders have a complex variety of interests, creating a need for the use of market proportions so big masses can be reached.

Who chooses the core concept and how they define it are crucial. In this regard, a producing corporation has a voice for a good or service, however a regular person or group cannot have a say in creating a destination brand or choosing which component of a destination would be highlighted. Therefore, the ones responsible for it must have a grasp of the real world so, there needs to be a balance between brand theory and societal consensus. It is unlikely that a strategy that denigrates the implementations of a destination brand would be effective. A fundamental component of a consumer-based equity strategy is brand loyalty. Nonetheless, it can be challenging to gauge brand loyalty to a particular destination. By tracking return visitors, destination marketing companies can assess brand loyalty. Another issue for destination marketing companies, is money. The biggest company's marketing budget can trail its spending plan (Pike, 2005).

Destinations favor branding for a variety of reasons. Tourists that come for tourism, business-minded investors choose branding for reasons like having a skilled labor force or being a favored place for education, and they employ various branding tactics in the direction of the chosen objective (Kavaratzis, 2005).

Destination branding is similar to product branding in that it consists of a name, a logo, a symbol, possibly a slogan, or a mixture of all of these that characterizes the destination and sets it apart from the competition.

A good destination brand must be built around a few guiding concepts. They consist of technical characteristics such as a tagline and a logo but what is more impactful are both the socioeconomical environment and the organizational culture, when it comes down to what a Digital Marketing Organization does about building a brand identity.

A good transportation network, sustainable tourism potential and the attitudes and behaviors of locals are important and rather constant, inherent traits of the city.

Unfortunately, though, cities are acquiring more and more attributes that can be substituted, making them difficult to differentiate and because of these qualities, they cannot consistently and sufficiently excite a customer. Destination branding is regarded as the best marketing tool available to modern marketers competing on a global scale and should be used wisely.

2.2 Destination Branding Framework

2.2.1 Importance of strong brands (brand equity)

Destination brand equity research focuses on the creation of destination brand performance models. Tourism academics consider the Customer-Based Brand Equity (CBBE) model for destinations by Keller, as the sum of variables affecting a brand's value in the mind of a consumer (Aaker, 1991). The model is comprised of four main pillars that according to Keller can be visually represented by a pyramid at the bottom of which stands “Brand Salience” followed by “Brand Experience” and “Brand Judgments and Feelings” while “Brand Resonance” are at the top (Keller et al, 2008).

Brand salience is described as “the strength of awareness of the destination for a given travel situation” (Pike et al, 2010). Brand awareness, according to Aaker is the strength of the brand’s presence in the mind of the target audience, therefore, before a location is even thought of as a viable destination, the customer must have some context for that location hence a destination image in their mind (Gartner and Ruzzier, 2011). The capacity to recall destination attributes has been the only measure of destination awareness used in earlier studies allowing limitations to arise on the operationalization of the construct.

Brand Experience entails assessing perceived destination image and quality, while taking attribute-based conceptualizations into consideration. Keller's conceptualization of brand image suggests that a perceived destination brand is represented by a distinctive set of associations that consumers can recall from memory and link to the destination. Brand quality refers to the perceived overall superiority of a destination in its ability to meet the expectation of travelers (Ferns and Walls, 2012).

The key factor to Brand Judgements and Feelings according to Evangelista and Dioko is trust and it includes measures, like trustworthiness, being caring and not taking advantage of consumers (Evangelista and Dioko, 2011). To be more exact, there is evidence that perceived destination attribute quality affects satisfaction and that there is no significant correlation between attribute-based image and satisfaction (Chen and Myagmarsuren 2010).

The aspects of Brand resonance, which is at the apex of the brand equity pyramid are loyalty and attachment (Keller, 2009). Destination loyalty suggests that prospective visitors have more faith in the destination brand than its rivals, which translates into a readiness to pay more for a trip there (Bianchi et al, 2014). Literature proposes that Brand Loyalty be divided into two categories, those being behavioral and attitudinal. Behavioral brand loyalty is demonstrated by travelers' intention to return and recommend the destination to others as well as by their "brand commitment" in terms of personal preference and disposition towards a destination brand (Konecnik and Gartner, 2007). While, attitudinal brand loyalty is indicated by the preferences and dispositions individuals express towards a destination brand (Gartner and Ruzzier, 2011).

2.2.2 Effects of branding for destinations

Branding assigns a distinct identity to a destination so that it can be differentiated from others. For a destination, a strong brand entails differentiating itself from competitors for potential investments, businesses, visitors and residents.

Corporate brands are considered to be crucial for the long-term success of businesses and organisations therefore, destination brands should be treated accordingly so long-term sustainability and growth can be achieved (Ashworth and Kavaratzis, 2009).

A strong brand increases the awareness of the existence of the destination and makes a potential visitor to the location perceive its characteristics as better than those of its competitors and determines how the location's products are valued. (Kavaratzis, 2004)

The decisions people make about where to live, where to go on holiday, where to do business or where to invest are both rational and emotional (Anholt, 2006). The point of branding is to have positive emotions be associated with the given destination.

However, no branding strategy and no marketing effort will be successful in the long run if it is not accompanied by real visual changes within the place. Campaigns can

market a city as a tourist destination or as a place of investment, improving people's perceptions of the city, however, branding should also include policy change.

In summary, the image of a destination is a powerful factor that can bring visitors, investments, businesses, but also retain existing residents, attract new residents and lead to economic and urban development. Creating and maintaining a good destination image requires the creation and maintenance of a strong place brand.

2.2.3 Determining the strength of a city brand

To establish which cities rank highest in terms of the brand and to assess the effectiveness of city branding, two studies have been conducted. Jeremy Hildreth (2008) who examined the strength of brands for 72 cities in Europe Simon was preceded by Anholt (2006) who measured brands of 30 cities around the world. The two researches lack resemblance not only in city coverage, but in methodology and the markers chosen to estimate the strength of any given city brand as well.

2.2.4 Anholt-GMI City Brands Index

The Anholt-GMI City Branding Index is built upon a hexagon with six constituent parts. The author refers to "the presence" as the first component describing the status and standing of the city on an international level. The presence of a city refers to the degree to which people are aware of its existence and are conscious of the contribution it has made to the world. The second component is referred to as "the place," and it has to do with how people perceive certain physical characteristics like the city's genuine beauty and its climate. Anholt uses the third indication, "the potential," to assess city brands by taking into account the economical and educational opportunities, such as the potential for finding employment, starting a business and pursuing higher education. The fourth part of the hexagon, "the pulse," measures how exciting a city is perceived to be in regards to urban lifestyle. Since these markers assess the attractiveness of a city, they are affected by the opinions of visitors and residents alike. Anholt asserts that the people make the city and as a result he emphasizes the importance of "the people" element, which includes factors like how

friendly the locals are and the likelihood of one finding a community where they will feel at home. “The requirements” are the final element taken into account. These include perceptions of obtaining inexpensive housing, how well a city's public amenities are maintained, and how people feel about living there. (Anholt, 2006)

Anholt notes that familiarity with a city does not necessarily translate into a positive image of it and that media exposure, iconic landmarks, and major events can play a significant role in creating a favorable brand image. The impact of American cinema and television on promoting American cities' lifestyles and physical appearances worldwide is also highlighted as is the importance of major events like the Olympic Games in enhancing a city's brand, as seen in the case of Sydney. However, the author notes that a city's brand image rises and falls slowly, which can be detrimental to cities in developing countries.

2.2.5 Saffron City Brand Barometer

Saffron's European City Brand Barometer was developed through a process that incorporated a number of techniques, including applied surveys and qualitative research which suggested that professional judgment and expertise also affected the outcome.

The study was conducted by Saffron Consultants and includes cities with a population above 450,000 inhabitants, as well as five British cities below that threshold and it puts to use a variety of factors to measure each city's brand potential providing afterwards a visual representation of how the cities stand against each other.

Initially, it is stressed that a city's assets are affecting its brand strength. The assets that are most sought after in a city, including physical amenities, cultural factors, and economic significance, were determined through a YouGov poll of 2,000 UK respondents. The results of this poll served as the benchmark for evaluating each city's performance. The study then ranks each city according to several crucial factors that contribute to their asset strength, such as historical attractions, cuisine, ease of movement, costliness, and weather (Hildreth, 2008).

City brand strength is then evaluated through a variety of factors, including the city's identity, reputation, and image both in the physical world and online.

The study also evaluates how well each city utilizes its brand potential and calculates the brand strength as a percentage of asset strength so the importance of a city's ability to attract tourists, investment, and talent can be highlighted.

A detailed analysis is given for the top-performing cities, including Paris and London, which identifies the factors that contribute to their success. Saffron recommends that cities focus on developing their assets and improving their brand strategy to remain competitive in a globalized world.

2.3 Brand Identity– Brand Image

According to Roy and Banerjee, a brand aids the buyer in discerning one offer from another. What the marketer develops for the consumer and what they desire to purchase is a brand (Roy and Banerjee, 2007). When examining the brand from these two angles, academics in the field have separated it into two main categories: brand identity and brand image, which are two closely connected notions that, according to Melin, might lead to confusion. Brand image refers to how consumers view the brand, whereas brand identity refers to how the brand owner wants the brand to be regarded (Melin, 1997). Since these two ideas are crucial, each will be covered separately in the paragraphs that follow.

The brand image can be defined as how the public views the destination. After learning more about a specific brand and its alternatives, it is crucial to observe how customers make decisions (Ataman and Ülengin, 2003).

The formation of a brand's image occurs through three distinct inductive processes, including marketing communication, consumer experience, and social influence (Riezebos et al, 2003). Marketing communication is an important tool for organizations to control their brand image by creating a message that reflects their brand identity, however, noise from competitors' advertisements can make it difficult to stand out and reach the intended consumer segment. Consumption experiences also

play a vital role in shaping the brand image, as they should not contradict the message communicated through marketing. Social influence, specifically word of mouth, can have a powerful impact on the brand image due to its credibility and ability to trigger potential customers.

Brand identity can be defined as the set of traits, values, benefits, differentiation, and personality that a brand owner wants consumers to associate with their brand (Roy and Banerjee, 2007). Kapferer views brand identity as the foundation of a brand, which reflects its core values and distinguishes it from competitors (Kapferer, 2008). Brand identity according to Aaker is comprised of two parts: the core identity, which is the unchanging fundamentals that make the brand unique, and the extended identity, which is more flexible and can be changed if necessary (Aaker, 1996). The extended identity includes the brand personality, which adds texture and completeness to the brand by personifying it.

This approach is employed because it enables researchers to group brand identity characteristics that are transmitted according to how those variables affect a brand's image and reach of consumers.

A brand must apply its brand identity and image to create a lasting bond between the brand and the customer. In today's competitive market, maintaining a strong connection between the customer and the brand is becoming increasingly challenging because of the ever-increasing demands of customers, customers' lack of loyalty, unclear brand benefits, and a massive amount of advertising noise on various media channels.

Several researchers have emphasized the importance of congruence between brand identity and brand image, including Roy and Banerjee (2007) and Melin (1997). The Brand Derby Matrix presented by Roy and Banerjee (2007) is helpful to understand the effects of brand image and brand identity being congruent or not. The matrix suggests that if a brand has a weak brand identity and a poor brand image, it is considered a "Lame horse" and is likely to fail in the market. If a brand has a strong brand identity but a weak brand image, it is referred to as a "Blind horse" and requires further communication to build credibility in the minds of customers. If a brand has a strong brand image but a weak brand identity, it is a "Dark horse" and needs extensive communication with customers to exploit their excellent brand image. If a brand has

both a strong brand identity and excellent brand image, it is a "Jackpot" and that evokes a high level of trust between customers and the organization.

However, it is essential to avoid the brand image trap, as emphasized by Aaker (1996). The danger with the brand image trap is that it is left to the customers to decide what the brand stands for, thus, while building the brand identity the vision of the brand must be declared.

2.4 Destination Image

2.4.1 Cognitive-affective-conative model of destination image

The concept of destination image has been widely studied in tourism research. According to Gartner's model, destination image is comprised of three main dimensions: cognitive, affective, and conative (Gartner, 1994). The cognitive dimension pertains to the individual's beliefs and knowledge about the attributes of the destination, while the affective dimension refers to the feelings associated with the place of visit. The conative dimension comprises action, meaning the individual's intention to revisit and recommend the destination to others. The three dimensions contribute to the formation of a global image that is used by the consumer to simplify the task of decision-making.

Travel agency staff and autonomous sources, particularly guidebooks, significantly influence the cognitive image of destinations while motivations also influence the affective component of image, with congruence between motivations and the place offer having a positive effect on the affective image. The level of experience has a positive and significant relationship with the cognitive and affective dimensions of image which are interrelated (Beerli and Martin, 2004).

The evaluative component of the destination image arises from its attributes, and the cognitive image significantly influences the affective image of a destination. Additionally, the cognitive and affective dimensions significantly influence the conative image of a destination, with the cognitive component having a stronger impact via the affective component. The study of destination image is relevant for

understanding tourists' behavior and their intention to revisit and recommend the destination to others, which has been related to loyalty.

Agapito's study analyzes the destination image of Lagos, a local coastal destination in the Algarve, Portugal, by capturing the main characteristics of the destination and measuring the relevant attributes. Their results show that the cognitive component of the destination image is positively linked to the affective and conative components, and that the affective component is also positively linked to the conative component. Moreover, the study finds that the cognitive component of the destination image is the most significant predictor of the affective and conative components (Agapito et al, 2013).

2.4.2 Kim and Chen Framework

Kim and Chen present a new perspective on destination image formation processes by utilizing the schema theory from cognitive psychology.

The authors propose a framework of five types of schemas that may be important for market strategy development: place schemas, mega-event schemas, crisis schemas, self-schemas, and emotional schemas. These schemas are defined as accumulated knowledge that forms tourism destination images. A comprehensive literature review is provided on the properties of schema theory and its relevance to the tourism industry. Schemas are defined as mental networks of nodes and their associations that represent propositional information comprised of concepts and relations. The authors discuss the shared properties of schema theory, including that they denote an archetypal abstraction of the manifold concept they represent, are induced from past experience or information, can guide the categorization of incoming information, and can fill in missing attributes of the input.

The proposed framework of destination image formation is divided into three stages: pre-, during-, and post-visitation. The pre-visitation stage is further divided into two processes: data-driven and schema-driven. In the schema-driven process, entities of information stored in memory that represent a comprehensive set of knowledge

regarding objects, situations, events, or actions are called schemas or schemata (Kim and Chen, 2016).

