

**Residents' and tourists' perspectives on potential
introduction of casino industry and its role in tourism and
community development:
the case of the Republic of Cyprus**

by

Katya Matkova

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Author's Declaration

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

Abstract

For years, the gambling industry has been gaining popularity among a variety of countries and communities for its contribution to tourism development and thus, to the economy. At the same time, the addictive nature of the gambling activities poses questions for society's future wellbeing.

In the Republic of Cyprus, tourism is a major economic activity. Recently, some of the local practitioners of tourism lobbied government to allow the introduction of the casino industry to increase tourists' arrivals, enhance their experience, as well as limit the number of travelers who go to the bordering Turkish Republic of Northern Cyprus for casino-gambling. However, the potential adverse impacts of gambling on the local community cannot be overlooked as a factor in decision-making. As a result, this study explores the implications for the Greek-Cypriot community development of introducing casino-style gambling as a part of the tourism development strategy.

This study's findings suggest that while the literature does indicate that there can be some possible immediate direct economic benefits from the introduction of casinos to local economies, those benefits are not demonstrated in this particular investigation. The findings were derived from a literature review, nineteen interviews, and two hundred and twenty surveys completed by tourists and local residents in Cyprus. They revealed mixed responses to the introduction of the casino industry. During the course of the data analysis and interpretation, it was identified that tourists are not as interested in seeing casinos introduced to

Cyprus as were some local residents. If that is the case, on the basis of this study there does not appear to be a persuasive argument for introducing casino-style gambling to promote tourism on the island. Moreover, there are some potentially negative effects of gambling that could adversely affect the tourism industry and local culture.

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Table of Content

Author's Declaration	ii
Abstract	iii
Acknowledgements	v
Table of Content	vi
List of Tables	ix
List of Figures	x
1. Introduction	1
1.1 Problem Statement.....	1
1.2 Purpose of Research.....	2
1.3 Research Questions.....	3
1.4 Study Area: Republic of Cyprus.....	4
1.5 Thesis Structure.....	9
2. Literature Review of Community, Tourism, and Gambling	11
2.0 Chapter Overview.....	11
2.1 Nature of the Community.....	13
2.1.1 Community Development.....	15
2.1.1.1 Social Development.....	15
2.1.1.2 Economic Development.....	17
2.1.1.3 Community Development Indicators.....	19
2.1.2 Section Summary.....	21
2.2 Tourism.....	21
2.2.1 Tourism: Definition and Development.....	22
2.2.1.1 Sustainable Tourism Development.....	24
2.2.1.2 Tourism and Community Development.....	26
2.2.2.1 Residents' Opinions and Perceptions of Tourism.....	29
2.2.3 Section Summary.....	31
2.3 Gambling.....	32
2.3.1 Gambling Origins and Definition.....	32
2.3.2 Gambling and Community.....	34
2.3.2.1 Negative Gambling Impacts.....	35
2.3.2.2 Positive Gambling Impacts.....	37
2.3.2.3 Residents' Gambling Attitudes and Behaviours.....	39
2.3.3 Gambling and Tourism.....	41
2.3.4 Section Summary.....	44

2.4 Community Socio-Economic Development Framework: Tourism and Gambling Industries' Impacts.....	45
2.5 Gaps Identified in the Literature.....	48
2.6 Chapter Summary.....	49
3. Methodology Adopted in the Study.....	52
3.0 Chapter Overview.....	52
3.1 Approach to Research.....	54
3.1.1 Quantitative Data Collection Strategy.....	58
3.1.1.1 Questionnaire Design.....	59
3.1.2 Qualitative Data Collection Strategy.....	62
3.1.2.1 Interview Questions.....	63
3.2 Sample Selection.....	65
3.2.1 Quantitative Sample Selection.....	66
3.2.2 Qualitative Sample Selection.....	67
3.3 Research Procedures.....	69
3.3.1 Pilot Test.....	69
3.3.2 Quantitative Data Collection Procedures.....	70
3.3.3 Qualitative Data Collection Procedures.....	71
3.3.4 Challenges and Opportunities of Data Collection.....	72
3.4 Data Analysis.....	74
3.4.1 Qualitative Data Analysis.....	74
3.4.2 Quantitative Data Analysis.....	78
3.5 Chapter Summary.....	79
4. Findings of the Study.....	80
4.1 Characteristics of Respondents.....	80
4.1.1 Respondents' Demographic Characteristics.....	81
4.1.2 Tourists Travel Patterns.....	83
4.2 Respondents' Opinions on Gambling.....	86
4.2.1 Attitudes towards Gambling.....	87
4.2.2 Public Perception of Gambling.....	90
4.3 Respondents' Gambling Behaviour.....	93
4.4 Casino Introduction Assessment.....	96
4.4.1 Casino Introduction Stages.....	96
4.4.2 Casino Introduction Supporting Arguments.....	98
4.4.3 Casino Introduction Opposing Arguments.....	104
4.5 Respondents' Reactions to Casino Introduction.....	107

4.5.1 Attitudes to Casino Introduction.....	108
4.5.2 Potential Gambling Behaviour with Casino Introduction.....	110
4.6 Chapter Summary.....	113
5. Discussion.....	114
5.1 Thesis Synopsis.....	114
5.2 Major Findings.....	117
5.2.1 Findings from Academic Literature Review.....	118
5.2.1 Findings from the Case Study of the Republic of Cyprus.....	122
5.3 Study Implications.....	127
5.3.1 Academic Implications.....	127
5.3.1.1 Comparison between Findings of Academic Literature and Case Study..	128
5.3.1.2 Study Contribution to Academic Literature.....	131
5.3.2 Practical Implications for Community Development.....	132
5.3.2.1 Tourism Development.....	133
5.3.2.2 Political Significance.....	134
5.3.2.3 Community Socio-Economic Development.....	135
5.4 Summary and Evaluation of Implications.....	137
6. Conclusion.....	141
6.1 Recommendations for Casino Introduction.....	141
6.2 Limitations of the Study.....	144
6.3 Future Research Opportunities.....	146
6.4 Afterword.....	148
References.....	150
Appendix I: Interview and Questionnaire Information Letter.....	157
Appendix II: Participant Feedback Letter.....	159
Appendix III: Questionnaire Survey.....	160
Appendix IV: Interview Questionnaire to Local Residents.....	162

List of Tables

Table 1.4.1:	Economic Indicators of the Republic of Cyprus.....	7
Table 2.4.1:	Tourism Impacts on Community Development.....	46
Table 2.4.2:	Gambling Impacts on Community Development.....	46
Table 3.2.2:	Qualitative Sample.....	68
Table 3.4.1	Formed Data Categories.....	77
Table 4.1.1:	Respondents’ Demographic Characteristics.....	82
Table 4.1.2:	Tourists Travel Patterns.....	85
Table 4.2.1:	Respondents’ Attitudes towards Gambling.....	87
Table 4.2.1.1:	Respondents’ Attitudes towards Gambling (breakdown by demographics).....	88
Table 4.3:	Respondents’ Gambling Behaviour.....	94
Table 4.4.2:	Respondents’ Perceived Benefits of Casino Introduction.....	104
Table 4.4.3:	Respondents’ Concerns with Casino Introduction.....	105
Table 4.5.1:	Respondents’ Attitudes to Casino Introduction.....	108
Table 4.5.2	Respondents’ Potential Visit to Casino in the Republic of Cyprus.....	111
Table 4.5.2.1:	Residents’ Potential Frequency of Casino Visits in the Republic of Cyprus.....	112

List of Figures

Figure 1.4: Cyprus Map.....	5
Figure 2.4.3: Community Socio-Economic Development Framework: Tourism and Gambling Industries' Impacts.....	47
Figure 3.1: Concurrent Triangulation Strategy.....	55

CHAPTER 1

Introduction

People learned about gambling in the early days of humankind. In the beginning, they threw dice, then moved to playing cards, roulette and the lottery- games of chance were created daily. Men and women, regardless of age and social status were always prone to spend money on gambling. Today, this desire has developed into a global multi-billion dollar gambling industry (Henriksson, 1996; Statistics Canada, 1998). Gamblers can be seen in almost every corner of the world: gambling in casinos, hotels and most recently on the internet. This trend has significant impacts on the health, function, coherence and stability of society and communities (Korn and Shaffer, 1999; Blevins and Jensen, 1998). It is important, therefore, to identify and understand the attitudes and behaviours towards gambling, and specifically with respect to the casino industry.

In addition, there is a growing societal tendency to spend more time and money on leisure, partially expressed through gambling (Downes et al., 1976; Elias and Dunning, 1987). This trend has led to an increase in gambling as an element of the rapidly growing economic sector such as tourism. The exponential growth of both tourism and gambling are having a tremendous impact on local communities world-wide. These phenomena have inspired this current study which examines the impact of the relationship between casino industry and tourism development.

1.1 Problem Statement

The research is a case study, conducted in the Republic of Cyprus, a Mediterranean island in Western Europe. An invasion by Turkey in 1974 divided island into two parts: the Republic of Cyprus and the Turkish Republic of Northern Cyprus (TRNC). In both parts of the island,

tourism is the main economic growth strategy. To compete with each other as well as with the other Mediterranean destinations, the tourism practitioners propose different initiatives that contribute to the overall tourism development. Gambling facilities, for instance, have been recognized as one of the attractions to foreign travellers. According to Leiper (1989), the gambling establishments' visitors tend to be either from the neighbouring countries or states where gambling activities are prohibited by legislation or the ones who simply want to diversify their holiday experience.

In the north, now controlled by Turkey, the gambling industry has been legalized and has approximately twenty casinos located in the eleven cities. In the Republic of Cyprus, however, only some forms of gambling are permitted by legislation such as sport betting, bingo and lottery. Recently, the Cyprus Tourism Organization (CTO) of the Republic of Cyprus proposed the new strategy to attract tourists, enhance their experience, and to limit the number of travelers who go to the occupied Turkish territories for the casino-gambling purposes; it involves building casino(s) in the Greek-Cypriot part of the island. This proposal subsequently became an issue of debate causing tension among the various stakeholders given its possible adverse impact on the Greek-Cypriot community as well as concerns about the loss of tourist dollars to the occupied territories in the north.

1.2 Purpose of Research

The purpose of this research is to identify and describe the attitudes and behaviours of local residents and tourists towards the gambling industry with the intention of investigating the relationship between casinos and the potential impact on tourism and communities in the Republic of Cyprus.

1.3 Research Questions

Based on the purpose of the study the main research question is:

- What are the implications for community development of introducing casino-style gambling as a part of the tourism industry to the Republic of Cyprus?

In order to effectively answer this question, a series of other questions are explored in this thesis.

They include the following:

1) How does the academic literature portray the relationship between the gambling industry and tourism and community development?

The academic literature sheds the light on the factors that are important to consider when looking at the introduction of gambling as a part of community and tourism development strategies. In other words, these factors are the determinants of the relationship between gambling, tourism and community development, and will be accentuated in the questionnaire that was distributed among the participants. Review of the literature also provides some comparative information from other cases that helped to select the appropriate methodology for this study.