Their article concludes with implications for marketing practitioners and future research directions. The authors suggest that the proposed framework can be used to develop market strategy development, and that practitioners can use this framework to identify which schemas are important for different types of tourists.

2.4.3 Four Stages of Image

Image goes through four stages: vague and unrealistic image, distortion of the image, improved image, and resulting image. The first stage is formed before the tourist travels and is based on advertising, education, and word of mouth dissemination. In the second stage, the person decides to go on vacation, choosing the destination and type of tourism product, which leads to a change in the image of vacation. The third stage is the vacation experience itself, during which the image is improved based on direct experience. The fourth stage is the recent memory of the vacation experience, which can lead to regret if it's negative and nostalgia or fantasy if it's positive (Tocquer and Zins, 2004).

2.4.4 Four Dimensions of Image

Destination image is a vital aspect of tourism, as it influences a traveler's perceptions and expectations of a place and it is comprised of four different dimensions, which shape a traveler's perception of a destination.

The physical dimension of the destination image refers to the natural and man-made attributes of a place. It includes the destination's topography, climate, landscape, infrastructure, and accessibility, among others. For example, a traveler may perceive a destination as beautiful due to its natural scenery, or they may consider it unappealing if it lacks essential facilities like good roads or hospitals (Baloglu and

McCleary,1999). The physical dimension is crucial in shaping the overall tourist experience.

The cultural dimension of the destination image refers to the destination's intangible and tangible cultural attributes. It includes aspects such as history, customs, traditions, art, and architecture. These cultural elements play a significant role in shaping a tourist's perceptions of a place, as they provide a unique experience that differentiates one destination from another (Fakeye and Crompton,1991).

The social dimension of the destination image refers to the people and social interactions that a traveler experiences in a destination such as the local population's hospitality, friendliness, and openness, as well as the social norms, values, and behaviors of the community. The social dimension influences a tourist's perception of safety, comfort, and satisfaction in a destination (Wang and Pizam, 2011).

The temporal dimension of the destination image refers to the time aspect of a destination, including seasonality, events, festivals, and historical significance. This dimension plays a crucial role in shaping a traveler's expectations of a place, as events and festivals may attract tourists to visit during specific times of the year, while historical significance may attract visitors interested in a destination's past (Jang and Feng, 2007).

That concept of destination image and its dimensions as discussed by Bigné et al, is "the mental representation of a destination that a person holds in their mind based on their past experiences, knowledge, and beliefs" (Bigné et al, 2005)

2.4.5 Primary and Secondary Image

Phelps defines the primary image as the image built after the visit to the destination and the secondary image as the image built before the visit to the destination (Phelps, 1986). Gunn and Mansfeld distinguish two types of images in the secondary image (Gunn, 1988): the organic image (informal image for Mansfeld) that derives from non-commercial information and the induced image (formal image for Mansfeld) built by information curated by the commercial organization responsible for the

destination (Mansfeld, 1992). Fakeye and Crompton developed a path model that lays out the route taken by tourists when in search of information. A potential tourist has a secondary organic image of certain destinations and will actively seek information based on their motivations and perceptions. The amount of information sought and efforts made in the search process are contingent upon the strength of the organic image and the experience, be it direct or indirect, with the tourist destination (Fakeye and Crompton , 1991).

Informational messages should be used in the organic phase of the image, while persuasive messages would be appropriate for the induced phase of the image. During the primary image stage, messages that remind tourists of previous experiences are more beneficial. This information can be used to promote a destination more effectively.

The types of secondary image include organic/informal and induced/formal image based on informational and persuasive messages respectively. The type of information used depends on the type of image, such as messages that bring to mind past experiences, informational messages, and persuasive messages.

The concept of the image of a tourist destination refers to the mental representation that tourists develop about a particular destination. This image is influenced by different factors, such as advertising, education, word of mouth, and direct experience. Tocquer and Zins (2004) proposed a typology of the development of the tourist image, which includes four stages: vague and unrealistic image, distortion of the image, improved image, and resulting image. Other authors, such as Phelps (1986) and Mansfeld (1992), distinguish between primary and secondary images, which are built after and before the visit to the destination, respectively. The image of a tourist destination plays a crucial role in the decision-making process of tourists, as it modifies their attitude towards a destination and their buying decisions. Tourist destinations with stronger and more positive images are more likely to be considered and selected by tourists.

2.4.6 Online Image

Online destination image significantly influences tourists' satisfaction levels and loyalty towards specific districts, according to a study conducted in Barcelona. A positive online destination image seems to lead to higher levels of satisfaction, which in turn leads to higher levels of loyalty towards specific city districts. Also, different aspects of online destination image, such as information quality, aesthetics, and usability, have varying degrees of influence on satisfaction and loyalty.

Destination managers should attend to the quality and accuracy of online destination information, as well as the design and usability of their online platforms. By managing online destination image effectively, destination managers can enhance tourists' satisfaction levels and increase their loyalty towards specific city districts (Marine-Roig, 2021).

2.5 Pafos

2.5.1 General Information

Pafos is a city in southwest Cyprus with a rich history dating back to the Copper Age. The city is divided into two levels, Ano Pafos, the commercial center, and Kato Pafos, a coastal area and the premier tourist destination of the island. The city's economy is heavily reliant on tourism and service provision. Pafos is also included in the UNESCO list of cultural and natural treasures of the world's heritage for its ancient assets and was the European Capital of Culture for 2017.

Despite facing periods of decline and prosperity due to strong earthquakes and raids, conquerors such as the Romans, Arabs, Venetians, Turkish, and British brought their customs and culture, rebuilt the city based on their standards, and in some cases developed new economic activities. During the 20th century, locals adapted the Greek architecture into theirs, creating the first neoclassical buildings. This led to the great cultural heritage that has been preserved for nearly 4000 years of existence in the city and the Pafos area, characterized by Christian temples, Roman villas and palaces, British squares, and many other impressive buildings.

The Turkish invasion in 1974 led to the development of Kato Pafos as a tourist destination, as they wanted to counterbalance the other damaged tourist destinations in Cyprus. This led to the cultural flourishing of the city but also to the loss of the essential direction for the creation of the cultural and artistic base of the inhabitants.

The city of Pafos in Cyprus has a long history of diverse population groups, including English, English Cypriots, Greek Cypriots, and Turkish Cypriots. Today, the city is mainly inhabited by Greek Cypriots, foreigners, and tourists. However, there are significant issues of cohesion and inequality across Pafos, especially in deprived areas where low-income population groups reside. These issues are critical for the developmental evolution of Cyprus and require multi-level planning that considers the specificities of individual areas of the city.

Pafos is predominantly inhabited by families and elderly people, with few professional opportunities and prospects for advancement for young adults. As a result, many young people leave Pafos to work abroad or in other cities in Cyprus. In recent years, the city has been offering jobs in the construction and tourism sectors, with new hotels and housing estates being continuously created but the fact that the abundance and importance of the city's cultural and natural wealth have not been fully exploited must be highlighted.

The industrial area, port, and prospect of the new marina have not received much attention, as other cities in Cyprus have been given priority. In recent years, there has been residential development and expansion towards the periphery of the city, with housing estates based on the "American dream" of enclosed gated communities. In the central core of the city, historical buildings such as prominent mansions and neoclassical houses must be protected.

The area of Exo Vrisi, which was once primarily agricultural land, is currently experiencing significant residential development and environmental pressures. These developments contribute to the issues of discontinuities in the city. Pafos, a small city with a rich mix of cultures, has been unable to capitalize on its development characteristics until recently.

In 2011, Pafos became a candidate for the title of "European Capital of Culture," providing an opportunity for the city's development. This selection offered the

opportunity to redefine the city's development on the basis of regulating critical issues of spatial and social cohesion and prioritizing the real needs of its inhabitants. Deprived sections of the city, such as the Muttalou area, require a focus on planning with the aim of linking and connecting them to the city as a whole.

In 2013, Pafos was selected as the European Capital of Culture (ECOC) for 2017. Pafos won the title by proposing the activation and exploitation of public spaces through the Open Culture Factory. Three themes were displayed, the first, "Myths and religion," based on the myth that Pafos was born of the union of Pygmalion and Galatea, the second, "Travelers of the World," intended to promote its multicultural character, and the third, "Stages of the Future," would be the legacy of the organization in the city. The theme of the year was 'Linking Continents, Bridging Cultures,' as Pafos reflects the experiences of multiculturalism and its geographical proximity to the Middle East and North Africa.

Projects that had been done in the past to improve the destination's tourism had resulted in the unified structure of its image and the cohesion of society presented in the past. Also, the extension of the city did not respect or harmonize with the surrounding area. Integral elements have been combined in an effort of impressing and originality, destroying the natural environment and consistency in everyday life.

The title of ECOC gave the opportunity to the city of Pafos to develop its new image, become a bridge of reunification and understanding between Greek and Turkish Cypriots, and improve its economy through its publicity on an international level. Pafos can achieve this through long-term planning that focuses on cultural heritage preservation, infrastructure development, and sustainable tourism.

2.5.2 2017 Pafos in Progress

Place-making, as a term used by Dova et al, refers to the process of creating places that people want to spend time in and engage with. It involves a collaborative and participatory approach that brings together different stakeholders, such as residents, businesses, and government agencies, to identify the unique characteristics and potential of a place, and to develop a shared vision for its future. Place-making is not

just about physical improvements, such as creating new public spaces or improving infrastructure, but also about fostering a sense of community and belonging (Dova et al, 2015).

In the case of Pafos, place-making was used to overcome the city's challenges and capitalize on its strengths at a time when Pafos was facing a number of issues, such as a declining population, a lack of cultural infrastructure, and an underdeveloped tourism sector.

The creation of a new pedestrianized area in the city center was actualized, which not only improved the quality of life for residents, but also provided a space for cultural events and activities and historical buildings and public spaces were restored, which helped to showcase Pafos' rich cultural heritage.

Importantly, these initiatives were not just the result of top-down planning, but involved extensive engagement with local stakeholders who were involved in the selection of the new pedestrianized area, and artists and cultural organizations that were consulted in the development of new cultural programs.

Place-making seems to be a key factor in the success of Pafos as the European Capital of Culture in 2017. The city was able to attract visitors and investment, and to position itself as a vibrant and culturally rich destination through fostering a sense of community and pride among residents, and to address some of the city's underlying issues.

2.5.3 How Pafos was perceived as ECOC by residents

Farmaki found that residents generally had a positive view of tourism, with some expressing concerns about the impact of tourism on the environment and the city's infrastructure. Specifically, residents directly linked to tourism held more positive views of tourism and its impact on the city's economy and society, whereas those indirectly involved in the industry had more concerns about the negative effects of tourism (Farmaki et al, 2018).

According to their study conducted in 2018, the impacts of the ECOC title to Pafos are predominantly framed within social and economic perspectives. With regard to economic impacts, all informants agreed that the ECOC title could potentially yield significant economic benefits to Pafos by boosting its tourism industry. Specifically, informants identified the creation of jobs and the increase in tourist arrivals as potential benefits. However, several informants, both directly or indirectly involved in tourism, expressed concerns over the longevity of the emerging employment opportunities two years after the fact.

The ECOC title is also argued to contribute significantly to infrastructural improvements, as well as other sectors related to tourism. Most informants agreed that the designation of their city as ECOC intensified the need to improve existing infrastructure and facilities such as roads, transportation, and other recreational facilities, which will lead to city regeneration.

Moreover, nearly all informants mentioned the potential enhancement of the city's image as a key benefit resulting from Pafos being the ECOC of 2017. However, there were informants, particularly those directly involved in tourism, who expressed concerns over the potential economic benefits of the ECOC title to Pafos. They suggested that the assumed economic benefits of the ECOC title have been exaggerated for political reasons. Many informants directly involved in the industry suggested that the authorities had invested little in culture, and they highlighted the importance of effective management and stakeholder collaboration as critical aspects of the event's success.

The study of Farmaki et al also sorted the participants in four categories of residents: engagers, pragmatists, adherents, and ambivalents. Engagers are residents who have positive perceptions of the ECOC initiative and are directly involved in the tourism industry, and they expressed enthusiastic willingness and commitment to support the ECOC initiative. Pragmatists are residents who are directly involved in tourism but hold negative perceptions of the ECOC title. They expressed willingness to support the ECOC initiative but identified the availability of facilities, infrastructure, and accessibility to cultural events as essential elements for the initiative's success. Adherents have no direct involvement in tourism yet hold positive perceptions of the socio-economic contribution of the ECOC title to their city, and they were willing to

exert support towards the initiative but are uncertain with regard to how support can be offered and within which parameters. Ambivalents hold negative perceptions towards the ECOC title's benefits and were unwilling to support the initiative. They identified the protracted problematic situation of Pafos' tourism industry as being difficult to change, particularly within a corrupted socio-political environment that inhibits effective governance and long-term prosperity for the local community.

2.5.4 Tourism in Pafos these days

Siakalli identified several factors that impact tourist satisfaction in the city of Pafos through a survey answered by tourists who visited the city. The quality of services provided by hotels, restaurants and other tourism-related businesses, the cleanliness and safety of the city, the natural beauty and historical significance of the city, and the friendliness and helpfulness of the local people were found to be rather important.

Tourists expect high-quality services when they visit a destination, and if these services do not meet their expectations, they are likely to have a negative experience and may not return to the destination in the future.

Also, tourists are more likely to have a positive experience in a destination if they feel safe and comfortable, and if the destination is clean and well-maintained (Siakali et al, 2020). It is important for policymakers and tourism businesses to invest in the maintenance and improvement of the infrastructure and facilities in the destination, as well as in the implementation of safety measures to ensure that tourists feel safe and secure during their stay.

Pafos is a city with a rich cultural and historical heritage, and tourists are drawn to the city because of its unique attractions, such as the Tombs of the Kings and the Pafos Archaeological Park so the city's cultural and historical attractions must be well preserved to enhance this strong point and consequently increase the competitiveness of the destination in the global tourism market.

2.5.5 Pafos as a smart city

Pafos, which has been designated as a European capital of smart tourism for 2023, has invested in a range of smart city technologies, including smart parking, smart waste management, and smart lighting systems as an attempt to improve the quality of life for its citizens and visitors (European Commission, 2022). The city has implemented a smart parking system that uses sensors to detect available parking spaces and provide real-time information to drivers. This reduces traffic congestion and improves the efficiency of parking, making it easier for tourists to find parking spaces and explore the city (Pafos Municipality, 2021).