2) What are the attitudes and behaviours of local residents and tourists towards gambling and potential casino development in the Republic of Cyprus?

The casino industry will directly influence the future and wellbeing of the local residents since they are the ones who are exposed to it on a daily basis. Consequently, the identification of their reactions to the gambling initiative will assist in identification of perceived beneficial and detrimental impacts of the gambling industry on the socio-economic stability of the local community. In addition, the casino proposal is one of the tourism strategies and tourism is the major economic activity on the island. As a result, tourists' opinions are essential because they

may contribute to tourism and government practitioners in effective development and planning of the casino as well as tourism industry that has a direct impact on the Cypriot community lifestyle.

1.4 Study Area: Republic of Cyprus

This section predominantly focuses on the description of the study area, the Republic of Cyprus. It provides insights on the island's geographic, government, economic and demographic characteristics that directly relate to the local residents' socio-economic development. In addition, it explores the reasons for the selection of this particular study site.

The Republic of Cyprus was selected as the research site for the following reasons. One of the initial ideas of the research was to investigate the relationship between the gambling industry and tourism development. Since tourism is one of the most important economic activities in the Republic of Cyprus and tourism practitioners proposed a casino introduction as the extension of the tourism product, Cyprus became an ideal location for the conduction of this study.

Furthermore, apart from the economic perspective, the tourism and gambling industry have a direct impact on community social development. Due to a limited number of studies concentrated on the Cypriot community, this research has a potential to fill the gap in the academic literature by examining Cypriot community social development as a result of a casino introduction. Additionally, the researcher had an opportunity to live and experience Cypriot culture for seven years, and was familiar with the studied issue not only from the foreigner but also from the resident viewpoint, and consequently became interested in studying it further.

Cyprus is located at the north-eastern end of the East Mediterranean basin at a distance of 380 kilometres north of Egypt, 105 kilometres west of Syria and 75 kilometres south of Turkey. According to the Government Web Portal (2006), it is the third largest island in the Mediterranean after Sicily and Sardinia with an area of 9,251 sq. kilometres of which 1,733 are forested.

Cyprus was the site of early Phoenician and Greek colonies. For centuries, its rule passed through many hands and, only in 1960, it finally gained its independence from Britain. After the conflict in the region, in 1974 Turkey invaded Cyprus, on the ground that it was protecting the Turkish Cypriot minority. Turkey gained control of 20 percent of northern Cyprus. The following year, the island was partitioned into Greek (the Republic of Cyprus) and Turkish territories (the Turkish Republic of Northern Cyprus) separated by UN-occupied buffer zone (Government Web Portal, 2006). (See Figure 1.4)



Figure 1.4: Cyprus Map

(Source: drawn by researcher, adapted from Google Image, 2007)

In 2002, the European Union (EU) invited Cyprus to join by 2004. Without reunification, however, only Greek Cyprus was to be welcomed into the EU. The referendum in April 2004 that aimed at the reunification of the divided island, ended when the Greek Cypriots rejected the United Nations settlement plan. In May 2004, Greek Cyprus alone became a part of the EU, while the political system in the occupied area was still only recognized by Turkish government. Based on the information provided by the World Fact Book (2006), Cyprus has six administrative districts: Famagusta, Kyrenia, Larnaca, Limassol, Pafos, and Nicosia, the capital that is divided in two parts.

According to Ioannides (1991), Cyprus's strategic location combined with numerous tax incentives have been the factors that developed the island as an international business and professional services center. The encouragement of foreign participation in the island's economy was a policy that was approved not only by all the official bodies but also the Cypriot people themselves. As the result, a relatively favourable economic environment has been created that has the potential for the different forms of inward business activity and international foreign investment.

Accordingly, the Central Bank of Cyprus (2004) described the island's economy as "robustness and macroeconomic stability" basing its assessment on the positive evaluations and comments of the European Commission, the International Monetary Fund and other international organizations. According to the Government of Cyprus, the economic policy depends on two basic factors: the revised Convergence Programme building upon the foundations of the year 2005 and the promotion of structural reforms in a wide spectrum of sectors through the implementation of the National Lisbon Programme. The country's economic indicators are summarized in the Table 1.4.1 below.

Table 1.4.1: Economic Indicators of the Republic of Cyprus

GDP (2006)	\$18.04 billion
GDP Real Growth Rate (2006)	3.8%
GDP Composition by Sector (2006)	Agriculture 3.7%; Industry 19.6%; Services 76.8%
Inflation Rate (2005)	2.8%
Industries	Tourism, food and beverage processing, cement and gypsum production, ship repair and refurbishment, textiles, light chemicals, metal products, wood, paper, stone, and clay products.
Exports;	\$1.34 billion f.o.b.;
Exports Commodities (2006);	Citrus, potatoes, pharmaceuticals, cement, clothing and cigarettes.
Exports Partners (2005)	France 17.7%, UK 17%, Greece 12.2%, Germany 5.7%
Imports	\$5.8 billion f.o.b.
Imports Commodities (2006);	Consumer goods, petroleum and lubricants, intermediate goods, machinery, transport equipment.
Imports Partners (2005)	Greece 17.3%, Italy 10.3%, UK 9%, Germany 8.4%, Israel 7.1%
External Debt (2006)	\$12.63 billion
Currency Code (2007)	Cypriot Pound (CYP)

(Source: World Fact Book, 2007, <http://worldfactbook.com/country/Cyprus/2006/eco>)

The tourism industry, for example, has become increasingly important in Cyprus due to its role in the economic sector of the country. According to CTO (2006), in 2006 the number of arrivals was 2.6 million, while revenues were estimated at 1.037 million Cyprus pounds. Geographic position, climatic conditions, local culture and hospitality contribute to the holiday-makers' enriching experience. The tourism authorities together with the government developed the Strategic Plan for Tourism for the year 2010, which intends to develop special forms of tourism, such as conferences, cultural tourism, athletic tourism, walk and cycling tourism, and cruises. The establishment of the casino facilities is also discussed among the politicians and tourism

practitioners, since the casino industry is seen as a contributor to the development of the tourism industry.

Furthermore, CTO (2001) identified a certain number of objectives that are addressed towards the development of quality of tourism and should be implemented between the year 2000 and 2010.

The objectives were:

- Raise the income from tourism (thereby its contribution to the national economy) through balancing a growth in arrivals with increasing visitors' length of stay and spending power the approach proposes a 'value-volume strategy' which, by 2010, seeks to increase receipts to CY£1.8 billion based on arrivals of around 3.5 million;
- Reduce seasonality, with the peak season's share falling from 40% to 33% of total annual arrivals;
- Increase competitiveness by re-positioning Cyprus as a tourism destination; in particular, stressing less sun-sea-sand tourism, while concentrating on developing products, such as agro tourism, the island's culture, natural environment and local lifestyles;
- Attract 'quality' tourists (defined in the strategy as: older, better off, more culturally/environmentally aware and demanding flexibility, higher levels of service, better value for money) through an effective segmentation techniques;
- Promote the island as "a mosaic of nature and culture, a whole, magical world concentrated in a small, warm and hospitable island in the Mediterranean at the crossroads of three continents, between West and East, that offers a multidimensional qualitative tourist experience" (p. 260, CTO, 2001 cited in Sharpley, 2003)

One of the tourist attractions is the richness of cultural heritage of Cyprus that is symbolized by the variety of monuments and archaeological fossils, some of which UNESCO has included in its official World Heritage List, such as the Sanctuary of Aphrodite, antiquities of Pafos, Neolithic settlement of Khirokitia and ten Byzantine churches in Troodos, a mountainous region of Cyprus. In addition, it was discovered that important historical personalities such as Alexander the Great and Cleopatra have had their names connected with the island. Aphrodite, the beauty and love Goddess, was reputed to have been born in Cyprus and her name is identified with that of the island (Kyprida) (Government Web Portal, 2006).

With regards to the local population, they are usually described as progressive, educated and open-hearted (Government Web Portal, 2006). Hospitality is the most common feature of all people, especially those living in the countryside. Overall, life in Cyprus embraces a variety of activities in all aspects of its cultural life, such as folk arts, literature and poetry, artistic photography, theatre and cinema, music and dancing, and sports (Government Web Portal, 2006). Evidently, these activities are the part of the local residents' social development and are important to recognize when studying the Greek-Cypriot community development.

1.5 Thesis Structure

The following chapter reviews the studies on community, tourism, and gambling. In addition to the definitions of the three main topics, a number of studies have examined their relationship and the factors that contributed to their development. In order to summarize the reviewed literature, and to facilitate the research process by identifying the factors that need to be considered when studying the community development, a community socio- economic development framework was created. Chapter three concentrates on the methodology of the study, particularly referring to

the selected mixed method approach, survey and interview data collection, sample description, research procedures, encountered challenges and opportunities of data collection, and the qualitative and quantitative data analysis process. Chapter four describes the main findings of the study, primarily referring to the respondents' demographic characteristics, attitudes to gambling as well as to a casino introduction in the Republic of Cyprus, the potential and the existing gambling behaviours, and the supporting and opposing arguments for a casino introduction. Chapter five summarizes the thesis, provides an overview of the key findings of the research, and identifies and evaluates their implications to community and tourism development. The final chapter outlines the recommendations to the Cypriot government and tourism practitioners if it is decided to introduce the casino industry in the Republic of Cyprus. In addition, it provides study's limitations and future research opportunities.

CHAPTER 2

Literature Review of Community, Tourism, and Gambling

2.0 Chapter Overview

This chapter sets the context of the research by demonstrating and discussing the relevant academic literature and its gaps, with the primary intent to identify the factors that contribute to community development in the context of the casino and tourism industries, and then apply these factors to the case study, the Republic of Cyprus. It is divided in three main sections: community, tourism, and gambling. The relationship between the three issues is summarized towards the end of the chapter and is presented as the Community Socio-Economic Development Framework: Tourism and Gambling Industries' Impacts. The more detailed description of each section is outlined below.

The first step is to examine the definition and the historical concept of the community, which may assist in better understanding its formation process and consequently, determine the role of gambling and tourism in it. In this case, the academic literature refers to a community as a group of people living in the same geographical settings, and their overall social and economic activities are the indicators of their society's development level. One of these activities is tourism development that is becoming more and more popular across the various communities and is already one of the major industries in the Republic of Cyprus. Subsequently, the relationship between community development and the tourism industry is expressed through numerous positive as well as negative influences that tourism has on the given society.

Accordingly, to study in-depth the liaison between tourism and community, the next section of the chapter focuses on the identification of the possible tourism impacts on society. These

impacts are mainly: social, economic, and environmental. The latter is usually recognized through the sudden changes in the environment as a result of the tourism industry introduction and is a part of the sustainable tourism literature, while the former two are predominantly expressed through the community residents' attitudes and behaviours towards tourism development and are the focus of the community development academic studies. Moreover, the impacts of the tourism industry on society depend upon the different types of tourism that are practised in the given community. One of these types is gambling tourism, when people are travelling to the destination either specifically for gambling purposes or include gambling activities as a part of their overall travel experience. In other words, the established gambling facilities are used as an attraction tool for the international visitors, which is the main argument for the casino introduction in the Republic of Cyprus.

However, the notable impacts of the gambling industry are not only on the tourism industry but on the community where the gambling facilities are introduced. Consequently, the third section of the chapter identifies these impacts and thus, establishes the relationship between community development and gambling. Similar to the tourism impacts, the gambling impacts on society could be positive and negative as well as social and economic, and are either expressed through the existing visible changes in the residents' life styles or through their perspectives on the prospective changes.

By reviewing the academic studies on the above three issues, this research has a potential to establish the direct relationship between gambling, tourism and community development, and consequently assist in understanding and evaluation of the casino proposal and its impacts on lives of the local residents in the Republic of Cyprus. In addition, the examination of the relevant

studies will help to determine the existing gaps in the literature that can be fulfilled by this research.

2.1 Nature of the Community

In today's society, community can be defined in several ways. However, the majority of interpretations that are published in the social literature use the original definition and perceive "community" as the group of people with various characteristics who relate to each other by social ties, share common opinions, and perform similar activities in geographical locations or settings (Green and Mercer, 2001). In support of this definition, Joppe (1996) in her article about sustainable tourism development, states that a community is based on "a sense of shared purpose and common goals" that can be "geographical in nature or a community of interest, built on heritage and cultural values shared among community members" (p. 475, Joppe, 1996).

The definition of the "community" as used here in this thesis draws on the work of "The Community: A Critical Response" written by Gusfield in 1975, who divides the term in two major sections: the geographical notion; and the "quality of character of human relationship" (p. 3, Gusfield, 1975 cited in McMillan and Chavis, 1986). McKeown and colleagues (1987) expand the definition by stating that community can be described using four main characteristics: locality, biological and social membership, common institutions, and shared actions (McKeown et al. cited in Green and Mercer, 2001).

Adopting Gusfield's vision of a community, McMillan and Chavis (1986) go further and discuss the four main criteria for a definition and a theory of the "the sense of community", the importance of which depends upon the characteristics of the community and its members. The

authors propose that the sense of a community lays in the members' feelings of belonging, in the understanding of the importance of one another and of the group, and in the belief that members' needs are fulfilled once they promise to each other to be together.

In 1996, McMillan proposes renaming and rearranging the four core elements. He suggests that the "sense of community" can be expressed as a "*spirit* of belonging together, a feeling that there is an authority structure that can be *trusted*, awareness that *trade*, and mutual benefit come from being together and a spirit that comes from shared experiences that are preserved as *art*" (p.315, McMillan, 1996). The author states that the spirit that is primarily used for distinguishing between members and non-members of the community has now an important role in sparking the friendships.

According to McMillan (1996), the second element of the theory (i.e. trust) required the establishment of norms, regulations, or laws in the community in order for people to know what they can expect from each other. Once the spirit and the authority structure are established, the process of "social economy" begins, in which people discover the ways they can benefit from one another and the community in general. The forth element, art, refers to the creation of the community history, emphasising the "quality of community contact" (p. 322, McMillan, 1996).

The difference between the two proposed theories is that the second approach contributed to the complexity of the community system, which according to Tropman (1976), refers to the social processes (i.e. differentiation and integration) and is considered to be an important variable for people who live in the given community. In addition, McMillan and Chavis (1986) suggest that the four originally identified elements can be applied as the framework for comparing and

contrasting various communities. While being more complex, yet still preserving the original characteristics, the second model could possibly be used as the structure for the description of communities also partially referring to their development.

2.1.1 Community Development

The definition of the “community development (CD)” as used here in this thesis is provided by the United Nations and refers to a “process designed to create conditions of economic and social progress for the whole community with its active participation” (p. 476, United Nations cited in Joppe, 1996). Community development has its roots in the rural United States and United Kingdom, at that time being the poor industrialized cities that required the assistance of social needs (Stohr, 1981 cited in Abbott, 1995). According to Batten (1967), the origins of community development lay in the nineteenth century community work of British upper- and middle-class idealists, who wanted to improve the awful living conditions of the working class. Since then the subject of community development became a sub-discipline of the social work (Batten, 1967 cited in Abbott, 1995).

2.1.1.1 Social Development

Batten (1974) in his article about the major issues and future directions of community development briefly discusses a theory, which suggests that the overall community development is the result of the fully developed members’ personalities that can be achieved by inspiring the people to determine what they really want and then plan, organize, and act together to implement decisions they had reached. However, this “felt-wants theory” (p. 97, Batten 1974) has two major drawbacks: it is difficult for people to identify opportunities that they do not know exist; and the majority of things that people want usually do not fit with the regulations of national and

regional development programmes. Consequently, in the past, the success of the social community development projects was based on the dominating societal issues to which community members could easily relate (Abbott, 1995).

Furthermore, in the 1950s, community development was usually associated with community participation that was located in the literature within the context of economic development. Yet, as the community development was “never contextualised”, it appeared to be a “form of manipulation” (p.160, Abbott, 1995) with the dishonest economic development strategy (Abbott, 1995). Thus, when the community development had failed, the community participation also failed, and to resolve this paradox situation, the two had to be separated.

Abbott (1995) summarizes the three main approaches proposed by different writers: to replace community development by a more suitable form of community participation; to perceive community development and community participation as synonyms but “reinvent” (p.158, Abbott, 1995) community development as community participation; and to use community development as a form of participation. After examining the relationship between the two terms, Abbott (1995) concludes that community development is one of the most important forms of community participation that can only function if the government allows the involvement of the community members in the decision-making processes. In other words, the approach to effective community development is “empowerment” (p. 260) of people, which according to Schuftan (1996) is “a continuous process that enables people to understand, upgrade and use their capacity to better control and gain power over their own lives” (p.260, Schuftan, 1996).

In support of the definition, Schuftan (1996) proposes four criteria (i.e. service delivery, capacity building, advocacy and social mobilisation) that classify a “well-established community development” (p.206, Schuftan, 1996) as well as it assesses the degree to which people are empowered. For instance, “service delivery” refers to actions that directly relate to causes of mal-development and provide services to identified beneficiaries (i.e. sectors included: health, education, agriculture), while “capacity building” raises people’s awareness and skills to resolve the causes of mal-development. Checkoway (1995) though partially supporting the ideas of the two authors, proposes a slightly different perspective on community empowerment. He believes that it is a “multilevel process” (p.4, Checkoway, 1995), a combination of three main levels: *individual involvement* (participation of people in decision-making process); *organizational development* (structure that mediated between individual and community development); and *community change*, which the author defines as mass mobilization, social action, citizen participation, public advocacy, popular education, and local services development.

It appears that ideally the social development process of the community occurs for the benefit of the community and should be conducted with its members’ active participation. Given the adverse social impacts of the gambling and tourism industries on society, which are examined further in this chapter, it can be assumed that the social development of the Greek-Cypriot community may be jeopardized. However, the primary reason for the introduction of both industries is not necessarily social development but rather economic.

2.1.1.2 Economic Development

Until recently, the focus of the literature was mainly on the social aspects of community development; however, the United Nations’ definition of community development consisted of

the second element: economic progress. The discussion of community economic development (CED) has appeared in various sections of academic literature. For instance, Checkoway (1995) states that in the industrialised countries both the political and economic changes challenged and encouraged the communities to develop to their full potential. Moreover, according to Stohr (1989), historically, local development depended upon the accessibility to “resources, markets, and technologies, their activity structure and their magnitude of scale or agglomeration economies” (p.294, Stohr, 1989). In addition, referring to effective community development, Joppe (1996) states that the creation of jobs (i.e. economical perspective) had improved the living conditions of disadvantaged and marginalized communities.

Occasionally labelled as “community-based economic development”, CED includes “a comprehensive, wide-ranging program of activities for the overall improvement of the locality as a place to live and work” (Center for Community Enterprise, 2003). In other words, this approach may include almost all strategies that community members perceive as beneficial, such as the promotion of traditional music, or the increase in police protection.

The Center of Community Enterprise (2003) emphasizes that local economic development (LED) differs from community economic development in being carried out predominantly by the local government. Expanding on this subject, Joppe (1996) identifies the difference between: community economic development and economic development. According to Joppe (1996), the focus of CED is “inwards” (p.476), which intends to help consumers to become producers, and employees to be the owners of the companies. Economic development, on the other hand, is “outward” (p.476, Joppe, 1996) approach with the aim of attracting new businesses into the community. According to the author, one of these businesses is the tourism industry, which lately

economic development practitioners recognize as the part of the economic growth strategy. In other words, tourism is introduced to society in order to improve its economic situation, and thus, contribute to the community's development. The indicators that are used to measure this improvement are presented in the section below.

2.1.1.3 Community Development Indicators

Dixon (1995) argues that both community development programs and communities themselves will benefit from the evaluation of their “developmental and change efforts”. The author proposes two evaluation approaches: locally-determined ethnographies for community-led change; and sponsor-backed evaluations making use of co-produced indicators for the community development programs. The first approach refers to the “community story”, which is based on local histories, participatory action research and organizational analysis. This data can be collected through the communities' documents, archival records, interviews, direct observations, and physical objects. Referring to the research, the Cypriot community development is discussed in the context of gambling and tourism, and is examined using predominantly interviews.

The second approach, alternatively, focuses on several criteria: “recognizable and unambiguous, achievable, describable or tangible, agreed upon, and relevant to the times and setting” (p. 333, Dixon, 1995). The author developed a table of indicators for the six main desired outcomes that included: the continual addressing of different groups' needs; enhancement of citizen involvement in community problem solving; improvement of local economic development; diversification of social-life; development of natural and built environment; and recognition of the interdependence with neighbouring and far-off communities. All the outcomes correspond to this study in some form; however, since the tourism industry is one of the major economic

activities in the Republic of Cyprus, the most relevant of the proposed outcomes was the enhancement of local economic development, which according to Dixon (1995), had the following indicators:

- Extent of local firm and local organization-generated employment, products and services;
- Trends in unemployment and underemployment;
- Degree of commercial entrepreneurship as evidenced by the viability of small businesses;
- Where inflow of people outstrips outflow;
- Ability to sustain a local credit union or ready access to loans for organization start-ups;
- Extent of alternative market exchanges

Furthermore, Gamble and Weil (1997) in their study of sustainable development expand on the economic indicators by proposing to measure the social progress through the calculation of GDP (gross domestic product), and GNP (gross national product). In addition, the authors pointed out that CPM (capability poverty measure) can also be used as an indicator of development, which is oriented towards the problems of illiteracy and underweight.

More comprehensive, yet preserving some original indicators, the United Nations Division for Sustainable Development (2007) released the third, revised set of indicators of sustainable development prepared for the United Nations Commission on Sustainable Development (UNCSD). The framework contains 14 themes: poverty; natural hazards; economic development; governance; atmosphere; global economic partnership; health; land; consumption and production patterns; education; oceans, seas and coasts; demographics; freshwater; and biodiversity.

Based on the analysis of all proposed indicators, one may conclude that they can be grouped into three main categories: economic, environment, and social. The tourism industry as it was stated

above refers principally to economic development; however, its impact on community social development should not be overlooked and thus is discussed in the next section.