The development of Pafos focuses on sustainability with the installation of solar panels, the construction of green roofs, and the development of bike-sharing programs to reduce the city's carbon footprint and promote sustainable tourism, which is becoming increasingly important to tourists who are concerned about the impact of their travel on the environment.

Pafos has also embraced the use of digital technologies to promote its cultural heritage by developing a mobile application that provides tourists with information about the city's cultural landmarks, events, and attractions.

Chapter 3 - Research Methodology

3.1 Methodology Tools

When choosing a research methodology, researchers must consider various factors such as the research question, data availability, and the nature of the research problem. One of the critical decisions researchers must make is whether to use quantitative or qualitative research methods.

Initially, qualitative methodology was chosen for the purposes of this research but after consideration quantitative methodology seemed like a better fit.

Qualitative research is a type of research methodology that involves the collection, analysis, and interpretation of non-numerical data. It is a useful approach for understanding complex social phenomena that are difficult to measure using quantitative methods.

Since this research calls for exploring complex and rather personal perceptions of individuals, to gain a deep understanding of the perspectives and experiences of the participants we could conduct interviews.

Qualitative research can help researchers uncover the meaning behind the data and the experiences of the participants. This depth of understanding is often difficult to achieve using quantitative methods (Charmaz, 2014).

Social phenomena is, in general, better understood in isolation from their context so, qualitative research allows researchers to examine the context in which social phenomena occur, which can help to explain the meaning and significance of the data (Creswell, 2014).

Quantitative research, though, is more objective and reliable than qualitative research since it involves collecting numerical data, which can be analyzed statistically and therefore provide results that are more precise and less subjective, reducing the potential for bias in the data collection and analysis process (Burns and Grove, 2009). Quantitative research is also more replicable, meaning that other researchers can reproduce the study to test the findings (Creswell, 2014). This is because the data collection and analysis methods are clearly defined and standardized, making it easier for other researchers to replicate the study.

Making generalizations and testing hypotheses are steps of a process that works best for quantitative research as it is designed to test hypotheses and establish cause-and-effect relationships between variables (Creswell, 2014). This is because quantitative research allows researchers to identify and measure the relationships between variables using statistical techniques. Additionally, the large sample sizes typically used in quantitative research allow for generalizations to be made to the larger population (Burns and Grove, 2009).

Quantitative data is usually analyzed using statistical software, which can automate the process and make it quicker and more efficient (Choy, 2014). A large sample size

increases the statistical power of the study, and thus, the results are more likely to be reliable and valid (Bell et al, 2022).

In contrast, qualitative data analysis often involves manual coding and interpretation, which can be time-consuming and subject to researcher bias (Burns and Grove, 2009).

Another advantage of quantitative research is that it allows researchers to maintain objectivity and reduce bias in their findings. Quantitative research involves using standardized instruments and procedures, which minimize the potential for researcher bias or interpretation. This enhances the reliability of the data and enables researchers to draw more objective conclusions about the phenomena being studied (Prati et al, 2010). In contrast, qualitative research is often criticized for being subjective and potentially biased because it relies on the interpretation of data by the researcher (Denzin and Lincoln, 2018).

3.2 Type of Research

Our research approach for studying the destination image of Pafos is quantitative in nature, utilizing a closed-ended questionnaire. This type of research allows us to gather structured data that can be analyzed statistically, providing objective insights into the perceptions of respondents.

To collect data, a Google Forms questionnaire is employed, which offers a convenient and efficient method for data collection. The questionnaire consists of mostly predetermined response options, providing standardized data that can be easily analyzed. We distribute the questionnaire mostly via email to reach our target respondents effectively.

Once the data is collected, we employ the JAMOVİ statistical analysis software. JAMOVİ is a widely-used software in the field of statistical analysis and has been covered during our Master's program courses. It provides a user-friendly interface and a range of statistical tests and analysis options, allowing the relationships and patterns within our data.

In our analysis, the focus is on demographic statistics in order to understand how different demographic variables correlate with perceptions of Pafos's destination image. By examining demographic factors such as age, gender, nationality, and occupation potential associations and patterns can be identified and consequently impact the perception of the destination.

Using statistical tests, such as chi-square or correlation analysis, the relationships between demographic variables and respondents' perceptions will be examined. This analysis will provide insights into whether specific demographic characteristics influence how Pafos is perceived as a destination.

Overall, within our research approach a quantitative methodology, a closed-ended questionnaire, and statistical analysis software are employed to gather and analyze data efficiently. By examining demographic statistics and exploring correlations, the aim is to uncover valuable insights into the destination image of Pafos and the factors that may shape it.

3.3 Participants

The research study focuses on exploring the destination image of Pafos, and to achieve this, it seeks to engage participants from various backgrounds. The study invites individuals who contemplate visiting Pafos, those who plan to visit the destination, and those who have already made reservations for accommodation in Pafos. Furthermore, the study extends its reach to include locals who are eligible to answer the questionnaire, as their perspectives are vital in understanding the destination's brand image from within the community.

By including individuals who contemplate visiting Pafos, the research aims to uncover the initial perceptions, expectations, and motivations that influence their interest in the destination. Understanding the factors that attract potential visitors and their perceptions of Pafos as a brand contributes to a comprehensive assessment of its image in the market.

Participants who plan to visit Pafos bring valuable insights into their pre-travel considerations, intentions, and expectations. Their involvement allows researchers to understand the specific attributes and qualities they associate with the destination's brand. By examining their preferences, interests, and desires, the research study can identify the key elements that contribute to the overall brand image of Pafos.

Those who have made reservations for accommodation in Pafos, regardless of whether their stay is upcoming, in progress, or completed, offer firsthand experiences and perceptions of the destination. Their participation provides insights into their satisfaction levels, the overall experience, and the alignment of the destination's brand promise with the actual delivered experience. These insights contribute to a comprehensive evaluation of Pafos' brand image and assist in identifying areas for improvement or reinforcement.

In addition to tourists, the research study acknowledges the importance of local residents' perspectives. Locals are eligible to answer the questionnaire, as they possess unique insights into the destination's brand image from a community perspective. Their involvement allows researchers to gauge the alignment between the desired brand image and the perception of the destination among locals. Their perspectives also shed light on the impacts of tourism on the community, further enriching the understanding of Pafos' brand image.

By engaging participants who contemplate, plan, and have reservations for Pafos, as well as including locals in the research, the study aims to provide a comprehensive analysis of the destination's brand image. The insights collected from these diverse perspectives enable a holistic understanding of Pafos' brand identity, positioning, and reputation. Ultimately, this research contributes to the development of strategies and initiatives that enhance the destination's brand image and effectively promote Pafos as a desirable and memorable place to visit.

3.4 Potential benefits of the research

Participation in the survey for tourists visiting Pafos holds immense significance for businesses and organizations seeking to understand and enhance the destination's appeal. The valuable information collected from the survey responses can provide crucial insights into how tourists perceive Pafos, enabling businesses to better comprehend their target customers and tailor their products and services accordingly. By aligning their offerings with the needs and preferences of tourists, businesses can enhance customer satisfaction and foster loyalty.

Survey data enables businesses to identify the strengths and weaknesses of Pafos as a destination. By gaining a comprehensive understanding of the factors that contribute to the positive experiences of tourists, businesses can amplify and build upon these strengths. Simultaneously, they can address any weaknesses or areas for improvement, thereby enhancing the overall appeal of Pafos as a tourist destination.

The implications of the survey extend beyond individual businesses and organizations. In fact, the contributions of businesses are instrumental in driving the growth and development of the tourism industry in Pafos. By leveraging the insights gleaned from the survey, businesses can make informed decisions that benefit the entire community. Such decisions can include the creation of new job opportunities, fostering economic growth, and ultimately improving the quality of life for residents.

Moreover, organizations play a crucial role in shaping the image and reputation of Pafos as a destination. By actively participating in the survey and utilizing the collected data, organizations can contribute to the positive promotion of the destination. They can work towards enhancing Pafos' reputation among tourists, attracting more visitors and ensuring their long-term satisfaction.

Organizations have a responsibility to prioritize the sustainability of the tourism industry and the preservation of Pafos' natural and cultural resources. The survey findings can guide organizations in developing strategies that strike a balance between tourism growth and environmental conservation. This ensures that the unique natural and cultural assets of Pafos are protected for future generations while maintaining the economic benefits derived from tourism.

The participation of tourists in the survey for Pafos holds value for businesses, organizations, and the community as a whole. The insights obtained from the survey

responses aid businesses in understanding their customers and tailoring their offerings, resulting in improved customer satisfaction and loyalty. Furthermore, the data helps identify the strengths and weaknesses of Pafos as a destination, enabling businesses and organizations to enhance the overall appeal of the city.

3.5 Constructing a Research Survey Questionnaire

A research survey questionnaire is a vital tool in quantitative research and creating one is a demanding process as it entails planning with attention to detail.

The basis of a research survey questionnaire is the identification of the research question and objectives. The research questions should be clear and specific, and they should guide the development of the survey questionnaire (Dillman et al, 2014).

The sampling method, which is the process of selecting a sample from the population that will be included in the study, should then be established and it should be representative of the population, ensuring that the results are generalizable to the larger population (Dillman et al., 2014). For this research, we have chosen existing and potential visitors to Pafos from all over the world that local hospitality and tourism business will contact on our behalf.

Then, survey questions are designed in a clear, concise, and unbiased way. The questions are specifically designed to collect data that will answer the research question and objectives (Dillman et al., 2014). In this research, we base our survey questions on Anholt's GMI City Brands index.

The questions can be closed-ended or open-ended. Closed-ended questions have a limited number of response options, while open-ended questions allow participants to provide a more specific response. Closed-ended questions are often used in quantitative research because they allow for easier data analysis (Babbie and Mouton, 2001). This research uses mostly questions of that sort.

The survey questions should be tested with a small sample of participants to ensure that they are clear and easy to understand. Testing the survey questions can help to identify any errors or misunderstandings in the questions (Dillman et al., 2014).

Same goes for the format and layout of the survey which should be designed to be easy to read and complete. The survey should be structured logically, and the questions should flow in a natural order (Babbie and Mouton, 2001).

3.6 Sample

The sample for the research consists of 108 participants, with diverse demographic characteristics. Among the participants, there are 69 females, 37 males, and 2 individuals who identify as "Other." The sample includes participants from 17 countries all over the world with 95.5% of the sample coming from Europe and the largest representation living in Greece (58.3 %). In terms of age distribution, the sample encompassed a wide range, with 18.5% of participants aged 18-23, 32.4% aged 24-33, 14.8% aged 34-43, 13.0% aged 44-53, 19.4% aged 53-65, and 1.9% over 65 years old. The majority of our sample is Greek females, 25% of which are aged 24-33 and 53-65 while 47.2% of which have graduated from University, 36.1% of them live in a three-person household and 77.8% are employed. As we observe further, 35.7 % of Employed Greek females seem to make more than 10,001€ and less than 17,000€ (~8,826£-15,004£) and only 30% of these have been to Pafos while 80% of them travel 3-5 times for vacation and 70% of them travel rarely for work. The most popular source of information about Pafos seems to be the website of the Municipality of Pafos while over 50% of the sample is prompted to visit the destination by ads and user-generated content on social media.

3.7 Data Collection Process

The data collection process for the research study on travelers visiting Pafos, Cyprus involved several methods to ensure a comprehensive and diverse dataset.

To engage with travelers staying at hotels in Pafos, leaflets containing a barcode linked to a Google Form questionnaire were distributed. These leaflets were strategically placed in hotel lobbies and rooms, providing a convenient and accessible means for participants to share their insights and experiences.

To expand the reach of the study beyond hotel guests, email outreach was conducted. Hotels in Pafos were contacted and requested to forward the questionnaire to their visitors. This approach capitalized on the existing communication channels between hotels and travelers, enabling a broader participation rate.

In order to access specific interest groups, email outreach was also extended to Cypriot Associations and travelers' clubs. These organizations were invited to forward the questionnaire to their members, who were likely to possess unique perspectives and experiences as travelers in Pafos.

Leveraging the power of social media, the questionnaire was shared on various platforms. Facebook, Reddit, and LinkedIn groups dedicated to travelers were utilized to reach a wider audience and encourage participation from individuals interested in sharing their travel experiences in Pafos.

To maximize online reach, the questionnaire was also made available on popular survey platforms. Platforms such as SurveySwap and SurveyCircle were utilized to create and distribute the questionnaire, allowing for a seamless data collection process and enabling participation from individuals beyond the immediate vicinity of Pafos.

Capitalizing on the visual and interactive nature of Instagram stories, the questionnaire was shared as a series of captivating story posts. This method aimed to capture the attention of travelers through engaging visual content, resulting in increased participation and valuable insights.

By employing these diverse data collection methods, the research study successfully gathered a comprehensive dataset from various sources. The leaflets and email outreach ensured engagement with travelers staying at hotels, while outreach to associations and clubs targeted specific interest groups. The use of social media platforms, survey platforms, and Instagram stories expanded the reach to a broader online audience. These combined efforts contributed to a rich and diverse collection of data, enabling a comprehensive analysis of travelers' experiences in Pafos, Cyprus.

3.8 Building Hypotheses

Since our research is about the destination image of Pafos, we can employ the Anholt GMI City Brands Index (CBI) as a valuable framework for forming our research questions. The CBI provides a structured approach to understanding and assessing the brand image and reputation of cities worldwide, including Pafos.

To form research questions using the Anholt GMI City Brands Index, we can utilize its six dimensions: Presence, Place, Pre-requisites, People, Pulse, and Potential. Each dimension consists of specific attributes that contribute to the overall city brand image. By exploring these dimensions, research questions that delve into various aspects of Pafos's destination image can be generated.

Specifically, the questions that were created for each dimension are shown below.

Presence	26)	27)	28)	52)	53)					
Place	22)	23)	29)	30)	31)	32)	33)	34)	40)	51)
Pre-requisites	24)	25)	35)	36)	39)	49)	50)			
People	44)	47)	48)							
Pulse	34)	37)	38)	45)	46)					
Potential	41)	42)	43)							

Table 1

Go to Annex 1 to find the questions that the numbers above represent.

Forming a hypothesis is a crucial step in the research process as it serves as a foundation for scientific investigations providing a clear direction for research and helping researchers test and validate their ideas. Developing a well-structured hypothesis requires careful consideration and analysis of the available information.

Initially, the research question must be identified and it should be specific and focused, allowing for a clear investigation. Once the research question is established, information assembly must begin drawing from various sources such as literature reviews, previous studies, and observations.