2.1.2 Section Summary

This section concentrated on understanding the nature of the community in order to be able to relate and better comprehend Cypriot community as well as to determine the potential factors that may contribute to its development. The community is generally defined based on geographical locations and the relationships among the community members. The development of the community is also divided into two parts: social and economic perspectives. Social aspects represent members' personality development and empowerment, both of which contribute to determination and fulfillment of peoples' desires and gaining control over their lives. The economic perspective, however, is oriented towards identifying all the activities and businesses from which community members can economically as well as socially benefit. Recently, the tourism industry became one of the economic growth strategies, and thus, contributed to the overall community development, which is evaluated through the measurement of: economic, social, and environmental indicators.

2.2 Tourism

From the previous section, it is evident that the development of a community to some extent depends upon the tourism industry if it is introduced in the society. "This extent" is mostly based on the degree to which society relies on tourism as an economic generator. For instance, in the Republic of Cyprus, tourism is considered to be the major economic activity, and consequently its contribution to the local community's economic prosperity cannot be overlooked in discussion of the country's development policies. To examine broadly the relationship between tourism and

community development, this section focuses on defining tourism and its socio- economic impacts on society, together with the residents' perceptions of tourism and some of its forms.

2.2.1 Tourism: Definition and Development

The substantial growth of the tourism industry is one of the most significant economic and social phenomena of the past century. In 1991, the World Tourism Organization (WTO) defined tourism as the set of “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” Depending on the criteria, tourism can take different forms. Such criteria may include: the purpose and duration of the visit, the nature of the trip, the type of the destination, the activities carried out, and the types of travelers themselves (WTO, 1991). There are different types of tourism, such as nature tourism, leisure travel, religious tourism and each are categorized by various activities, as for example, sun bathing, sightseeing, mountain climbing, gambling and many other.

Paulo (2000) argues that the tourism industry is the “generator of wealth and employment” (p.434) and the “economic engine” (p. 434, Paulo, 2000) for both developed and developing economies worldwide. In support of this argument, UNWTO (2003) identified the existence of the positive linear relationship between economy and tourism, specifically referring to the tourism contribution to Gross Domestic Product. For instance, when the economy grows, levels of disposable income also increase, and thus, a larger amount of the discretionary income becomes available for tourism activities. Additionally, when comparing the growth of tourism arrivals and the growth of economic output (i.e. Gross Domestic Product), the tourism indicators

tend to be higher, yet when GDP growth falls below two percent, tourism growth tends to be even lower.

Furthermore, in the context of the economic indicators, University of Wisconsin-Cooperative Extension (1998) proposes to measure tourism development using the number of visitors, and population employed by the recreation and travel industry (seasonal and full time). Yet, UN Division for Sustainable Development (2007) as well as University of Wisconsin-Cooperative Extension (1998) attempt to evaluate the tourism industry using demographic and social measures, such as determining the ratio of local residents to tourists in major tourist regions and destinations, and assessing the effectiveness of tourism marketing techniques.

Elaborating on the subject, Barcelona Field Studies Centre (2006) studies the factors that contribute to the growth of international tourism. Three main causes have been identified: social and economic (i.e. increase in leisure time and greater wealth), changes in technology (i.e. computer reservation systems), and product development (i.e. package holidays). WTO (2003) adds that the current growth is also the result of the favourable economic situation in the key generating markets, the high consumer confidence, and the efforts of the national administrations to develop and market tourism.

As for the future, UNWTO (2007) anticipates that the international arrivals will reach nearly 1.6 billion by the year 2020 and the top receiving regions will be Europe, East Asia and the Pacific, then Americas, followed by Africa, the Middle East and South Asia respectively. These forecasts are based on the constant industry growth between the year 1950 and 2005. For instance, by 1999, international tourism receipts accounted for more than 8 percent of the worldwide export

value of goods and services (WTO, 2001). In addition, this argument is supported by the latest evidence from January till August 2007, which shows that the tourist arrivals have generated the sustained growth of 5.6 percent. Since the economic stability of the Republic of Cyprus depends upon the successful tourism development and the Greek-Cypriot part of the island has officially joined the European Union, the anticipated top receiving tourists region, it is reasonable to assume that the global growth of the tourism industry will have positive impact on the Cypriot economic development.

2.2.1.1 Sustainable Tourism Development

The origins of the term “sustainable tourism” go back to the general theory of “sustainable development”, in which the former adopted the application of the latter with particular emphasis on tourism. Academicians tend to associate the “sustainable development” with the World Commission on Environment and Development report that was conducted in 1987, and which signified the main function of the term: bringing together the concepts of the environmental protection and economic development.

Yet, the issue of sustainable tourism development was mainly recognized during the 1990s as a result of the increased awareness of the industry’s environmental impacts. Altinay and Hussain (2005) clarify that the construction of general infrastructure such as roads, airports, and tourism facilities can slowly destroy environmental resources. Supporting the argument, the World Summit on Sustainable Development (2002) provides various examples of unsustainable consequences of tourism, such as exploitation of culture and labour, displacement of people from their land, lack of consultation with local communities, poorly thought out tourism planning and high foreign exchange leakage which reduces local economic benefits. In the case of Cyprus, the

above tourism consequences may be minimized, since the tourism facilities are already developed and may accommodate the additional influx of tourists, which is anticipated with the casino introduction.

At the same time, Altinay and Hussain (2005) look at both sides of the situation, stating that tourism can raise the awareness of environmental values, as well as be the financial support for their protection. The authors state that the policy of sustainable tourism development is considered to be a popular approach and identify this type of tourism as being ecologically acceptable in the long term and financially feasible and fair from social and ethical perspectives for local communities. In other words, sustainable tourism development minimizes its environmental impact, while emphasises socio-economic benefits to society who engage in the tourism industry.

According to the World Summit on Sustainable Development (2002), sustainable tourism is tourism and associated infrastructure that, both now and in the future:

- Operate within natural capacities for the regeneration and future productivity of natural resources;
- Recognizes the contribution that people and communities, customs and lifestyles, make to the tourism experience;
- Accepts that these people must have an equitable share in the economic benefits of tourism;
- Is guided by the wishes of the local people and communities in host areas.

Consequently, sustainable tourism is a type of tourism which optimises the benefits by accommodating the needs of present tourists and host regions, while limiting the negative

impacts by protecting and developing opportunity for the future (WTO, 1993). Furthermore, Butler (1999) in his study of sustainability discusses various definitions of sustainable tourism. For instance, he quoted Countryside Commission (1995), which defines the term, as “tourism which can sustain local economies without damaging the environment on which it depends” (p.10, Countryside Commission, 1995 cited in Butler, 1999). Payne (1993) argues that sustainable tourism “ought not to interfere with existing forms of social organization” (p.10, Payne, 1993 cited in Butler, 1999). Referring to the case study, the gambling industry has been recognized for its adverse impacts on the local communities that question society’s future and wellbeing. Thus, it is reasonable to assume that the Cypriot social institutions are not in favour of the casino introduction in the Republic of Cyprus. As a result, it appears that the casino-style gambling is not introduced for sustainable tourism development but perhaps for the different reasons that need to be identified in this study.

2.2.2 Tourism and Community Development

Until recently, the sustainability of tourism was mainly discussed in the environmental context; however, Hall (1996) in the study of the community based tourism (CBT) states that the involvement of the host community in planning and maintaining tourism development may as well contribute to the sustainability of the industry (Hall, 1996 cited in Blackstock, 2005). Blackstock (2005), on the other hand, believes that “conceptualization of CBT is naïve and unrealistic” (p.45, Blackstock, 2005). She argues that CBT mainly concentrates on increasing the economic profitability, and on identifying and overcoming only the potential problems that may damage the tourism industry, rather than ensuring the social justice on the community level.

Furthermore, Blackstock (2005) states that community members have a power of choosing whether to support or not tourism, yet this empowerment was an “illusion” (p.41, Blackstock, 2005) as they do not have an ability to reject the tourism as a development option. After the analysis of various CBT consequences, Blackstock (2005) concludes that the understanding of the community structure, emphasizing the power formation, may contribute to CBT. Supporting the argument, Lynn (1992) insists that both tourists and local residents would socially and economically benefit if the former are given the accurate and honest information about the destination, and the latter are in charge of planning and implementation of the industry-related activities.

Becker and Bradbury (1994) take a slightly different approach in investigating the relationship between tourism and community development by concentrating on the implications of tourism development in Branson (United States). The authors begin their discussion by questioning whether tourism is a solution for the small communities’ economic downsize. Becker and Bradbury (1994) challenge both negative and positive sides of tourism development. The benefits of tourism include: increase in employment, lower poverty levels, and a raise in tax revenue and property values. Yet, the community has to suffer from a shortage of affordable housing, an increased dependence on minimum wage, constantly growing demand for services, and rapidly diminishing control over local decision-making. With regard to sustainability question in the environmental context, Branson encountered the problem of being incapable to accommodate the sewage facilities at the same rate as tourism development. Consequently, it appears that the development strategies for tourism became a priority over local community members' needs and desires.

Furthermore, the above study questions the economic contribution from tourism to the given community. The authors argue that even though there are more employment opportunities, they are all concentrated around services and are seasonal. Supporting this argument, Lovel and Feuerstein (1992) state that if a tourist buys a holiday package outside the destination, only a small part of the bill would actually reach and stay in the tourist destination. The authors add that in the places where tourism is controlled by “outside interests” (p.341, Lovel and Feuerstein, 1992) such as Fiji and Hawaii, the management team is usually non-islanders, while low level positions are filled by local people.

Summarizing the consequences of tourism on community, Lovel and Feuerstein (1992) identify that the economic growth of tourism can result in overcrowded resorts, problems with transportation and accommodation services, sudden increase in the movement of people to urban areas, and the decrease in performance of traditional authentic activities. Yet, Simpson (2007) outlines a range of positive non-financial livelihood impacts, such as the decrease in vulnerability, development of skills, improvement of access to information, enhancement and creation of new infrastructure, and strengthening of community organizations.

Nevertheless, based on all the reviewed studies, one may conclude that when the tourism industry enters the community, local development will always be impacted, both positively and negatively. Accordingly, some of the authors suggest several different ways to overcome the harmful effects. For instance, Becker and Bradbury (1994) propose that with the help of states authorities and industry professionals, the tourism activities should be constantly evaluated and properly adjusted to the capabilities of the community.

Lovel and Feuerstein (1992), on the other hand, propose “alternative tourism model” (p. 349), which was based on the promotion of specific form of travel between members of different communities. In this case, the international visitors would be encouraged to share lifestyles and participate in the everyday activities of local residents, thus achieving “mutual understanding, solidarity and equity among participants” (p.349, Lovel and Feuerstein, 1992). In addition, Lynn (1992) advises to educate the members of the communities “who” and “what” the tourist is, especially local population in the developing countries as their views are strongly shaped by media, which often can be incorrect and biased.