Based on the gathered information, possible explanations or predictions can be generated. It is important to formulate a hypothesis that is testable and measurable, meaning that it can be subjected to empirical observation or experimentation so it can be eventually validated or refuted through data analysis.

A well-formulated hypothesis consists of two parts: the independent variable (the factor being manipulated or tested) and the dependent variable (the factor being measured or observed). The hypothesis should clearly state the expected relationship between these variables. It is also important to consider any potential confounding variables that may influence the results and incorporate appropriate controls to mitigate their effects.

The hypotheses we are going to examine in this research are the following:

1. H₀: Occupation and Income affect Anholt's "Pre-requisites".
H₁: Occupation and Income **don't** affect Anholt's "Pre-requisites".
2. H₀: Gender, Age and Household size affect Anholt's "Pre-requisites".
H₁: Gender, Age and Household size **don't** affect Anholt's "Pre-requisites".
3. H₀: Age and Education Level affect Anholt's "People".
H₁: Age and Education Level **don't** affect Anholt's "People".
4. H₀: Gender, Age and Relationship Status affect Anholt's "Pulse".
H₁: Gender, Age and Relationship Status **don't** affect Anholt's "Pulse".
5. H₀: Education, Country of living and Relationship Status affect Anholt's "Place".
H₁: Education, Country of living and Relationship Status **don't** affect Anholt's "Place".
6. H₀: Having visited Pafos affects Anholt's "Presence".
H₁: Having visited Pafos **doesn't** affect Anholt's "Presence".

7. H₀: Travel frequency and Income affect Anholt's "Potential".
H₁: Travel frequency and Income **don't** affect Anholt's "Potential".
8. H₀: Weather perceptions affect overall impression of Pafos.
H₁: Weather perceptions **don't** affect overall impression of Pafos.
9. H₀: Age or Education Level or Income affect intention to visit Pafos.
H₁: Age, Education Level and Income affect **don't** intention to visit Pafos.
10. H₀: Income affects travel frequency.
H₁: Income **doesn't** affect travel frequency.
11. H₀: Country of living affects intention to visit Pafos.
H₁: Country of living **doesn't** affect intention to visit Pafos.
12. H₀: Having visited or not affects overall impression.
H₁: Having visited or not **doesn't** affect overall impression.

3.9 Ethical Matters

It is essential to consider the ethical matters and implications involved in the process of the research, while also ensuring compliance with the General Data Protection Regulation (GDPR). Ethical considerations in such research include obtaining informed consent, ensuring data confidentiality and security, and respecting participants' privacy. Clear and comprehensive information about the purpose of the study, the nature of the data collected, and how the data will be used must be provided. Participants should have the freedom to decline participation or withdraw from the study at any time without facing negative consequences. Certain precautions must be taken to protect the confidentiality and security of the data collected during the survey process such as secure methods for data storage and transmission, pseudonymizing or anonymizing data where needed, and obtaining explicit consent for data sharing or publication .

Προς: Όποιον Ενδιαφέρει

Ημερ. 10/4/2023

Θέμα: Έγκριση Διεξαγωγής Έρευνας

Δρ Μάριος Αργυρίδης
Αναπληρωτής Καθηγητής
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Κύριοι/Κυρίες,

Σας ενημερώνω ότι το ερευνητικό πρωτόκολλο με τίτλο "How do visitors to Pafos, Cyprus perceive its brand image as a destination?" έχει εγκριθεί από την Επιτροπή Δεοντολογίας-Βιοηθικής του Πανεπιστημίου Νεάπολις Πάφος.

Με εκτίμηση,



Δρ Μάριος Αργυρίδης
Αναπληρωτής Καθηγητής Ψυχολογίας
Πρόεδρος Επιτροπής

Chapter 4 - Data Analysis and Interpretation of findings

4.1 Descriptives

In order to conduct statistical analysis on the data collected using a Likert scale, it is common practice to transform the responses into numerical values. This transformation involves assigning numeric values to each response option on the Likert scale, typically ranging from 1 to 5.

Have you been to Pafos, Cyprus?

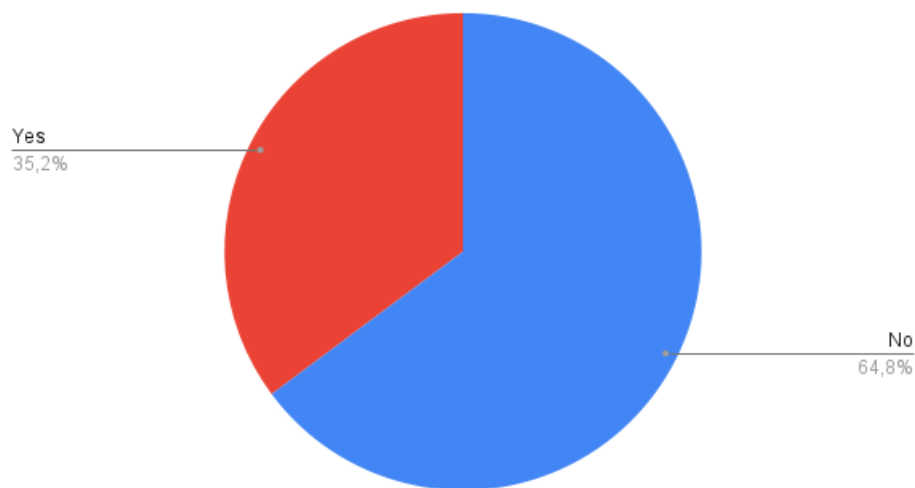


Diagram 1

In the image above it is evident that only 35.2% of our Sample has been to Pafos. However, that is not a matter of concern since we are interested about the perceptions one forms about Pafos even if they haven't visited. Despite not physically visiting, individuals form perceptions through the internet.

I was prompted to consider visiting Pafos by:
(Mark all that apply)

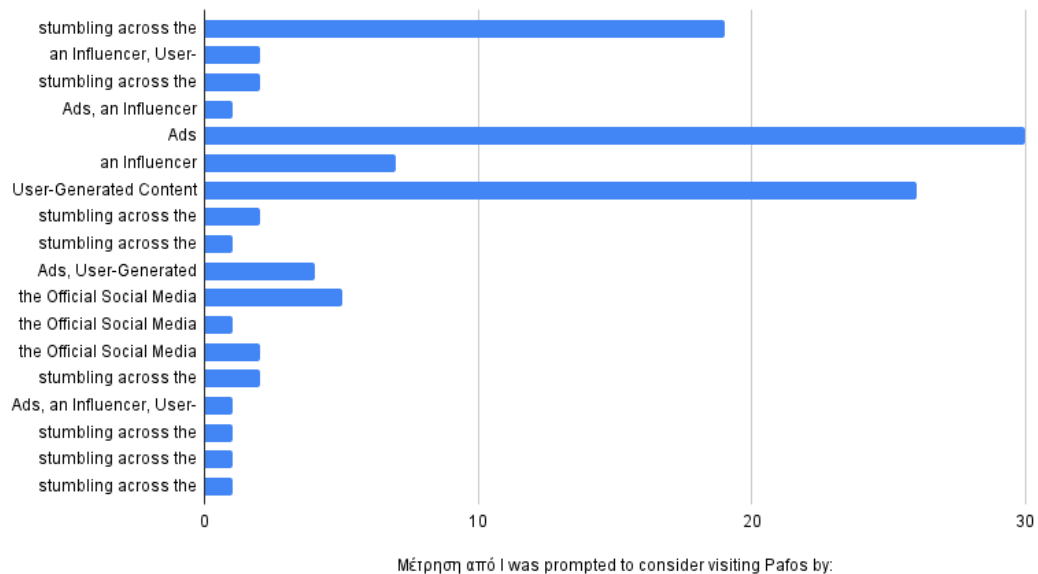


Diagram 2

The majority of our total sample was prompted to consider visiting Pafos by ads, user-generated content on social media and the website of the municipality of Pafos.

I have visited Pafos times, in the last 24 months.

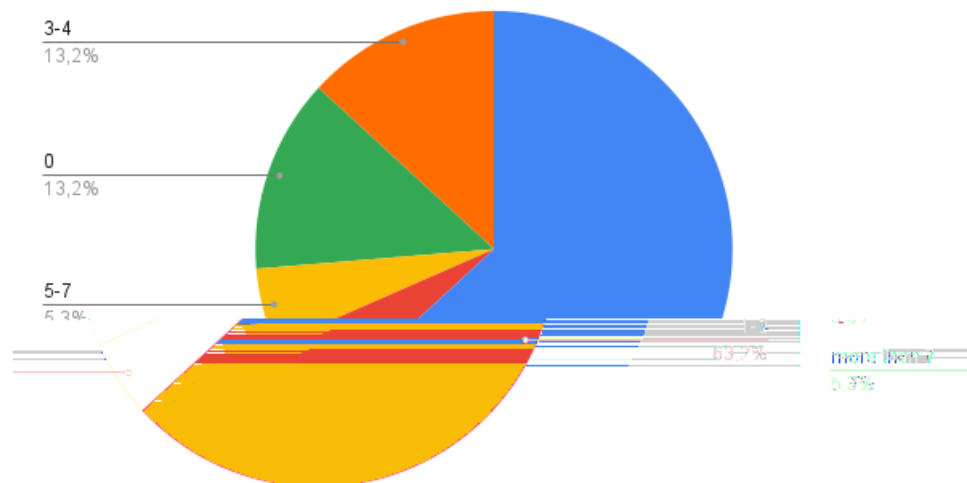


Diagram 3

A majority of 63.2% of those who have been to Pafos, visited the place 1-2 times in the last 24 months. Individuals who visited Pafos over 5 times (10.6%) are fewer than those who haven't visited at all (13.2%) in that period of time.

My visit to Pafos fulfilled my expectations.

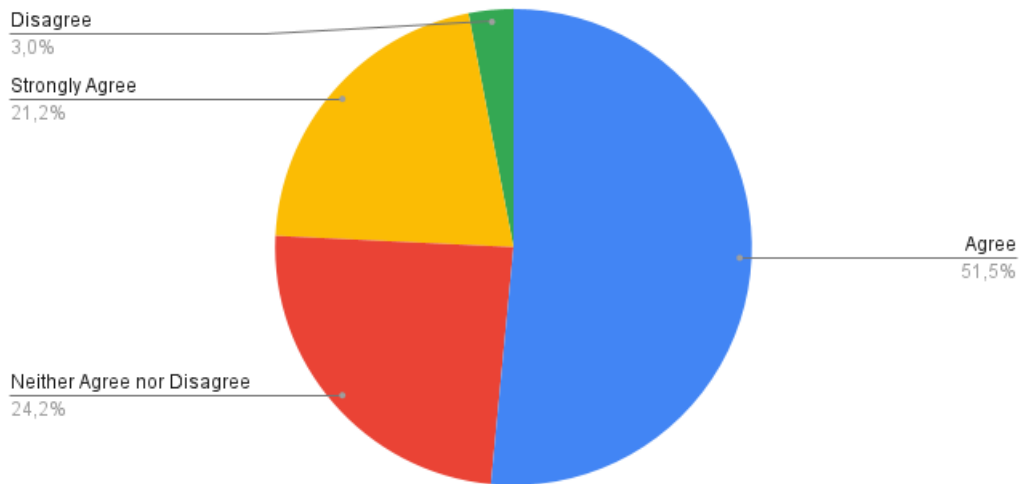


Diagram 4

72.7% of those who have been to Pafos had their expectations fulfilled while only 3% were dissatisfied. It's quite impressive that no one selected the "Strongly Disagree" option. The ones who are neutral about the statement are almost a forth of those who have been to Pafos, which is not an insignificant percentage. 62.5% of the neutrals are Greeks. 50% of the neutrals travel for vacation 3-5 times a year. Another interesting observation is that 87.5% of the neutrals have a positive overall impression of Pafos.

Prior to my visit I read many online reviews about Pafos.

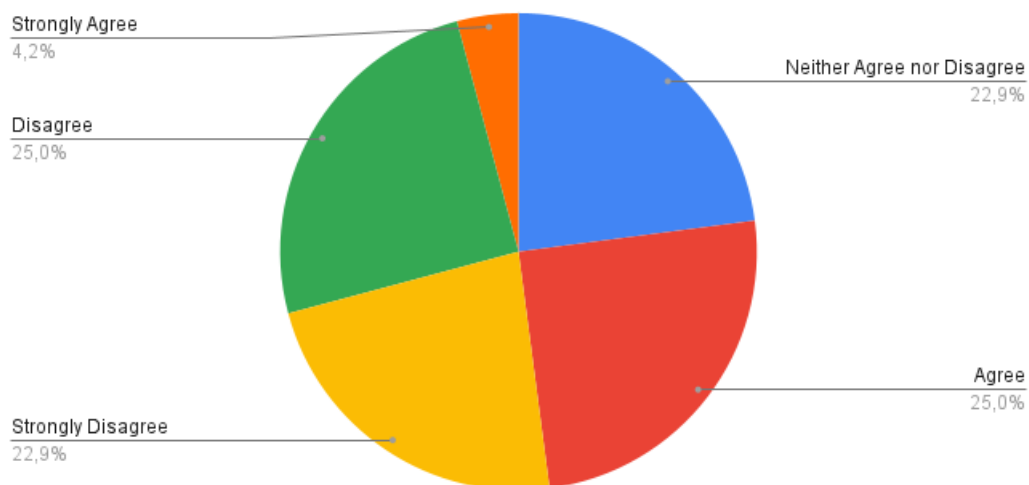


Diagram 5

We can easily figure that 52.1% of those who have been to Pafos have read some reviews while the rest haven't.

Prior to my visit I relied on TripAdvisor to find information about Paphos.

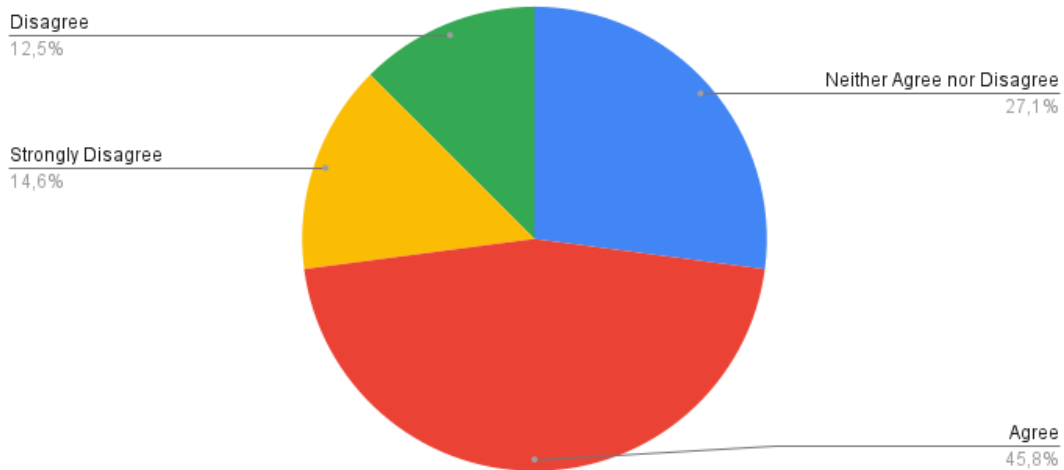


Diagram 6

Only 12.5% disagrees about relying on TripAdvisor which could mean they didn't use it at all or that they used it very lightly.

Prior to my visit I relied on visitpafos.org to find information about Paphos.

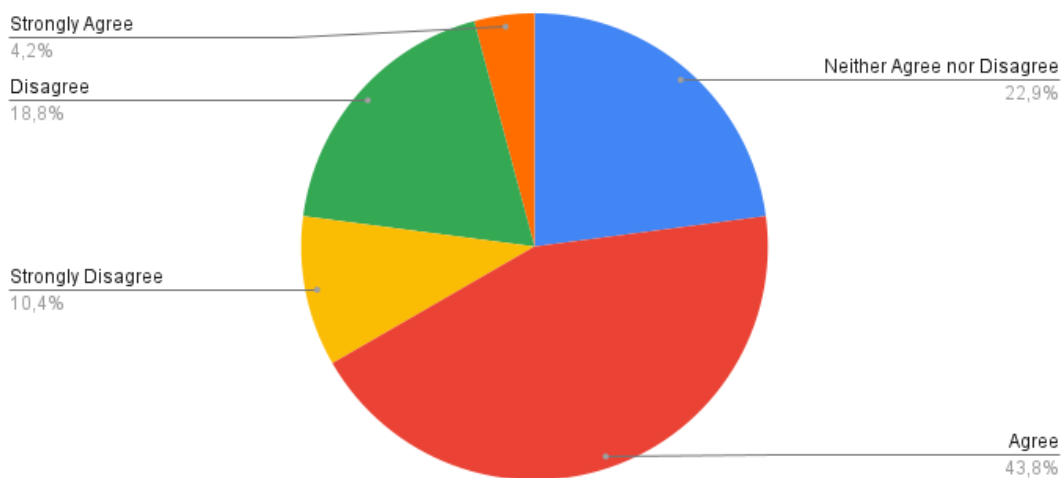


Diagram 7

29.2% are on the negative side of that statement while 48% are on the positive side and 22.9% are neutral. This means that over 70% of those who have been to Pafos read content that belongs to the website while almost 90% of them stumbled across the website.

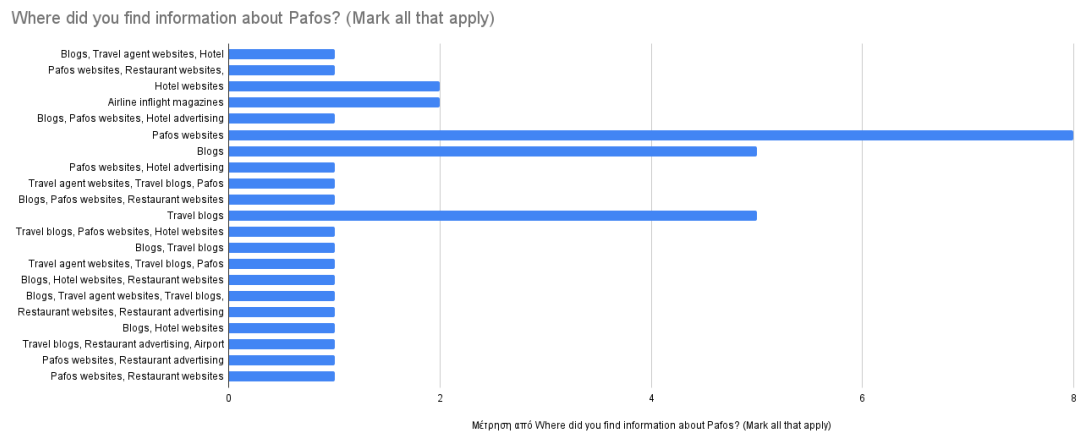


Diagram 8

The last conclusion is reinforced by the graph above.

Which destinations did you research online before booking a trip to Pafos?
(Please mention their names, if none just write none)"

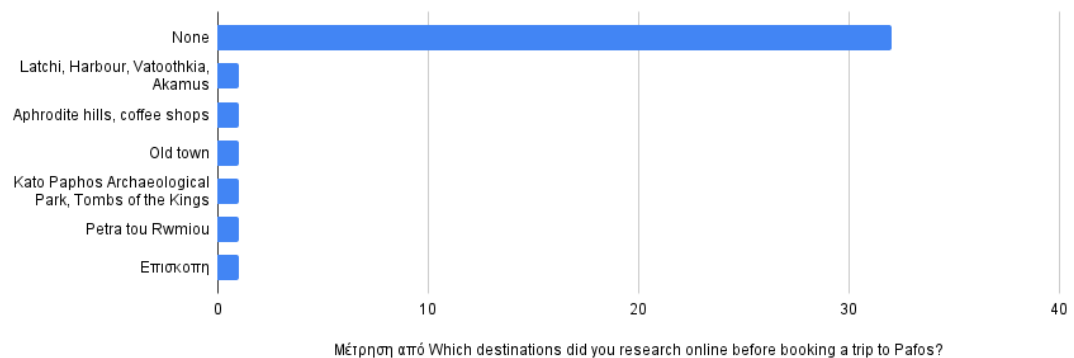


Diagram 9

However, the visitors don't seem to be very studious when it comes to researching destinations within Pafos.

4.2 Research Topics

4.2.1 1st Hypothesis

H₀: Occupation and Income affect Anholt's "Pre-requisites".

H₁: Occupation and Income **don't** affect Anholt's "Pre-requisites".

Initially, we examine whether the variables that "Pre-requisites" consists of are dependent among them.

Correlation Matrix			1	2	3	4	5	6	7
1.	My impression of Pafos as a place of retirement is positive.	Pearson's r	—						
		p-value	—						
2.	My impression of Pafos as a holiday destination that is ideal for children is positive.	Pearson's r	0.516	—					
		p-value	<.001	—					
3.	Pafos offers top quality hospitality.	Pearson's r	0.433	0.525	—				
		p-value	<.001	<.001	—				
4.	Pafos has top quality accommodations.	Pearson's r	0.425	0.548	0.763	—			
		p-value	<.001	<.001	<.001	—			
5.	Pafos is an affordable place to visit for a holiday.	Pearson's r	0.518	0.490	0.468	0.557	—		
		p-value	<.001	<.001	<.001	<.001	—		
6.	Pafos is a safe place.	Pearson's r	0.363	0.553	0.393	0.399	0.424	—	
		p-value	<.001	<.001	<.001	<.001	<.001	—	
7.	Pafos has great public amenities (schools, hospitals, public transport, sports facilities and so on.)	Pearson's r	0.220	0.470	0.537	0.469	0.231	0.470	—
		p-value	0.022	<.001	<.001	<.001	0.016	<.001	—

Table 2

We observe that the correlation coefficient between all variables is above 0 and statistically significant at a level of 5%, so, for that level there are linear relationships between variables.

We start with the first variable as shown in the correlation matrix.

Linear Regression

Model Fit Measures

Model	R	R ²	Adjusted R ²	Overall Model Test			
				F	df1	df 2	p
1	0.236	0.0558	-0.0205	0.731	8	99	0.664

Model Coefficients - My impression of Pafos as a place of retirement is positive.

Predictor	Estimate	SE	t
Intercept*	3.30054	0.238	13.8585
Occupation:			
Housewife – Employed	0.06385	0.605	0.1055
Retired – Employed	0.31423	0.424	0.7407
Student – Employed	-0.28768	0.261	-1.1019
Unemployed – Employed	0.21365	0.407	0.5244
Annual Income:			
more than 10,001€ and less than 17,000€ (~8,826£-15,004£) – less than 10,000€ (~8,825£)	-0.08973	0.277	-0.3241
more than 17,001€ and less than 22,000€ (~15,004£-19,418£) – less than 10,000€ (~8,825£)	-0.11008	0.327	-0.3362
more than 22,001€ and less than 27,000€ (~19,419£-23,834£) – less than 10,000€ (~8,825£)	-0.68802	0.439	-1.5658
more than 27,000€ (~23,834£) – less than 10,000€ (~8,825£)	0.00346	0.344	-0.0101

*Represents reference level

Table 3

Reference levels are “Employed” for Occupation and “less than 10,000€” for Annual Income.

R^2 always has a value between 0 and 1 and the closer it is to unity, the smaller the rate of deviation of the dependent variables and hence the worse the fit of the model.

Adjusted R^2 also shows how well the terms fit a curve or line, but is adjusted for the number of terms in a model. When more and more useless variables are added to a model, adjusted R^2 decreases otherwise if more useful variables are added, adjusted R^2 increases (Navarro and Foxcroft, 2019).

The adjusted R^2 is always less than or equal to R^2 .

Therefore, at first glance we conclude that there must be at least one useless variable if the adjusted R^2 is perceived to be less than R^2 .

F represents the probability that the regression model is wrong and should be rejected. Therefore, we want it to be as small as possible.

F is a value from a distribution table and can take values from 0 to very large numbers.

df represents the degrees of freedom and is given by the formula Degrees of Freedom = $n - 1$ (Γεωργιακόδης and Τριανταφύλλου, 2011). Where n is the total number of variables and constants.

t is not a number worth focusing on here. It is calculated by dividing the coefficient by its standard error and is difficult to interpret on its own.

F might have a relatively big value, but since $p \gg 0.001$ the linear regression is statistically insignificant. So, the linear dependence between variable 1. And Occupation and Income is also insignificant.

Intercept is statistically significant at a level of 0.1% so it cannot be removed, instead, since we must reject all variables it serves as a constant.

We can already be certain that we cannot accept H_0 because according to Boolean Logic (If A= “false” then A&B&C&D&E&Z&Y=”false”), even if one of the variables isn’t affected then our hypothesis is false (Epp, 2019).

The rest of the variables were examined in the same way and no variable was found to be affected by Occupation and Annual Income.

Contingency Tables

My impression of Pafos as a holiday destination that is ideal for children is positive.						
Occupation	1	2	3	4	5	Total
Employed	1	2	23	32	4	62
Housewife	0	2	0	1	0	3
Retired	0	0	2	5	0	7
Student	2	0	19	5	2	28
Unemployed	0	0	2	5	1	8
Total	3	4	46	48	7	108

χ^2 Tests

	Value	df	p
χ^2	51.4	16	<.001
N	108		

Table 4

Contingency Tables

Occupation	Pafos is a safe place.					Total
	1	2	3	4	5	
Employed	1	1	14	39	7	62
Housewife	0	1	1	1	0	3
Retired	1	0	2	4	0	7
Student	1	0	19	6	2	28
Unemployed	0	0	3	5	0	8
Total	3	2	39	55	9	108

χ^2 Tests

	Value	df	p
χ^2	41.1	16	<.001
N	108		

Table 5

Above we can see that for a significance level of 0.1% we can claim that Occupation affects how one rates Pafos's suitability for children and safety.

Contingency Tables

Occupation	Pafos offers top quality hospitality.					Total
	1	2	3	4	5	
Employed	1	0	27	29	5	62
Housewife	0	1	1	1	0	3
Retired	0	0	3	2	2	7
Student	1	1	18	7	1	28
Unemployed	0	0	3	5	0	8
Total	2	2	52	44	8	108

χ^2 Tests

	Value	df	p
χ^2	30.0	16	0.018
N	108		

Table 6

Contingency Tables

Occupation	Pafos has top quality accommodations.					Total
	1	2	3	4	5	
Employed	1	0	23	33	5	62
Housewife	0	1	1	1	0	3
Retired	0	0	3	2	2	7
Student	1	2	17	7	1	28
Unemployed	0	1	1	6	0	8
Total	2	4	45	49	8	108

χ^2 Tests

	Value	df	p
χ^2	28.6	16	0.027
N	108		

Table 7

Pafos has great public amenities (schools, hospitals, public transport, sports facilities and so on.)						
Occupation	1	2	3	4	5	Total
Employed	1	1	26	29	5	62
Housewife	0	1	0	2	0	3
Retired	1	0	3	2	1	7
Student	1	2	20	5	0	28
Unemployed	0	0	4	4	0	8
Total	3	4	53	42	6	108

t

χ^2 Tests			
	Value	df	p
χ^2	27.4	16	0.038
N	108		

Table 8

Also, for a significance level of 5% we can claim that Occupation affects how one rates the hospitality, accommodations and public amenities of Pafos.

Income alone doesn't seem to affect any of the 7 variables that form "Pre-requisites".

4.2.2 2nd Hypothesis

H₀: Gender, Age and Household size affect Anholt's "Pre-requisites".

H₁: Gender, Age and Household size **don't** affect Anholt's "Pre-requisites".

Linear Regression

Model Fit Measures

Model	R	R ²	Overall Model Test			
			F	df1	df2	p
1	0.376	0.141	1.44	11	96	0.170

Model Coefficients - Pafos has top quality accommodations.

Predictor	Estimate	SE	t	p
Intercept ^a	3.2840	0.193	16.981	<.001
Gender:				
Male – Female	-0.1800	0.175	-1.031	0.305
Other – Female	0.5110	0.553	0.924	0.358
Age:				
18-23 – 24-33	-0.0905	0.214	-0.423	0.673
34-43 – 24-33	-0.0595	0.235	-0.253	0.801
44-53 – 24-33	0.2499	0.251	0.996	0.322
53-65 – 24-33	0.3468	0.223	1.556	0.123
over 65 – 24-33	1.6273	0.572	2.844	0.005
Household Size:				
Five people and more – Three persons	0.4059	0.345	1.175	0.243
Four people – Three persons	0.3125	0.228	1.371	0.174
One person – Three persons	0.1850	0.240	0.772	0.442
Two persons – Three persons	0.2249	0.216	1.043	0.300

^aRepresents reference level

Table 9

Reference levels are “Female” for Gender, “24-33” for Age and “Three persons” for Household Size.

For the same reasons as before, we can reject H_0 .