In the case of the Republic of Cyprus, local residents are exposed to tourists on an every day basis, and are employed by the tourism sector in both top management and low level positions. Yet, the majority of the employment opportunities, as it was mentioned above, are seasonal. The casino industry can be beneficial, since it has the potential to encourage the high-rollers to travel during the low season for the casino gambling purposes. On the other hand, the gambling negative impacts and the residents’ attitudes towards tourism development may result in the social distractions in the local communities.

2.2.2.1 Residents’ Opinions and Perceptions of Tourism

According to Inskeep (1991), the host communities must be strongly involved in the maximization of socio-economic benefits of tourism for their own community. Consequently, residents’ opinions of tourism are valuable due to their direct influence on the industry’s development.

Resident attitudes towards tourism and especially perceptions of tourism impacts have been a subject of the research for more than thirty years. For example, the study conducted by Andereck and Vogt (2000) examines the relationship between Arizona residents' attitudes toward tourism and support for the specific tourism development options in the seven different communities. The research results specify that communities' opinions vary in terms of support for specific tourism development and attitudes toward tourism in general. For instance, developments such as bars, clubs, and gambling facilities are unacceptable for most of the communities, while parks and outdoor recreation facilities are viewed in a more positive way. In addition, the authors draw the attention to the fact that positive attitudes towards tourism are not necessarily strongly linked to the additional development of the tourism products, and the existence of negative attitudes do not always mean that residents are not willing to have the developments.

In parallel to this study, the research conducted by Akis and colleagues (1996) analyzes Greek and Turkish Cypriot residents' perceptions of coastal tourism development. The authors adopt and confirm Butler's hypothesis by concluding that local residents, who live in the less tourist-crowded locations, tend to have positive attitudes towards its development, while the towns with "mass tourism", do not favour the growth in arrivals of foreign visitors unless they benefit economically.

Additionally, McCool and Martin (1994) in their study of community attachment and attitudes towards tourism state that residents of communities with a developed tourism industry tend to have strongest sense of community attachment and paradoxically these people have only recently moved to the given community. These individuals perceive the benefits of tourism more positively than less attached community members, probably because they are "newcomers living

in tourism settings” (p.34, McCool and Martin, 1994) who identify themselves as tourists who have inhabited these places. It should be noted, however, that the opinions of the recently arrived residents, who consider themselves “highly-attached” to community, might be biased, since they do not know how the place looked and prosper before the introduction of the tourism industry.

Lynn (1992) takes a different approach and determines that government policies and programs may become “hostage to the dictates of the tourism program and outsider needs” (p.372, Lynn, 1992). The author explains that local residents, who are directly involved with tourists, influence government decisions to fully accommodate visitors’ needs and expectation. Consequently, citizens who recognize and disagree with the changes made to their country’s policy may become hostile to the industry and to tourists themselves. Lynn (1992) argues that this tendency leads to tourism industry being seriously impacted by growing local problems, such as robbery, and poor value for money.

In the Republic of Cyprus, tourism is a major economic activity. Therefore, it may be assumed that the disagreement of the local residents, who do not directly benefit from the tourism sector, with one of the tourism development options (i.e. casino industry) may cause an increase in the local problems as well as disputes with the industry professionals and the government. As a result, the casino industry might be more harmful than beneficial to the local tourism industry, and consequently to the Cypriot society.

2.2.3 Section Summary

This section focused on establishing the relationship between community and tourism development. The academic literature indicates that the introduction of the tourism industry

strongly depends upon the economic situation of the community; yet, its development shapes not only the economy but also the environment and the social life of the community. Likewise, the behaviour and attitudes of the community residents towards tourists have a strong impact on the success of the tourism industry in the given society. In addition, this section briefly discussed the definition of tourism and the activities that are performed by travelers, one of which is gambling. Some of the authors indicated that gambling is negatively perceived by the community members based on its negative social impacts on community development that are examined in the next section.

2.3 Gambling

This section investigates the relationship between gambling, tourism, and community development. The brief overview of gambling history and its definition is followed by the identification of the gambling socio-economic impacts on the society and gambling link to the tourism industry.

2.3.1 Gambling: Origins and Definition

Anthropologists suggest that gambling existed in the ancient times and was supported by a variety of cultures, such as China, India, Egypt, Rome and Greece (American Gaming Association, 2003). It is believed that dice were used since the year 1,000 A.D. when King Olaf of Norway and King Olaf of Sweden had a dispute about the ownership of one of the districts and to resolve it the kings decided to roll a pair of dice. The card games, such as blackjack and poker, were developed from the practice of changing paper money in China around 900 A.D. As soon as the cards made their way to Italy and Spain, card makers ranked them with the royal men based on their power in the Royal Court. Roulette with “single 0” was created and brought to America

by Francois and Louis Blanc. Americans later decided to add “double 0”, and thus differentiated with European version (Online Gambling, 2003). Since gambling became an important segment of society, the academic as well as fiction literature expanded further into this topic. For instance, Fedor Dostoyevsky (1866), the famous Russian author wrote the book “Gambler” specifically to pay his gambling debts. One of the famous citations describes his feelings towards gambling:

Ridiculous as it may seem but I expect so much for myself from roulette but I think what is more ridiculous is a routine judgment, commonly recognized, that it is stupid and absurd to expect something from gaming. And why is it that gaming is worse than any other way to gain money, trade, for example? Yes, it is true, only one of hundreds wins. But it is none of my business (p.67, Dostoyevsky, 1866).

This book is used as one of the reading materials for the school children in Russia to educate the young generation from the early age about the outcomes of the gambling activities.

Gambling has various meanings depending on the cultural and historical context in which it is used. For this study, the definition of the New York Council on Problem Gambling (2005) is adopted, which states that, in western society, gambling refers to “wagering money or something of material value on an event with an uncertain outcome with the primary intent of winning additional money or material goods”. It is subdivided into two categories: wagering (racing and sports) and gaming (casinos, gaming machines, keno and lotteries). The “gambler” is a person who wagers money on the outcome of games or sporting events.

Custer (2005) identifies six types of gamblers. The first category is a *professional gambler*, whose gambling activity is the primary source of income. The second type is a *casual social gambler* for whom gambling is one of many forms of entertainment. The people classified as

serious social gamblers are usually those who play regularly at one or more types of gambling, and do so with great absorption and intensity. *Relief-and-escape gamblers* perceive gambling as being equally important with family and business, while the rest of their life is seriously impaired.

Compulsive gamblers perceive gambling as being the single objective in their life, usually neglecting families and businesses, and often turning to crime to support their habit. In 1980 American Psychological Association defined compulsive, also called pathological gambling, as a medical problem that has elements of addiction similar to alcohol and drug abuse (American Psychological Association, 1980 cited in Dunstan, 1997). In this case an individual has a psychologically uncontrollable preoccupation with an urge to gamble, resulting in damage to vocational, family and social interests. The sixth type is *antisocial personality gambler*, whose life career is only focused on earning money by illegal means.

In summary, each type of gambler reflects and performs different behaviours and actions that have direct influence on the society's wellbeing. In other words, to determine the level of community development in relation to gambling, it is important to study how gambling industry impacts individuals, which is partially expressed through the person's gambling behaviour.

2.3.2 Gambling and Community

The approach used by gambling associations as well as independent and academic researchers in establishing the relationship between gambling and community development was similar to the one used in the investigation of the relationship between tourism and community development. It

concentrated on identifying socio-economic impacts of the industry on society, and was able to determine a strong connection between gambling and community development.

2.3.2.1 Negative Gambling Impacts

Gupta and Derevensky (1997) examined the gambling activities of 477 children between the ages of 9 and 14 in terms of where and with who gambling occurred, as well as perceptions of their own gambling behaviour. The study confirms that gambling is viewed as a “widely acceptable social activity” (p. 190, Gupta and Derevensky, 1997) because it is strongly approved by government agencies and by society in general, which includes young adolescents. The authors agree with Winters and colleagues (2002) that the school performance and the participants’ gambling activities are interrelated. Increase in the personal gambling activities will decrease the school performance. In addition, Gupta and Derevensky (1997) demonstrate that “like all addictions, adolescent pathological gambling frequently has devastating consequences, including losing friends, severing ties with family members, academic failure, and criminal acts to finance their behaviour” (p. 180, Gupta and Derevensky, 1997). However, the authors believe that the strict law system will prohibit underage gambling and will increase public awareness.

Recognizing that the economic impacts are relatively easier to measure than the social ones, Reith (2006) states “casinos are neither as beneficial as supporters claim, nor as damaging as opponents fear” (p. 100, Reith, 2006). According to Reith (2006), the social groups who can be referred to as poor, unemployed, dependent on welfare, homelessness, with low levels of education and household income are most likely to be negatively affected by gambling.

Paradoxically, these people tend to visit casinos noticeably less than the general population. In addition, the author states that the location of casinos is an important aspect of the problem

gambling. The closer the casino located to the household, the higher probability of its members to become the obsessive gamblers.

Furthermore, crime is often associated with gambling. It is argued in various studies (Gazel et al., 2001; Sakurai and Smith, 2003; Brown, 1987) that pathological gambling may lead to an increase in crime rates. The recent studies reveal that compulsive gamblers who had lost more than \$1000 a day- about a half reported that they committed property crimes to obtain gambling money, and a third said that they were involved in robberies. In addition, 25 percent of compulsive gamblers stated that the actual gambling had contributed to assaults they had made (Goldman, 2006).

The good example of the link between the two variables was Atlantic City, which had a rapid increase in crime rates as soon as casinos were legalized. However, Madhusudhan (1996), who originally studied the casino industry's reaction to the changed fiscal environment, identifies that crime rates, adjusted for tourists, were higher in several cities in Florida, which do not have casino facilities. Consequently, this finding questioned the positive correlation between gambling and crime but at the same time, raised the issue of tourism impacts of the community development.

Additionally, some studies indicated that gambling contributed to an increase in suicide rates. For instance, a study conducted by Blaszczynski and Farrell (1998) focuses on an analysis of 44 case records of the suicide occurring between 1990 and 1997 in the State of Victoria (Australia) in which the State Coroner identified the presence of the gambling problem. The study reveals that almost a third of cases examined had previously tried suicide and one in four had sought some form of mental health assistance for their gambling problem. The authors state that “co-morbid depression, the presence of a severe financial debt, relationship difficulties, introversion and low

self-esteem are the risk factors that can precipitate suicide among gamblers” (p. 107, Blaszczynski and Farrell, 1998).

Taking a different approach, Quinn (2001) discusses several strategies in domains of accessibility, environment, game structure, promotion and marketing, education and treatment that may be implemented to reduce the problem of compulsive gambling, and thus benefit a casino industry and society in general. For instance, decreasing the hours of casino operations may impact access and length of play, while gambling only with cash would eliminate the number of people applying for credit. In a sense, this study challenges the issue of problem gambling in terms of providing reasonable recommendations and consequently, allows viewing positively the gambling industry.

2.3.2.2 Positive Gambling Impacts

Gambling has not always been associated with the social costs, which was proven by several studies that focus on positive aspects of the industry. For example, the study by Perdue and colleagues (1995) analyzes the quality of contact between residents and gamblers, and the community members’ attitudes towards gambling based on the perceived impacts of the industry. The authors confirm that the gambling industry contributes to an increase in the number of jobs for local residents, development of recreational and cultural opportunities, and preservation of historical monuments and buildings. Yet, concomitant with this statement, the authors add that even though the residents were aware of the economic advantages of gambling, they “did not necessarily perceive a direct benefit to their own households” (p.9, Perdue et al., 1998). In other words, the people who are not in the tourism sector or who possess specific education and skills are not benefiting from the growth of the employment opportunities.

Scott (2001) examined the political and economic context of Northern Cyprus in order to investigate the relationship between a casino industry and tourism development and then to establish an adequate policy and regulatory framework. The study findings reveal that casino investors and operators contribute approximately \$65,000,000 to the local economy, while in Turkey casinos motivate the overseas tourists and stimulate the investment in tourism. It was argued at the later stage that casinos had raised the demand for hotel accommodation and for improvement of other tourism services, such as travel agencies, restaurants, car hire, and entertainment.

Similar in context, Collins and Lapsley (2003) examine the nature of private and social costs, differentiate the real and financial costs, and look at the budgetary impact of gambling and various types of discretionary costs. According to the authors, “there may be no permanent physical output from gambling but this is no different from many other forms of service provision such as theatres, sports, and concert” (p.140, Collins and Lapsley, 2003). Yet, the authors point out that the casino industry may positively impact the community by increasing the value added and tax revenues, offering more employment opportunities, as well as contributing to the development of the tourism industry.

The above subsections focused on a variety of positive as well as negative socio-economic impacts of the gambling industry, which can be applied to any society, including the Republic of Cyprus. At the same time, the variations in the gambling behaviours and attitudes of the community members may also influence the development of the given community. For instance, if the residents tend to be gamblers by nature, the risk of becoming pathological gamblers increases with the introduction of the gambling facilities. Compulsive behaviour may lead to the

commitment of crimes, and thus directly impact the community social development. The factors that influence the gambling behaviour and attitudes are examined in the following subsection.

2.3.2.3 Residents' Gambling Attitudes and Behaviours

Inskeep (1991) states that the host communities must be involved in the maximization of the tourism socio-economic benefits for their own community. This “involvement” is not only mental (i.e. opinions) but also physical that is expressed through residents' behavioural patterns.

Cummings & Corney (1987) discuss the “Theory of Reasoned Action” which suggests that behaviour is rational and depends on the individual's analysis of the available information. If applied to gambling, it appears that the gambling activities can be explained in terms of external variables (i.e. demographics, socioeconomics, personality and motivation) and attitudes. The latter is “determined by the beliefs the person holds about the consequences derived from gambling or a form of gambling” (p. 193, Cummings & Corney, 1987). In other words, if a person perceives gambling positively, the greater possibility that he or she will enjoy it, while those who have a negative impression, will not be in favour of it.

In support of the above argument, Stitt and colleagues (2005) discuss “Social Exchange Theory”, which emphasizes that “those who benefit most from the casino should show the greatest support for it” (p. 189, Stitt et al., 2005). Perdue and colleagues (1999) add that people who live in the gambling communities and who benefit from gambling in some way tend to be optimistic about the presence of the gambling facilities. Paradoxically, those people who live in the non-gambling communities and view their quality of life negatively are in favour of introduction of gambling, believing in its benefits.

As it was already mentioned, the majority of the gambling behavioural studies concentrated on: age (Ladouceur et al., 1994; Mok, and Hraba, 1991; Gupta and Derevensky, 1998), gender (Hraba and Lee, 1996; Nowe and Blaszzynski, 2005), and the gambling habits with particular reference to compulsive gambling. For example, Mok and Hraba (1991) discuss in detail how the social class, marital status, employment status, gender, community size, religion, and the social worlds of gambling related to gambling behaviour. For instance, the authors state that gambling activities tend to decrease among elderly people due to the loss of intellectual functions that are necessary for some forms of gambling. Gupta and Derevensky (1998), on the other hand, study the high school students and conclude that gambling in the comparison to alcohol abuse and smoking appeared to be the most frequent activity. Supporting this statement, Kassinove (1998) suggests that the positive attitudes towards gambling are the results of the numerous opportunities to take risks.

Volberg and colleagues (2001) study the gambling behaviour from the economic perspective, with the focus on the relationship between self-reported estimates and known spending. One of the observations is that players do specify the exact amount that they are willing to bet, and yet only few of them stick to the budgeted sum. The compulsive gamblers often exceed their limit and tend to “account for an appreciably larger share of such expenditures than their proportion in the population” (p. 90, Volberg et al., 2001). In parallel to this argument, Downes and colleagues (1976) state that gambling activities generally occur for more intrinsic leisure-related values rather than for a desire to win money. As a result, it appears that regular gamblers tend to imply some element of skill and excitement into their behaviour (Downes et al., 1976 cited in Leiper, 1989).

In summary, every person is prone to gambling; however, depending on the demographic characteristics and attitudes towards gambling, the choice and regularity of gambling activities vary. The noticeable diversity in gambling behaviours and opinions of gambling were spotted in the profiles of tourists that are examined in the section below.

2.3.3 Gambling and Tourism

Ever since tourism became one of the largest and fastest growing industries in the world, many states and communities are actively competing to draw visitors to their area in creative and new ways, one of which is gambling (Butler, 1990 cited in Nickerson, 1995). The American Gaming Association (2006) conducted a survey on the contributions of the casino industry to state and local economies, as well as its national impact. One of the findings indicates that 72 percent of people believe that a casino can be an important part of community's entertainment and tourism options.

Leiper (1989) establishes a link between political borders and casinos that attract significant number of gambling tourists or day-trippers. Monaco, Nevada, Atlantic City, Macau, Tweed Heads, Lesotho, Switzerland and Turkish Republic of North Cyprus are all the gambling destinations. Casinos and related recreational facilities are situated close to a border where the neighbouring country or states prohibit gambling. Eadington (1999) continues the discussion by studying the spread of casinos as a tourism development strategy in three countries: USA, Australia and Canada. The author states that usually the main arguments against the introduction of the gaming industry are the gambling association with crime, morality issues, and compulsive behaviour, while the driving force is the society's economic dimensions and prosperity. The

author adds that in 1997, Las Vegas attracted over 30 million visitors to its 105,000 casino-hotel rooms and had become an ideal tourism destination resort, surrounded by casinos.

At the same time, Eadington (1999) states that on-line gambling is becoming a popular trend. In parallel to this statement, Griffiths & Parke (2002) conclude that an increase in and development of home entertainment systems is changing the pattern of many families' leisure activities. The need to search for the leisure outside the home has seriously declined, as digital television and home cinema systems offer a multitude of interactive entertainment services and information. Internet gambling is global and thus very accessible. Eadington (1999) supports this argument by stating that this progress will strongly affect gambling role in tourism, meaning that people will rather play in the comfort of their house than travel abroad.

Morrison and colleagues (1996) approach the subject from the behavioural point of view. Their study was designed to differentiate between casino resort vacationers and other types of travelers (i.e. sun and sea, ski resort) based on: socio-demographics, trip planning patterns, activity participation traits, benefits experienced, and general travel attitudes. The authors identify that casino vacationers are older females or married couples with relatively low income level. They are less engaged in outside activities, the main attraction for them is a casino, the preparation time for the trip is little, and the aim of the trip is predominantly relaxation, fun and entertainment.

Similarly, Gray (1970) divides tourist behaviour in two types: "wanderlust" and "sunlust". For example, wanderlusts tend to have multi-destination journey, and search personal experiences with features found in specific location, while sunlusts have similar characteristics as casino

vacationers, only travelling to one place for the purpose of relaxation and entertainment.

Consequently, wanderlust tourists perceive casinos as another object to sightseeing. They will bet a few dollars for the sake of experience and to be able to say afterwards that “I have gambled.”

(Gray, 1970 cited in Leiper, 1989)

One good example of the introduction of gambling facilities as a tourism development strategy is Atlantic City. Brent (1997) uses Butler’s Resort Cycle (1980) to describe Atlantic City’s evolution, pointing out 5 main stages. The first development called “involvement” occurred in 1840s which included intense real estate speculation, rapid infrastructure expansion, and patronage by a relatively well-to-do clientele that was attracted by the new and fresh surroundings. Between 1850- 1880 the “development” stage was indicated by the changes in physical appearances, increased traffic, man-made/imported facilities (boardwalk), and the fact that working-class vacationers became responsible for the bulk of tourist business.

From 1886 to 1930 “consolidation” stage was symbolized by the rapid decline among permanent residents, because of an extreme growth of tourism which was contributed by the rise in automobile access and tourists’ amenities. However, in 1940-1960 “stagnation” stage stroked which was followed by economic decline due to the World War Two. Even though physical tourism infrastructure remained, the merchant population closed their business. However, in 1970 “rejuvenation” occurred due to the fact that casinos were opened and had big success. (Brent cited in Smith & Brent, 2001) However, it is important to note that Atlantic City has become a hugely newly-designed profitable gambling zone but not a reborn tourist resort.

Today, gambling is the major attraction of the Atlantic City which caters predominantly to day-trippers from nearby states. According to American Gaming Association (2006) there are 44,542 people directly employed by the casinos, the investments in capital equal to \$8.7 billion and \$490.19 in tax revenue in 2005 was contributed to seniors, disabled people, and economic revitalization programs. In terms of the annual revenues, Atlantic City took second place with \$5 billion versus \$6 billion of Las Vegas Market. These numbers point out that the casino industry is relatively influential and can be an important part of the country's economic stability.

2.3.4 Section Summary

This section focused on establishing the relationship between gambling industry, tourism and community development. Based on the review of the academic literature, gambling is one of the strategies of tourism development. The gambling facilities mainly attract visitors who are gamblers but live in the countries where gambling is prohibited, and the ones who want gambling to be the part of the overall travel experience. The travel patterns among the two types of tourists differ based on their demographic characteristics and the gambling habits. However, one of the major concerns that is faced by the gambling industry in relation to tourists is the growth of the online gambling, which provides players with an opportunity to eliminate the travel expenses by gambling at home.

With regard to the relationship between gambling and community development, the gambling industry has an influence on the economy of the given society. It contributes to the increase in tax revenues and in available employment positions. In addition, it has a few positive impacts on the social development of the community by providing the recreational and cultural opportunities to the residents. However, there are also several negative consequences of the gambling industry

that in some cases may outweigh the positive ones, such as underage gambling, increase in crime rates, loss of considerable amount of money, and compulsive behaviour.

In summary, the association between gambling and tourism is that gambling is one of the recreational activities in the tourism industry that attracts international visitors. The relationship between gambling and community development is illustrated in the academic literature through the numerous positive as well as negative socio-economic impacts on the local residents. These impacts are usually considered in the decision regarding the introduction of the gambling industry in the community. Since the aim of this study is to examine the casino proposal in the Republic of Cyprus and its influence on local community development, it is important to conduct the research on the potential casino impacts. For the effective data collection and to set the context of the study, the majority of the potential gambling as well as tourism impacts on society are summarized in the tables and are demonstrated in the framework in the section below.