Also, according to Linear Algebra, if we transform our variables into vectors we can prove that they are linearly dependent if and only if one of them, is a linear combination of all other vectors, in this case one of them isn't (Δονάτος and Αδάμ, 2008).

A worth noticing piece of information is the following.

Pafos has top quality accommodations.						
Age	1	2	3	4	5	Total
18-23	1	1	9	8	1	20
24-33	6	2	18	12	3	35
34-43	1	6	7	8	0	16
44-53	6	1	5	6	2	14
53-65	6	6	6	15	0	21
over 65	6	6	0	0	2	2
Total	2	4	45	49	8	108

 χ^2 Tests

	Value	df	p
χ^2	41.4	20	0.003
N	108		

Table 11

Contingency Tables

My impression of Pafos as a holiday destination that is ideal for children is positive.						
Age	1	2	3	4	5	Total
18-23	1	0	12	4	3	20
24-33	1	0	18	13	3	35
34-43	1	1	8	5	1	16
44-53	0	3	4	7	0	14
53-65	0	0	4	17	0	21
over 65	0	0	0	2	0	2
Total	3	4	46	48	7	108

 χ^2 Tests

	Value	df	p
χ^2	40.0	20	0.005
N	108		

Table 10

Age affects how one rates the quality of accommodations in Pafos and its suitability for children.

Gender alone doesn't seem to affect any of the 7 variables that form "Pre-requisites".

Household Size alone doesn't seem to affect any of the 7 variables that form "Pre-requisites".

4.2.3 3rd Hypothesis

H₀: Age and Education Level affect Anholt's "People".

H₁: Age and Education Level **don't** affect Anholt's "People".

Like before, we examine whether the variables that "People" consists of are dependent among them.

Correlation Matrix		1	2	3
1. The residents of Pafos are friendly.	Pearson's r	—		
	p-value	—		
2. Pafos is a place where I can find a social group to fit in.	Pearson's r	0.544	—	
	p-value	<.001	—	
3. Pafos is a culturally diverse place.	Pearson's r	0.588	0.578	—
	p-value	<.001	<.001	—

Table 12

We observe that the correlation coefficient between all variables is statistically significant at a level of 0.1 %, so, for that level there are linear relationships between variables.

Linear Regression

Model Fit Measures

Model	R	R ²
1	0.207	0.0428

Model Coefficients - The residents of Pafos are friendly.

Predictor	Estimate	SE	t	p
Intercept*	3.45344	0.142	24.2812	<.001
Age:				
18-23 – 24-33	-0.06973	0.214	-0.3265	0.745
34-43 – 24-33	0.00309	0.222	0.0139	0.989
44-53 – 24-33	-0.04705	0.239	-0.1969	0.844
53-65 – 24-33	0.14698	0.201	0.7295	0.467
over 65 – 24-33	0.47047	0.530	0.8882	0.377
Education Level:				
Postgraduate Studies – University	0.15217	0.168	0.9084	0.366
Primary – University	0.59361	0.762	0.7788	0.438
Secondary – University	0.32587	0.265	1.2293	0.222

* Represents reference level

Table 13

Reference Level is “24-33” for Age and “University” for Education Level.

For the third time, the model does not work. All variables are rejected and intercept is kept as statistically significant at a level of 0.1%.

So, again we reject H_0 .

Age alone doesn't affect any of the 3 variables that form “People”.

Education Level alone also doesn't affect any of the 3 variables that form “People”.

4.2.4 4th Hypothesis

H₀: Gender, Age and Relationship Status affect Anholt's "Pulse".

H₁: Gender, Age and Relationship Status **don't** affect Anholt's "Pulse".

Correlation Matrix

		1	2	3	4	5
1. Pafos is a place to enjoy outdoor activities.	Pearson's	—				
	r	—				
	p-value	—				
2. Pafos is a great place for shopping.	Pearson's	0.396	—			
	r	0.396	—			
	p-value	<.001	—			
3. Pafos is a place to enjoy nightlife.	Pearson's	0.490	0.544	—		
	r	0.490	0.544	—		
	p-value	<.001	<.001	—		
4. Pafos is a place to relax.	Pearson's	0.740	0.483	0.535	—	
	r	0.740	0.483	0.535	—	
	p-value	<.001	<.001	<.001	—	
5. Pafos is a place to enjoy sports.	Pearson's	0.524	0.602	0.479	0.664	—
	r	0.524	0.602	0.479	0.664	—
	p-value	<.001	<.001	<.001	<.001	—

Table 14

We see that the correlation coefficient between all variables is statistically significant at a level of 0.1 %, so, for that level there are linear relationships between the variables that make "Pulse".

Linear Regression

Model Fit Measures

Model	R	R ²	Adjusted R ²
1	0.280	0.0784	-0.00621

Model Coefficients - Pafos is a place to enjoy outdoor activities.

Predictor	Estimate	SE	t	p
Intercept*	3.80992	0.150	25.3905	<.001
Gender:				
Male – Female	-0.00596	0.157	-0.0380	0.970
Other – Female	0.57150	0.525	1.0884	0.279
Age:				
18-23 – 24-33	-0.30930	0.206	-1.4980	0.137
34-43 – 24-33	-0.19072	0.223	-0.8555	0.394
44-53 – 24-33	-0.25156	0.242	-1.0407	0.301
53-65 – 24-33	-0.18673	0.225	-0.8292	0.409
over 65 – 24-33	0.45887	0.548	0.8371	0.405
Relationship Status:				
Other – Single	0.41455	0.323	1.2820	0.203
Partnered – Single	0.23718	0.158	1.4992	0.137

*Represents reference level

Table 15

Reference Level is “Female” for Gender, “24-33” for Age and “Single” for Relationship Status.

The model does not work. All variables are rejected and intercept is kept as statistically significant at a level of 0.1%. Adjusted R^2 indicates that, also.

For yet another time we reject H_0 .

Gender alone doesn't affect any of the 5 variables that form "Pulse".

Relationship Status doesn't affect any of the 5 variables that form "Pulse".

Pafos is a great place for shopping.						
Age	1	2	3	4	5	Total
18-23	1	3	10	5	1	20
24-33	0	5	22	7	1	35
34-43	1	1	11	3	0	16
44-53	1	2	6	5	0	14
53-65	0	1	12	7	1	21
over 65	0	0	0	0	2	2
Total	3	12	61	27	5	108

χ^2 Tests			
	Value	df	p
χ^2	51.3	20	<.001
N	108		

Table 16

However, as it is shown above at a significance level of 0.1%, Age affects how one rates the shopping opportunities Pafos provides.

Contingency Tables

Age	Pafos is a place to relax.					Total
	1	2	3	4	5	
18-23	1	0	6	11	2	20
24-33	0	1	10	22	2	35
34-43	1	0	6	6	3	16
44-53	0	1	4	9	0	14
53-65	0	0	2	18	1	21
over 65	0	0	0	0	2	2
Total	2	2	28	66	10	108

 χ^2 Tests

	Value	df	p
χ^2	37.8	20	0.009
N	108		

Table 17

Also, at a significance level of 1%, Age affects how Pafos is perceived as a place for relaxation.

4.2.5 5th Hypothesis

H₀: Education, Country of living and Relationship Status affect Anholt's "Place".

H₁: Education, Country of living and Relationship Status **don't** affect Anholt's "Place".

Correlation Matrix

		1	2	3	4	5	6	7	8	9	10
My overall impression of Pafos is positive	Pearson's r	—									
	p-value	—									
My impression of Pafos as a vacation destination is positive	Pearson's r	0.838	—								
	p-value	<.001	—								
The weather in Pafos is :	Pearson's r	0.550	0.586	—							
	p-value	<.001	<.001	—							
I associate Pafos with summer holidays	Pearson's r	0.463	0.501	0.501	—						
	p-value	<.001	<.001	<.001	—						

Table 18

Correlation Matrix

		1	2	3	4	5	6	7	8	9	10
I											
associate Pafos with winter holidays.	Pearson's r	0.198	0.192	0.034	0.092	—					
	p-value	0.040	0.047	0.727	0.343	—					
The weather in Pafos is ideal for a holiday destination.	Pearson's r	0.542	0.641	0.769	0.515	0.065	—				
	p-value	<.001	<.001	<.001	<.001	0.507	—				
Pafos is a place to enjoy natural scenery.	Pearson's r	0.578	0.575	0.618	0.381	0.314	0.607	—			
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	—			
Pafos is a place to enjoy outdoor activities.	Pearson's r	0.614	0.669	0.582	0.410	0.193	0.617	0.688	—		
	p-value	<.001	<.001	<.001	<.001	0.046	<.001	<.001	—		

Table 19

Correlation Matrix											
		1	2	3	4	5	6	7	8	9	10
I would recommend Pafos to friends and family as a travel destination.											
	Pearson's r	0.538	0.673	0.445	0.350	0.311	0.529	0.566	0.521	—	
	p-value	<.001	<.001	<.001	<.001	0.001	<.001	<.001	<.001	—	
I enjoy the architecture of Pafos.											
	Pearson's r	0.487	0.557	0.344	0.370	0.245	0.415	0.594	0.599	0.624	—
	p-value	<.001	<.001	<.001	<.001	0.011	<.001	<.001	<.001	<.001	—

Table 20

We see that the correlation coefficient between almost all variables is statistically significant at a level of 0.1 %, so, for that level there are linear relationships between the variables that make “Place” except “I associate Pafos with winter holidays” variable which must be removed.

Linear Regression

Model Fit Measures			
Model	R	R ²	Adjusted R ²
1	0.397	0.158	-0.0478

Table 21

Model Coefficients - My overall impression of Pafos is positive.

Predictor	Estimate	SE	t	p
Intercept*	3.4811	0.223	15.6339	<.001
Education Level:				
Postgraduate Studies – University	0.1842	0.205	0.8806	0.381
Primary – University	0.3028	0.902	0.3359	0.738
Secondary – University	-0.0372	0.348	-0.1069	0.915
What country do you live in ?:				
Austria – Greece	0.5189	0.914	0.5675	0.572
Canada – Greece	0.3028	0.902	0.3359	0.738
Cyprus – Greece	0.5134	0.296	1.7349	0.086
Denmark – Greece	-0.4439	0.952	-0.4661	0.642
Finland – Greece	-0.6972	0.902	-0.7733	0.441
France – Greece	-0.6866	0.527	-1.3037	0.196
Germany – Greece	-0.0258	0.478	-0.0541	0.957
India – Greece	-0.6653	0.912	-0.7292	0.468
Israel – Greece	0.2038	0.970	0.2100	0.834
Italy – Greece	-1.0732	0.656	-1.6364	0.105
Mexico – Greece	-0.6972	0.902	-0.7733	0.441
Netherlands – Greece	-0.1374	0.335	-0.4097	0.683
Poland – Greece	-0.4811	0.914	-0.5261	0.600
Turkey – Greece	0.3347	0.912	0.3668	0.715
UK – Greece	0.0968	0.418	0.2316	0.817
USA – Greece	-0.4811	0.914	-0.5261	0.600
Relationship Status:				
Other – Single	0.1309	0.406	0.3225	0.748
Partnered – Single	0.2161	0.211	1.0258	0.308

Table 22

Reference Level is “University” for Education Level, “Greece” for Country of living and “Single” for Relationship Status.

As it is indicated by the value of Adjusted R^2 , there must be insignificant variables and the model does not work.

All variables are rejected due to their p value and intercept is kept as statistically significant at a level of 0.1%.

H_0 is rejected again.

Contingency Tables

What country do you live in ?	I would recommend Pafos to friends and family as a travel destination.					Total
	1	2	3	4	5	
Austria	0	0	1	0	0	1
Canada	0	0	1	0	0	1
Cyprus	0	0	1	6	4	11
Denmark	0	0	0	0	1	1
Finland	0	1	0	0	0	1
France	0	1	1	1	0	3
Germany	0	1	2	1	0	4
Greece	1	3	21	34	4	63
India	0	0	0	0	1	1
Israel	0	0	0	1	0	1
Italy	0	2	0	0	0	2
Mexico	0	0	1	0	0	1
Netherlands	1	0	7	2	0	10
Poland	0	0	1	0	0	1
Turkey	0	0	0	0	1	1
UK	0	0	1	4	0	5
USA	0	0	1	0	0	1
Total	2	8	38	49	11	108

Table 23

χ^2 Tests			
	Value	df	p
χ^2	107	64	<.001
N	108		

Table 24

As we observe, Country of living affects intention to recommend Pafos to friends and family at a significance level of 0.1%.

Contingency Tables

What country do you live in ?	I enjoy the architecture of Pafos					Total
	1	2	3	4	5	
Austria	0	0	1	0	0	1
Canada	0	0	0	1	0	1
Cyprus	0	1	2	6	2	11
Denmark	0	0	1	0	0	1
Finland	1	0	0	0	0	1
France	0	0	2	1	0	3
Germany	0	1	0	3	0	4
Greece	1	2	29	28	3	63
India	0	0	0	1	0	1
Israel	0	0	1	0	0	1
Italy	0	0	1	1	0	2
Mexico	0	0	1	0	0	1
Netherlands	1	0	4	5	0	10
Poland	0	0	1	0	0	1
Turkey	0	0	0	0	1	1
UK	0	0	0	5	0	5
USA	0	0	1	0	0	1
Total	3	4	44	51	6	108

Table 25

χ^2 Tests			
	Value	df	p
χ^2	87.0	64	0.030
N	108		

Table 26

Country of living also affects how the architecture of Pafos is perceived at a significance level of 5%.

Contingency Tables						
Education Level	Pafos is a place to enjoy natural scenery.					Total
	1	2	3	4	5	
Postgraduate Studies	0	1	4	23	8	36
Primary	0	0	0	1	0	1
Secondary	0	2	1	5	1	9
University	2	0	23	31	6	62
Total	2	3	28	60	15	108

χ^2 Tests			
	Value	df	p
χ^2	26.5	12	0.009
N	108		

Table 27

At a significance level of 1%, Education Level affects how one enjoys the natural scenery of Pafos.

Relationship Status alone doesn't affect any of the 9 variables that form "Place".

4.2.6 6th Hypothesis

H₀: Having visited Pafos affects Anholt's "Presence".

H₁: Having visited Pafos **doesn't** affect Anholt's "Presence".

[illegible]

Table 28

Correlation Matrix

		My impression of Pafos as a place of historical interest is positive.	How familiar are you with the city of Pafos?	Pafos is a place to experience culture and history.	I find the identity of Pafos to be unique.
Pafos is a place to experience culture and history.	Pearson's r	0.743	0.297	—	
	p-value	<.001	0.002	—	
I find the identity of Pafos to be unique.	Pearson's r	0.488	0.182	0.518	—
	p-value	<.001	0.059	<.001	—

Table 29

All correlation coefficients are statistically significant at a level of 5 %, so, for that level there are linear relationships between all the numerical variables that make “Presence”.

Unfortunately, “Are you aware that Pafos is being designated as the 2023 European Capital of Smart Tourism?” variable cannot be checked since its values are either “Yes” or “No”.

Therefore, it must be removed from “Presence”.

Contingency Tables

Have you been to Pafos, Cyprus?	My impression of Pafos as a place of historical interest is positive.					Total
	1	2	3	4	5	
No	3	0	25	34	8	70
Yes	0	2	5	23	8	38
Total	3	2	30	57	16	108

χ^2 Tests

	Value	df	p
χ^2	12.0	4	0.017
N	108		

Table 30

As we see, having been to Pafos affects how one perceives Pafos as a place of historical interest, at a significance level of 5%.

Contingency Tables

Have you been to Pafos, Cyprus?	How familiar are you with the city of Pafos?					Total
	1	2	3	4	5	
No	23	25	16	4	2	70
Yes	3	4	14	13	4	38
Total	26	29	30	17	6	108

χ^2 Tests

	Value	df	p
χ^2	29.2	4	<.001
N	108		

Table 31

Also, having been to Pafos affects how familiar one is with Pafos, at a significance level of 0.1%.

Contingency Tables

Have you been to Pafos, Cyprus?	Pafos is a place to experience culture and history.					Total
	1	2	3	4	5	
No	2	1	26	34	7	70
Yes	0	1	11	23	3	38
Total	2	2	37	57	10	108

χ^2 Tests

	Value	df	p
χ^2	2.55	4	0.636
N	108		

Table 32

Having been to Pafos, at any significance level up to 5%, doesn't affect how one rates Pafos as a place to experience culture and history.

Contingency Tables

Have you been to Pafos, Cyprus?	I find the identity of Pafos to be unique.					Total
	1	2	3	4	5	
No	2	1	40	25	2	70
Yes	0	6	12	19	1	38
Total	2	7	52	44	3	108

χ^2 Tests

	Value	df	p
χ^2	13.5	4	0.009
N	108		

Table 33

Having been to Pafos affects how one perceives the identity of Pafos to be unique, at a significance level of 1%.

Contingency Tables

Have you been to Pafos, Cyprus?	Are you aware that Pafos is being designated as the 2023 European Capital of Smart Tourism?		Total
	No	Yes	
No	54	6	60
Yes	19	13	32
Total	73	19	92

χ^2 Tests

	Value	df	p
χ^2	11.9	1	<.001
N	92		

Table 34

Finally, having been to Pafos affects whether or not someone knows that the city is being designated as the 2023 European Capital of Smart Tourism, at a significance level of 0.1%.

4.2.7 7th Hypothesis

H₀: Travel frequency and Income affect Anholt's "Potential".

H₁: Travel frequency and Income **don't** affect Anholt's "Potential".

Correlation Matrix		I can easily find a job in Pafos.	I would do business in Pafos.	I would study in Pafos.
I can easily find a job in Pafos.	Pearson's r	—		
	p-value	—		
I would do business in Pafos.	Pearson's r	0.392	—	
	p-value	<.001	—	
I would study in Pafos.	Pearson's r	0.401	0.395	—
	p-value	<.001	<.001	—

Table 35

All correlation coefficients are statistically significant at a level of 0.1 %, so, for that level there are linear relationships between all variables that make "Potential".

A linear regression analysis cannot be performed since travel frequency isn't expressed with numerical variables.

Exporting contingency tables for each of the variables above along with travel frequency for vacation and work, shows that there is no correlation between any of those.

4.2.8 8th Hypothesis

H₀: Weather perceptions affect overall impression of Pafos.

H₁: Weather perceptions **don't** affect overall impression of Pafos.

Contingency Tables

The weather in Pafos is ideal for a holiday destination.	My overall impression of Pafos is positive.					Total
	1	2	3	4	5	
1	2	0	0	1	0	3
2	0	1	3	1	0	5
3	1	0	12	9	0	22
4	1	2	16	34	3	56
5	0	0	1	11	10	22
Total	4	3	32	56	13	108

χ^2 Tests

	Value	df	p
χ^2	80.9	16	<.001
N	108		

Table 36

Indeed, for a significance level of 0.1% we can accept H₀, and claim that weather perceptions affect ones overall impression of Pafos.

Therefore, this hypothesis is true.

4.2.9 9th Hypothesis

H₀: Age or Education Level or Income affect intention to visit Pafos.

H₁: Age, Education Level and Income affect **don't** intention to visit Pafos.

Contingency Tables

Age	Are you planning to visit Pafos in in the next 12 months?					Total
	1	2	3	4	5	
18-23	4	4	8	0	4	20
24-33	17	7	7	2	2	35
34-43	7	3	3	2	1	16
44-53	5	1	4	3	1	14
53-65	7	4	6	2	2	21
over 65	0	0	1	0	1	2
Total	40	19	29	9	11	108

χ^2 Tests

	Value	df	p
χ^2	19.5	20	0.492
N	108		

Table 37

Age does not affect intention to visit Pafos.

Contingency Tables

Education Level	Are you planning to visit Pafos in in the next 12 months?					Total
	1	2	3	4	5	
Postgraduate Studies	14	7	8	3	4	36
Primary	1	0	0	0	0	1
Secondary	3	3	0	2	1	9
University	22	9	21	4	6	62
Total	40	19	29	9	11	108

χ^2 Tests

	Value	df	p
χ^2	9.72	12	0.640
N	108		

Table 38

Education Level does not affect intention to visit Pafos.

Contingency Tables

Annual Income	Are you planning to visit Pafos in in the next 12 months?					Total
	1	2	3	4	5	
less than 10,000€ (~8,825£)	14	9	10	0	4	37
more than 10,001€ and less than 17,000€ (~8,826£-15,004£)	13	3	10	3	3	32
more than 17,001€ and less than 22,000€ (~15,004£-19,418£)	5	2	6	3	0	16
more than 22,001€ and less than 27,000€ (~19,419£-23,834£)	4	2	1	0	0	7
more than 27,000€ (~23,834£)	4	3	2	3	4	16
Total	40	19	29	9	11	108

χ^2 Tests

	Value	df	p
χ^2	20.8	16	0.186
N	108		

Table 39

Annual Income does not affect intention to visit Pafos.

If at least one of the independent variable affected the dependent variable we could have accepted H_0 (If $A = \text{"true"}$ then $A||B||C = \text{"true"}$) but since that isn't the case, H_0 is rejected (Epp, 2019).

4.2.10 10th Hypothesis

H_0 : Income affects travel frequency.

H_1 : Income **doesn't** affect travel frequency.

Contingency Tables

Annual Income	I normally travel for vacation					Total
	3-5 times a year.	Less than 2 times a year.	More than 6 times a year.	Rarely.	Very often due to work.	
less than 10,000€ (~8,825£)	14	14	0	9	0	37
more than 10,001€ and less than 17,000€ (~8,826£- 15,004£)	15	10	1	5	1	32
more than 17,001€ and less than 22,000€ (~15,004£- 19,418£)	10	4	0	2	0	16
more than 22,001€ and less than 27,000€ (~19,419£- 23,834£)	2	4	0	1	0	7
more than 27,000€ (~23,834£)	10	3	3	0	0	16
Total	51	35	4	17	1	108

Table 40

χ^2 Tests			
	Value	df	p
χ^2	24.4	16	0.081
N	108		

Table 42

Surprisingly, for any significance level up to 5% income does not affect vacation frequency.

Contingency Tables

Annual Income	I normally travel for work.					Total
	3-5 times a year.	Less than 2 times a year.	More than 6 times a year.	Rarely.	Very often due to work.	
less than 10,000€ (~8,825£)	1	3	1	32	0	37
more than 10,001€ and less than 17,000€ (~8,826£- 15,004£)	2	4	2	23	1	32
more than 17,001€ and less than 22,000€ (~15,004£- 19,418£)	1	4	0	9	2	16
more than 22,001€ and less than 27,000€ (~19,419£- 23,834£)	1	2	0	4	0	7
more than 27,000€ (~23,834£)	1	3	1	11	0	16
Total	6	16	4	79	3	108

Table 41

χ^2 Tests			
	Value	df	p
χ^2	15.7	16	0.473
N	108		

Table 43

Again, for any significance level up to 5% income does not affect work related travel frequency.

H_0 is rejected.

4.2.11 11th Hypothesis

H_0 : Country of living affects intention to visit Pafos.

H_1 : Country of living **doesn't** affect intention to visit Pafos.

Contingency Tables

What country do you live in ?	Are you planning to visit Pafos in in the next 12 months?					Total
	1	2	3	4	5	
Austria	0	0	1	0	0	1
Canada	1	0	0	0	0	1
Cyprus	0	0	6	1	4	11
Denmark	1	0	0	0	0	1
Finland	0	0	0	1	0	1
France	2	1	0	0	0	3
Germany	0	3	0	1	0	4
Greece	25	12	17	4	5	63
India	1	0	0	0	0	1
Israel	0	0	0	0	1	1
Italy	2	0	0	0	0	2
Mexico	1	0	0	0	0	1
Netherlands	5	3	2	0	0	10
Poland	1	0	0	0	0	1
Turkey	0	0	0	1	0	1
UK	1	0	2	1	1	5
USA	0	0	1	0	0	1
Total	40	19	29	9	11	108

Table 44

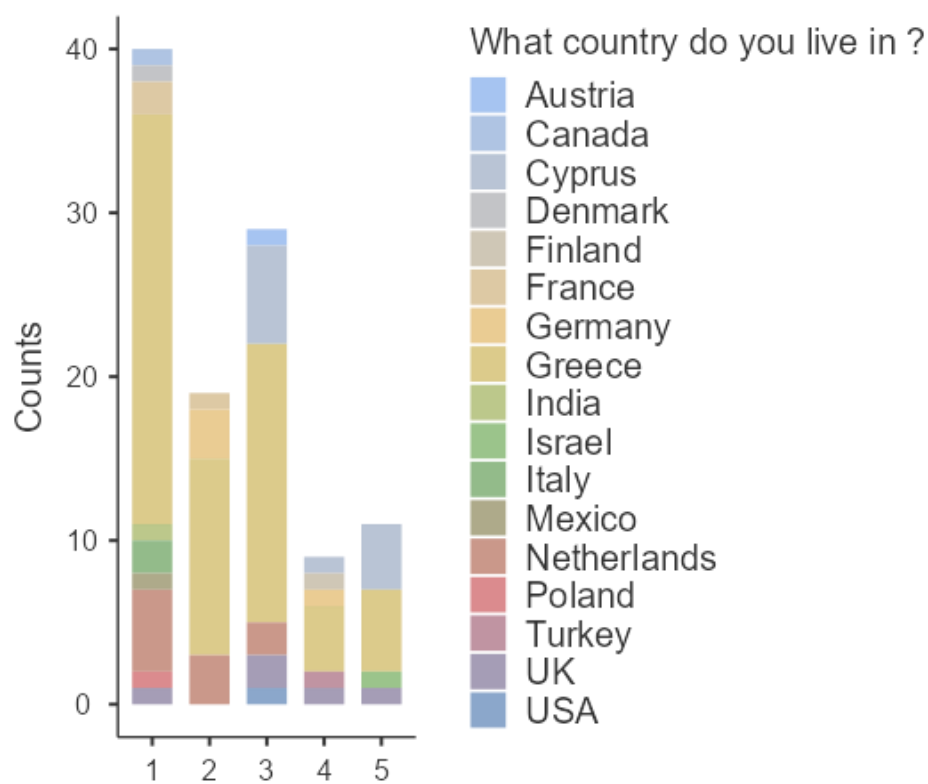
χ^2 Tests			
	Value	df	p
χ^2	86.1	64	0.034
N	108		

Table 45

Indeed, at a significance level of 5% we can accept H_0 and claim that country of living affects intention to visit Pafos.

So this hypothesis is true.

Plots



Planning to visit Pafos in the next 12 months?

Diagram 10

4.2.12 12th Hypothesis

H₀: Having visited or not affects overall impression.

H₁: Having visited or not **doesn't** affect overall impression.

Contingency Tables

Have you been to Pafos, Cyprus?	My overall impression of Pafos is positive.					Total
	1	2	3	4	5	
No	4	1	25	37	3	70
Yes	0	2	7	19	10	38
Total	4	3	32	56	13	108

χ^2 Tests

	Value	df	p
χ^2	15.9	4	0.003
N	108		

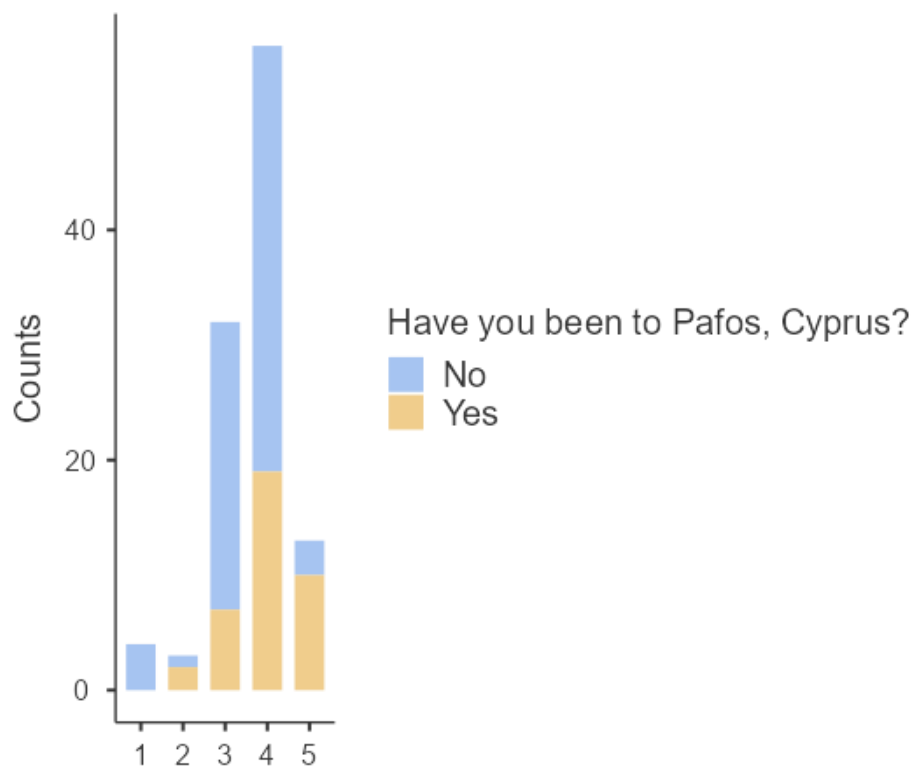
Table 46

Indeed, having visited or not affects overall impression, so we accept H₀ at a significance level of 1%.