2.4 Community Socio-Economic Development Framework: Tourism and Gambling Industries' Impacts

To summarize the academic literature reviewed in this research and thus establish the relationship between community, tourism and gambling, a Community Socio-Economic Development Framework was created. (See Figure 2.4.3) The factors identified in the two tables below are the socio-economic impacts of gambling and tourism industries on community development. (See Tables 2.4.1 and 2.4.2) Both tourism and gambling are the community's economic growth strategies. Simultaneously, these industries impact the social development of the given community. Gambling and tourism are also interlinked. Gambling facilities attract tourists by

offering them recreational opportunities, and consequently, contribute to the overall tourism development. The visual presentation of these relationships is presented in the Figure 2.4.3.

Table 2.4.1: Tourism Impacts on Community Development

Factors (Impacts)	Positive	Negative
Social	Development of skills; decrease in vulnerability; improved access to information; improvement in infrastructure; strengthening of the community; increase in recreation facilities	Transportation/accommodation problems; diminishing residents' control; service employment only; decrease in traditional activities; increase in crime rates
Economic	Increase in employment opportunities; decrease in poverty rates; increase in tax revenues; increase in property value	Seasonal employment; mostly lower level positions available; small percentage of tourist money received by local residents

(Source: developed by researcher; adopted from the literature review)

Table 2.4.2: Gambling Impacts on Community Development

Factors (Impacts)	Positive	Negative
Social	Preservation of historical monuments; development of recreational and cultural opportunities.	Problems with family and friends; academic failure; increase in crime rates; underage gambling; compulsive behaviour; suicide.
Economic	Increase in employment opportunities; contribution to local economy; increase in tax revenues; development of tourism;	Personal financial losses

(Source: developed by researcher; adopted from the literature review)

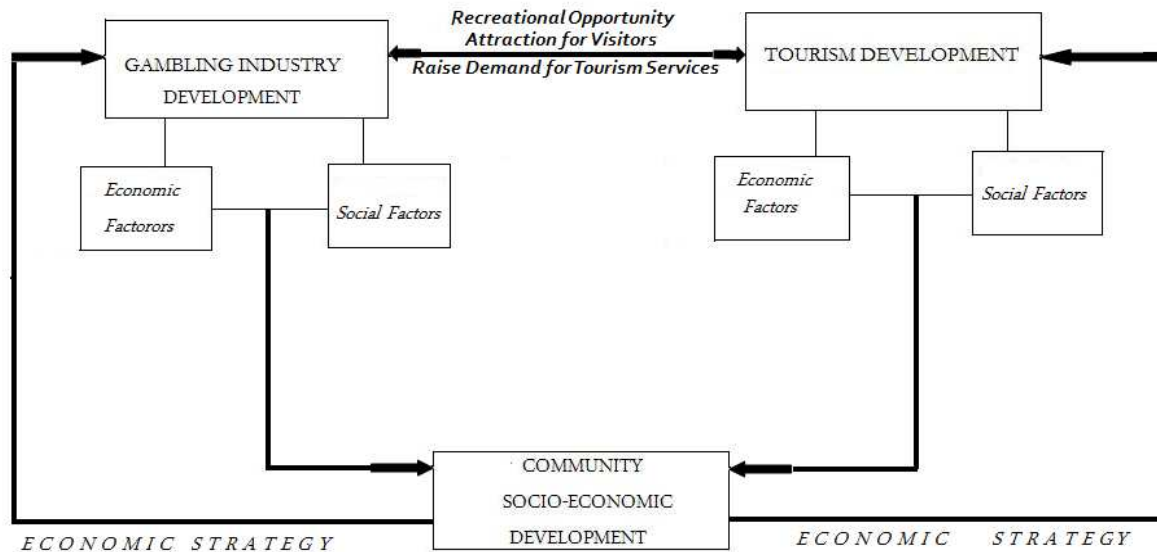


Figure 2.4.3: Community Socio-Economic Development Framework: Tourism and Gambling Industries' Impacts

(Source: developed by researcher)

The primary function of this model is to identify the potential tourism and gambling industry's impacts on society that may be applied to the Greek-Cypriot local communities in case of the introduction of casino (s). In essence, from the diagram it can be concluded that the socio-economic impacts of both tourism and gambling directly influence the community and its development process. Thus, it can be assumed that the same factors will influence the development of the Greek-Cypriot community. As a result, these impacts were incorporated in the questionnaire, which aimed at collecting the respondents' attitudes towards gambling and their opinions on how the casino introduction might impact their lives. Moreover, both gambling and tourism industries appear to be the communities' economic growth strategies. By identifying the reasons behind the casino initiative in the Republic of Cyprus, this argument is tested. In addition, the framework outlined three factors that link gambling and tourism. Since this study

examines in-depth the relationship between the two industries, additional factors may also arise that could be applicable to the other countries, states, and communities with similar settings.

2.5 Gaps Identified in the Literature

There are a number of gaps in the literature concerning community development through the tourism and gambling industry. First, a limited number of studies are available on the relationship between gambling and tourism development, the majority of which refer to gambling as a recreational tourism strategy used to attract tourists. Even though it appears to be the main connection between the two industries, an in-depth analysis of their relationship has a potential to identify other factors and thus, have practical implications for tourism practitioners in terms of effective casino introduction planning.

Furthermore, the literature pointed out that the gambling industry has significant impacts on the proper functioning of society. With specific reference to the Republic of Cyprus, a limited number of academic papers have been published about gambling and Greek-Cypriot community, especially considering that the local residents are already exposed to some forms of gambling that are permitted by legislation. Consequently, the examination of the residents' perceived gambling impacts and attitudes towards casino proposal may contribute to the studies of Cypriot community development as well as make a policy contribution to the government of the Republic of Cyprus, which is in the decision-making process regarding the integration of the casino industry.

In addition, the majority of the studies measured gambling behaviours and attitudes using only quantitative method, which does not always reason and explain the phenomena. The integration

of the qualitative approach might result in more effective outcomes, since the meaning will be applied to the collected statistical numbers and relationships.

2.6 Chapter Summary

The increasing demand among tourism practitioners as well as community leaders for the introduction of the gambling industry challenged and questioned society's future and its wellbeing. Consequently, identification of the relationship between community, tourism and gambling, which is expressed through the various tourism and gambling impacts on society, is of critical importance to destination planners and community members themselves who will be exposed to the new developments on the everyday basis. These relationships as well as other parts of the chapter are briefly summarized below.

The review of the academic literature indicates that both tourism and gambling industries have their roots in the community's development process. The nature of the community is generally defined by people living in the same geographic location, sharing various commonalities, and performing different activities. These activities can be both social, such as personality development, and economic from which the community members may financially benefit.

Tourism, for instance, is one of the economic growth strategies that community can utilize to gain additional revenue and thus, improve the local economy. However, the relationship between tourism and community is not only expressed through the perceived economic contribution but also through the various negative as well as positive social impacts that the industry has on society. The tourism impacts vary depending on the types of tourism that is practised in the given community. One of these types is gambling tourism, when travellers travel predominantly to

casino destination to fulfill their gambling needs. In addition to gamblers, the gambling facilities attract visitors who simply want to enhance their travel experience and perceive it as one of the recreational opportunities. Therefore, the relationship between tourism development and gambling is that the latter is a recreational tool used to attract international visitors who by spending money on the casino floor, for instance, will directly contribute to the tourism sector and consequently, to the economy of the given country.

The gambling industry's economic contribution to the community is usually expressed through the collection of taxes and the increase in employment opportunities. However, there are several drawbacks of the gambling industry that strongly impact the given community's social development. To effectively apply the academic literature to this study, the majority of gambling and tourism impacts were combined together in the Community Socio-Economic Development Framework: Tourism and Gambling Industries' Impacts.

In summary, it appears that the gambling industry, especially casino-style gambling, is primarily introduced to the community to increase the number of tourists' arrivals and/or diversify their holiday experience. The achievement of these objectives directly relates to the overall tourism development, and thus contributes to the economy of the given community, where tourism is one of the economic growth strategies. Another gambling industry's direct benefit to the economy is an increase in tax revenues and in employment opportunities. Yet, its adverse social impacts may be as strong as its input to the national economy. For instance, the compulsive gambling can make the person commit crimes and sell all assets to finance gambling activities and pay the gambling debts. These consequences raise the issues, such as the questionable casino industry's benefit to the national economy when the community members lose their money as a result of

gambling, and the weight of the negative social gambling impacts in comparison to the positive economic ones.

In the Turkish Republic of Northern Cyprus, the casino industry is one of the primary sources of income to the economy, since it attracts both international visitors as well as residents from the bordering Republic of Cyprus. Since the casino industry is not officially controlled and properly monitored, the casino visitors, including both tourists and the local residents, suffer the social and financial consequences. At the same time, the government of the Republic of Cyprus also considers the introduction of the casino industry, proclaiming that it will be primarily for the tourism development purposes and the casino socio-economic impacts on the local population will be controlled. The review of the literature assisted in determining these potential positive and negative gambling impacts that can be applied to the Greek-Cypriot community, as well as in identifying the types of tourists that might be interested in the casino initiative. Furthermore, the gaps were identified in the literature, which included: a limited number of studies that examine in-depth the relationship between gambling and tourism, a lack of studies on gambling and the Greek-Cypriot community, and an insufficient number of academic studies that use a qualitative research approach to study gambling attitudes and behaviours. In addition, the adopted methodology in the reviewed studies, specifically referring to the surveys, determined the data collection strategies that are discussed in the next chapter.

CHAPTER 3

Methodology Adopted in the Study

3.0 Chapter Overview

This chapter focuses on the research methodology used in the study. Firstly, the research approach is discussed together with the data collection strategies and the selected sample. Secondly, the research procedures are outlined with the summary of encountered challenges and opportunities. Thirdly, the description of how the data was analysed is presented. Finally, the chapter's summary is provided. Each section is reviewed below in more detail.

To start a field investigation, the first step is to select the most appropriate research approach. In this study, both qualitative and quantitative methods were needed, and thus the “mixed methods” approach was selected. To be able to balance the weaknesses of one method with the strengths of another as well as to have an opportunity to cross-validate the findings of the study, concurrent triangulation strategy was adopted as one of the strategies of mixed methods approach, where the collected quantitative data is used to compare and confirm findings obtained from qualitative data.

The second step was the selection of the methods' collection strategies. To have the broad spectrum of residents' and tourists' attitudes and behaviours towards gambling and the casino initiative and thus, look at the potential Cypriot community socio-economic development, it was decided to conduct a questionnaire survey. To have an insight on the casino proposal, and to establish the relationship between tourism, gambling and the local society, the interview was selected as the qualitative data collection strategy.

The survey was conducted in the Republic of Cyprus, from the middle of August 2007 until the beginning of September 2007. Two hundred and twenty responses were collected, composed of 113 local residents and 107 international visitors. Survey questions addressed: respondents' demographic characteristics, tourists' travel patterns, attitudes to gambling and casino introduction, personal gambling behaviour, concerns and perceived benefits of the casino industry, and potential behaviour once a casino industry is introduced in the Republic of Cyprus.