So this hypothesis is true.

A special notice must be taken since the result indicates that those who haven't been to Pafos have a better overall impression of the place than those who have been.

Plots



verall impression of Pafos is positive.

Diagram 11

Chapter 5 – Commentary

5.1 Interpretation

One key finding is that only 35.2% of the sample had physically visited Pafos. However, the study emphasizes that the research objective is to understand perceptions formed about Pafos even in the absence of physical visits. With the power of online imagery and information, individuals can explore and immerse themselves virtually in the beauty and charm of Pafos, making it crucial for the destination to present an enticing virtual experience to attract prospective travelers.

The majority of respondents in the total sample were prompted to consider visiting Pafos through various channels such as advertisements, user-generated content on social media, and the official website of the municipality of Pafos. This underscores the significance of effective marketing and a strong online presence in shaping the destination image and influencing people's interest in visiting Pafos.

Regarding visit frequency among those who had been to Pafos, 63.2% reported visiting the destination 1-2 times in the last 24 months. Interestingly, the number of individuals who visited Pafos over 5 times (10.6%) was lower than those who hadn't visited at all (13.2%) during the same period. This suggests that while Pafos attracts repeat visitors, there is also potential to engage and attract new visitors.

In terms of satisfaction levels, the study found that 72.7% of those who had been to Pafos had their expectations fulfilled, with only 3% expressing dissatisfaction. Notably, no respondents selected the "Strongly Disagree" option, indicating generally positive experiences. A significant percentage of respondents who were neutral about their experiences (25%) were predominantly Greeks and traveled for vacation 3-5 times a year. Additionally, 87.5% of the neutral respondents had a positive overall impression of Pafos.

The study also examined the influence of online reviews and sources of information. Approximately 52.1% of those who had been to Pafos reported reading reviews, while the rest had not. Furthermore, reliance on TripAdvisor was generally high, with only 12.5% of respondents disagreeing with its reliability. However, reliance on visitpafos.com was met with some negativity, as 29.2% of respondents expressed a negative opinion.

The findings reveal several interesting insights regarding the perception of Pafos as a tourist destination.

The results of the analysis process for the first hypothesis support that Occupation status significantly influences the perception of Pafos's suitability for children, safety, hospitality, accommodations and amenities within Anholt's "Pre-requisites" factor. Specifically, employed individuals agree with said statements. Income does not demonstrate a significant correlation with any of the variables in Anholt's "Pre-requisites" factor. However, null hypothesis is rejected since Occupation and Income accumulatively don't affect Anholt's "Pre-requisites".

Analysis process for second hypothesis shows that Age has a significant effect on the perception of accommodations and suitability for children within Anholt's "Pre-requisites" factor with individuals aged 24-33 neither agreeing nor disagreeing with said statements. Gender, household size, and relationship status do not show significant correlations with these variables in Anholt's "Pre-requisites" factor so, null hypothesis is again rejected.

In the third hypothesis, neither age nor education level demonstrated significant correlations with the variables related to people's perception of Pafos within Anholt's "People" factor resulting in the rejection of null hypothesis.

Looking into the forth hypothesis, we find that age influences the perception of shopping opportunities (group 24-33 are neutral) and relaxation (group 24-33 agree) within the "Pulse" factor. Gender and relationship status do not show significant correlations with the variables in the "Pulse" factor therefore, we reject null hypothesis for yet another time.

For the fifth hypothesis, we find that Country of living significantly affects the intention to recommend Pafos and the perception of its architecture within Anholt's "Place" factor. Greeks would recommend Pafos and they also enjoy the architecture. Education level has a significant correlation with the enjoyment of Pafos's natural scenery in the "Place" factor with university graduates agreeing with said statement. Relationship status does not demonstrate significant correlations with any variables in the "Place" factor. Also, variable "I associate winter holidays with Pafos" must be removed from "Place" since it's correlation coefficient is not statistically significant. Again, null hypothesis is rejected.

Having visited Pafos significantly influenced various aspects within the "Presence" factor, including historical interest, familiarity, uniqueness of identity, and awareness of Pafos being designated as the 2023 European Capital of Smart Tourism with those who have visited showing a higher level of agreement with the statements. The latter, however must be removed from "Presence" since it's not a numerical variable and it cannot be checked mathematically.

After the process, we assign anew variables to each Anholt factor.

Presence	26)	27)	28)	52)						
Place	22)	23)	29)	30)	32)	33)	34)	40)	51)	
Pre-requisites	24)	25)	35)	36)	39)	49)	50)			
People	44)	47)	48)							
Pulse	34)	37)	38)	45)	46)					
Potential	41)	42)	43)							

Table 47

Null hypothesis for sixth hypothesis is also rejected as it is for seventh hypothesis since no significant correlations were found between travel frequency and variables within the "Potential" factor.

We get to accept null hypothesis for the eighth hypothesis as weather perceptions significantly influence the overall impression of Pafos with both of these scoring high.

For the ninth and tenth hypotheses we again reject null hypothesis as age, education level, or income do not demonstrate significant correlations with intention to visit Pafos and income does not show a significant correlation with vacation frequency or work-related travel frequency.

Finally, null hypotheses for the eleventh and twelfth hypotheses are accepted as country of living significantly affects the intention to visit Pafos (level of agreement is evenly distributed among countries) and having visited Pafos affects the overall impression of the destination with those that haven't visited having a better impression of the destination than those who have.

5.2 Limitations

Despite the valuable insights gained from this study, there are several limitations that should be considered. First and foremost, the sample size used in this research was relatively small, consisting of only 108 participants. The limited number of participants can be attributed to the challenges faced in obtaining responses from potential participants. Despite efforts to reach a larger sample, the response rate was lower than anticipated, resulting in a smaller pool of participants. Consequently, the findings may not fully represent the broader population of individuals interested in Pafos as a tourist destination.

Another limitation of this study is the distribution of participants, with 63 individuals from Greece and almost all being from Europe. This regional concentration may introduce bias and limit the ability to draw conclusions that are applicable to a more global context. To enhance the validity of the findings, future research should aim to include a more diverse and representative sample of participants from various geographical locations.

Considering these limitations, caution should be exercised when interpreting the results of this study.

Conclusions

This research study employed a rigorous and academically sound approach to explore the perceptions and experiences of individuals interested in Pafos as a tourist destination.

Through the analysis of survey responses from a sample of 108 participants, employing complex statistical techniques to draw meaningful insights and correlations, several important findings emerged. The majority of participants formed perceptions about Pafos through online sources, indicating the significance of virtual experiences in influencing travel decisions.

Moreover, the study revealed that individuals who had visited Pafos had their expectations largely fulfilled, highlighting the positive impression of the destination. However, certain factors such as status of occupation, age, and country of living were found to impact the overall perception of Pafos.

Despite the limitations of a small sample size and regional concentration, this research provides valuable insights into the factors influencing perceptions of Pafos. The findings underscore the importance of virtual experiences in attracting prospective travelers and highlight the need for destination marketers to create compelling online content. Visitors of Pafos highly value the quality of accommodations, the accessibility and quality of public amenities, the architectural splendor that graces the city, and the historical landmarks that tell its captivating story. It is also imperative to preserve and maintain these aspects, as they greatly contribute to the overall appeal and experience of Pafos as a destination. Furthermore, the study suggests avenues for future research, including expanding the sample size and diversifying the participant pool to ensure a more comprehensive understanding of the perceptions and experiences of individuals interested in Pafos.

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Appendix 1

Data Source

Research Survey Questionnaire for MSc Thesis-How do visitors to Pafos,

Cyprus perceive its brand image as a destination?

Neapolis University Pafos

MSc in Digital Marketing

Research Topic : " How do visitors to Pafos,Cyprus perceive its brand image as a destination?"

Personal data will be used for the purposes of this research in absolute accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679. I will not share any personal data with any third party without explicit consent, unless required by law.

The purpose of this research is to investigate how visitors (existing and potential) to Pafos, a popular tourist destination in Cyprus, perceive its brand image. The study aims to identify the key elements that contribute to Pafos' brand image, including its cultural heritage, natural beauty, and tourist attractions. Additionally, the research seeks to understand how visitors' perceptions of Pafos' brand image influence their decision- making processes, including their likelihood to visit the destination again and recommend it to others. By exploring visitors' perceptions of Pafos' brand image, this research aims to provide insights into how destination marketing organizations can effectively manage and enhance their destination's brand image to attract and retain tourists.

Individuals who are visiting Pafos right now, have visited Pafos in the past, or are planning a trip there are eligible to complete this questionnaire.

* Mandatory Answer

1) Gender *

Select one

- ☐ Male
- ☐ Female
- ☐ Other

2) Age *

Select one

- ☐ 18-23
- ☐ 24-33
- ☐ 34-43
- ☐ 44-53
- ☐ 53-65
- ☐ over 65

3) Education Level *

Select one

- ☐ None
- ☐ Primary
- ☐ Secondary
- ☐ University
- ☐ Postgraduate Studies

4) Household Size *

Select one

- ☐ One person
- ☐ Two persons
- ☐ Three persons
- ☐ Four people
- ☐ Five people and more

5) What country do you live in ? *

Open Question

6) Occupation *

Select one

- ☐ Employed
- ☐ Student
- ☐ Housewife
- ☐ Unemployed
- ☐ Retired

7) Annual Income *

Select one

- ☐ less than 10,000€ (~8,825£)
- ☐ more than 10,001€ and less than 17,000€ (~8,826£-15,004£)
- ☐ more than 17,001€ and less than 22,000€ (~15,004£-19,418£)
- ☐ more than 22,001€ and less than 27,000€ (~19,419£-23,834£)
- ☐ more than 27,000€ (~23,834£)

8) Relationship Status *

Select one

- ☐ Single
- ☐ Partnered
- ☐ Other

9) I normally travel for vacation. *

- ☐ Rarely.
- ☐ Less than 2 times a year.
- ☐ 3-5 times a year.
- ☐ More than 6 times a year.
- ☐ Very often due to work.

10) I normally travel for work. *

Select one

- ☐ Rarely.
- ☐ Less than 2 times a year.
- ☐ 3-5 times a year.
- ☐ More than 6 times a year.
- ☐ Very often due to work.

11) Have you been to Pafos, Cyprus? *

Select one

- ☐ Yes Go to question 12
- ☐ No Go to question 19

12) I have visited Pafos....times, in the last 24 months.*

Select one

- 0
- 1-2
- 3-4
- 5-7
- more than 7

13) Which destinations did you research online before booking a trip to Pafos? *

(Please mention their names, if none just write "none")

14) Where did you find information about Pafos? (Mark all that apply) *

Select all that apply.

- Blogs
- Travel agent websites
- Travel blogs
- Pafos websites
- Hotel websites
- Hotel advertising
- Restaurant websites
- Restaurant advertising
- Airport websites
- Airport magazines
- Airline websites
- Airline inflight magazines

15) Prior to my visit I read many online reviews about Pafos. *

Select one

- Strongly Disagree
- Disagree

- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

16) Prior to my visit I relied on visitpafos.org to find information about Pafos. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

17) Prior to my visit I relied on TripAdvisor to find information about Pafos. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

18) My visit to Pafos fulfilled my expectations. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

19) Are you planning to visit Pafos in the next 12 months? *

Select one

- ☐ Extremely Unlikely
- ☐ Probably Unlikely
- ☐ Possibly Likely
- ☐ Probably Likely
- ☐ Extremely Likely

20) Have you researched Pafos as a travel destination online? *

Select one

- ☐ Yes
- ☐ No

21) I was prompted to consider visiting Pafos by: *

Select all that apply

- ☐ stumbling across the website of the Municipality of Pafos
- ☐ the Official Social Media accounts of the Municipality of Pafos Ads
- ☐ an Influencer
- ☐ User-Generated Content on Social Media

22) My overall impression of Pafos is positive. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree

- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

23) My impression of Pafos as a vacation destination is positive. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

24) My impression of Pafos as a place of retirement is positive. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

25) My impression of Pafos as a holiday destination that is ideal for children is positive.*

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

26) My impression of Pafos as a place of historical interest is positive. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

27) How familiar are you with the city of Pafos?

Select one

- ☐ Very Unfamiliar
- ☐ Unfamiliar
- ☐ Neither familiar nor unfamiliar
- ☐ Familiar
- ☐ Very familiar

28) Pafos is a place to experience culture and history. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree Agree
- ☐ Strongly Agree

29) The weather in Pafos is : *

Select one

- ☐ Very Unpleasant
- ☐ Unpleasant
- ☐ Neither Unpleasant nor Pleasant
- ☐ Pleasant
- ☐ Very Pleasant

30) I associate Pafos with summer holidays.*

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

31) I associate Pafos with winter holidays. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

32) The weather in Pafos is ideal for a holiday destination. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

33) Pafos is a place to enjoy natural scenery. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

34) Pafos is a place to enjoy outdoor activities. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

35) Pafos offers top quality hospitality. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

36) Pafos has top quality accommodations.*

Select one

- ☐ Strongly Disagree

- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

37) Pafos is a great place for shopping. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

38) Pafos is a place to enjoy nightlife. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

39) Pafos is an affordable place to visit for a holiday. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

40) I would recommend Pafos to friends and family as a travel destination. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

41) I can easily find a job in Pafos. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

42) I would do business in Pafos.*

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

43) I would study in Pafos. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

44) The residents of Pafos are friendly. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

45) Pafos is a place to relax. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

46) Pafos is a place to enjoy sports. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

47) Pafos is a place where I can find a social group to fit in. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

48) Pafos is a culturally diverse place. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

49) Pafos is a safe place. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

50) Pafos has great public amenities (schools, hospitals, public transport, sports facilities and so on.) *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

51) I enjoy the architecture of Pafos. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

52) I find the identity of Pafos to be unique. *

Select one

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

53) Are you aware that Pafos is being designated as the 2023 European Capital of Smart Tourism? *

Select one

- ☐ Yes
- ☐ No

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