Interviews were conducted in September 2007 with 19 local residents who worked in the different social and industrial fields, such as tourism, education, government, law enforcement and other. The interview questions were the same for each interviewee and mainly referred to: personal attitudes towards the casino introduction, relationship between casino and tourism, potential impact of the casino on the local residents' life-styles, and factors contributing to the casino's success or failure.

The final step was data analysis. The qualitative data was analysed using the analytical induction method which allowed assessing commonalities among the opinions of the respondents. The main steps of the data analysis included: interview transcription, multilevel coding, classification and labelling of the codes, and interpretation of the identified categories. To link and reflect on all the identified categories, they were assigned a single name "casino acceptance and development assessment". The quantitative data, on the other hand, was analysed using the analytical software, SPSS. A variety of the statistical techniques was used to examine the collected responses, such as the descriptive statistics, correlation and regression. The results of the qualitative and quantitative data are presented in Chapter 4.

3.1 Approach to the Research

For the purpose of this study, the researcher used the mixed methods approach. For the last fifty years, the authors of various studies have used different names for mixed-methods researches. In 1959, Campbell & Fiske, in their paper “Convergent and discriminant validation by the multitrait-multimethod matrix” identified the collection of several quantitative methods in a single study. The evolution continued onwards through the discussion of the classification system of types of mixed methods (Greene et al., 1989), the development of notation systems (Morse, 1991), the introduction of typology for determining which design to use (Morgan, 1998), and a number of other researches on different aspects of the approach.

Nevertheless, the name “mixed methods research” has appeared rather recently in the “Handbook of Mixed Methods in the Social and Behavioural Sciences” written by Tashakkori and Teddlie in 2003. The authors state that the data is collected using the combination of both qualitative and quantitative methods. It is then analyzed in either parallel or sequential form, or converted (qualified or quantified) and analyzed again.

Creswell (2003) briefly describes six major strategies of mixed methods approach that are summarized into three main procedures. The first procedure is *sequential* that consists of explanatory, exploratory and transformative strategies and is characterized by the researcher elaborating and expanding the results of one method with another. For example, the researcher may start from the qualitative method for exploratory purposes and continue with a quantitative method to generalize findings to a larger sample of population, or complete the same research the other way around.

The second procedure is *concurrent*. It includes triangulation and nested strategy in which both qualitative and quantitative data are collected simultaneously, and the gathered information is integrated in the interpretation of the overall results. The *transformative* procedures, on the other hand, refer to the utilization of the theoretical perspectives that provide the framework for different aspects of the research (i.e. topics of interests, methods used), and are defined as the concurrent transformative strategy.

To achieve the objectives of this study the concurrent triangulation strategy was adopted. According to Creswell (2003), this approach uses quantitative and qualitative methods separately to balance the weaknesses of one with the strengths of the other. Moreover, the results of the two methods are integrated during the interpretation stage, which allows ratifying and cross-validating the findings of the study. Furthermore, the process of gathering the data is quicker than any other strategy mentioned above. In addition, this model is commonly applied by academics, and therefore, it can generate “well-validates and substantiated findings” (p. 217, Creswell, 2003). (See Figure 3.1)

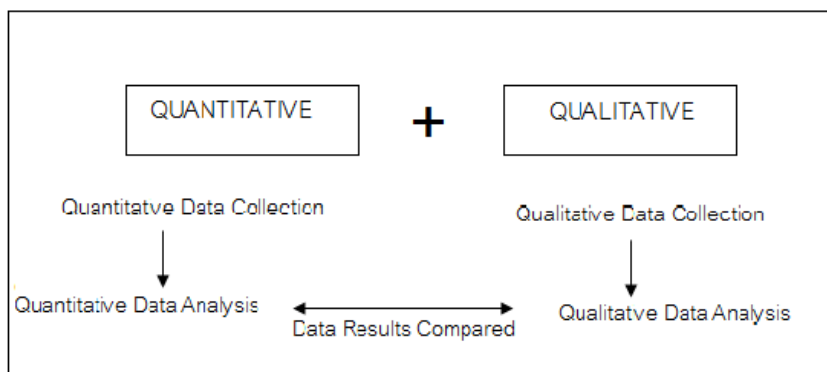


Figure 3.1: Concurrent Triangulation Strategy

(Source: redrawn by the researcher from Creswell, 2003, p. 214)

Notations: Morse, 1991; Tashakkori and Teddlie, 1998:

"+" simultaneous or concurrent form of data collection; " → " sequential form of data collection.

Furthermore, Greene and colleagues (1989) indicate five major purposes of mixed methods approach, which include: *triangulation* (convergence, corroboration, and correspondence of the results among the various method approaches), *complementarity* (evaluation of both overlapping and different components of a phenomenon), *development* (the use of results of one method to develop or inform another), *initiation* (discovery of paradoxes, contradictions, different perspectives, alteration of questions and results from one method with questions and results of another), and *expansion* (extension of the breadth and range of inquiry through the use of different methods for different inquiry elements).

In the study, however, only three most appropriate “mixed methods purposes” were applied. The first one was expansion, as the research intended to capture the richness and diversity of the attitudes and behaviours of both local Cypriot population and tourists to the proposed casino development. This task could not be possibly accomplished by only one approach. The second major purpose was initiation. The research was addressed to investigate the contradicting perspective among the local population and tourists in the extent to which the casino related to the growth of the tourism industry. In addition, the significant reason to employ mixed methods approach was triangulation, as the survey data collected in the course of the research was used to compare and confirm findings obtained from the qualitative interviews. Although the use of mixed methods was not particularly planned for the purposes of development or complementarity, the benefits of the two were also recognized to some degree. For instance, beginning the research with the questionnaire distribution helped the researcher to identify the potential interviewees and design more relevant interview questions.

Moreover, in the process of developing the research, it was important to identify the alternative knowledge claims. They are defined by Creswell (2003) as certain assumptions that the researcher made for defining how and what he or she would learn during the inquire. The examples of the major types of knowledge claims that are adjusted to different research approaches include: postpositive, socially constructed, and participatory. However, as this study was based on the mixed method approach, the pragmatic knowledge claims were adopted, which according to Creswell (2003), are derived from actions, situations, and consequences. Rossman and Wilson (1985) argued that when using pragmatic claims the research mainly focuses on the problem rather than on methods. The assumptions of the pragmatic knowledge claims directly relate to mixed methods approach and thus, were used for this particular study. They include:

- Researchers can choose liberally from both qualitative and quantitative assumptions;
- Researchers are free to choose any methods, techniques, and procedures of the research;
- Researchers may consider many approaches for collection and analysis of the data;
- Qualitative and quantitative data is combined to have the best possible understanding of the research problem;
- Mixed methods researchers have to identify the purpose for joining the quantitative and qualitative approaches. (Murphy, 1990; Cherryholmes, 1992 cited in Creswell, 2003)

In any case, using only one method for this study might have not provided effective results as, for example, qualitative analysis is primarily focused on establishing the meaning of a phenomenon from the participants' view based mainly on “constructivist perspectives {...} or advocacy/participatory perspectives {...} or both” (Creswell, 2003, p. 18), while quantitative approach does not interpret the meaning and emotions behind the words and is used for a “program that has reached a finished product stage and has a certain level of stability and maturity” (p.3, Steckler et al., 1992). Therefore, to obtain the results of high quality, the

subjective qualitative information such as people's behaviours, attitudes, and perceptions should be accompanied with the determination of quantitative characteristics of the segments of population under investigation, which includes identifying significant statistical numbers and relationships.

3.1.1 Quantitative Data Collection Strategy

In this study, a questionnaire survey was chosen as the quantitative research method, as according to Creswell (2003), it provides quantitative or numeric description of attitudes, opinions, or trends that are as well included in this research. Babbie (1990) states that the survey allows generalizing from a sample to population, applying cross-sectional and longitudinal studies, which use questionnaires or structured interviews for the collection of the data (Babbie, 1990 cited in Creswell, 2003).

Moreover, according to Miller (2002), the major advantages of using questionnaires include: cost-effectiveness (especially when dealing with larger sample and the large number of questions), ease of analysis (applying variety of computer software packages available today), and low collection time of the responses due to the standard and familiar format for the most applicants. In addition, questionnaires reduce biases and are proved to be more objective as the researcher's own opinion has no influence on the responses. However, the author also outlines some of the survey disadvantages that refer to the quality of data being not as high as with alternative methods of the data collection (i.e. personal interviews), and inability to follow-up on answers. Babbie (1990) adds that respondents may be tempted to give the socially desirable responses and it can be relatively difficult to access the proper number and type of people. Nevertheless, this method has satisfied the research purpose of gathering the required first-hand

information from the selected sample of population, especially considering the additional semi-structured interviews that were collected to supplement the quantitative data.

The literature review indicates that a questionnaire survey is commonly-used and is considered to be an effective method for different types of researches. It has been widely used in the measurements of attitudes, behaviours, motivations, satisfactions and various impacts studies. For instance, to estimate the gambling related problems in Australia, Dickerson and colleagues (1996) administered a questionnaire to the 290 consenting participants who participated in a preferred form of gambling at least once a week. A behaviour-based questionnaire was distributed by Kearney and colleagues (2005) to 193 adolescents to estimate casino gambling practices. McNeilly and Burke (2000) surveyed 315 older adults on the impacts of the casino industry. Agrusa (1998) studied the perceptions and the attitudes of Japanese-speaking and English-speaking tourists toward the legislation of gambling in Hawaii by evaluating 450 valid responses. These studies and many others signify that questionnaire surveys are frequently used as the methodology among the academics, who study fairly similar topics to the one that is conducted here.

3.1.1.1 Questionnaire Design

The cross-sectional survey took place in the Republic of Cyprus starting from the middle of August 2007 till the beginning of September 2007 during the peak tourist season. The five minute questionnaire was designed to be responded by the local residents and visitors from the other countries. To increase the credibility of the study, 220 questionnaires were completed in total, the 107 of which by tourists and 113 by local residents. The layout of the questionnaire was the same for each group; however, some of the questions were designed specifically for tourists

and thereby had to be skipped by locals and other way around. The questionnaire was reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo.

The questionnaire was divided in six major sections and included eighteen questions in total. The first part of the questionnaire aimed at gathering the demographic information of the participants. Specifically, they were asked to provide the details, such as the country of residence, gender, education level, marital status and the applied age category. This data was collected to demonstrate the diversity of the research, to identify the target population segment, and to establish the linkages with the other data. The second section of the questionnaire was exclusively designed for tourists, asking them about their travel patterns to Cyprus. These questions were included in the survey to achieve one of the main objectives of the study, which was to determine the relationship between the introduction of the casinos and the development of the tourism industry. The third part was used to collect the information on the attitudes towards gambling industry and, in particular, towards the potential casino operation in Cyprus.

The fourth section of the survey consisted of personal gambling behaviours requesting the information on whether the participant gambles or not, and if “yes” in which countries with particular emphasis on whether he or she visited the casino in the occupied Turkish territory. In the fifth section of the questionnaire the participants were asked to express their concerns as well as the possible benefits of the introduction of the casino industry on the Greek-Cypriot part of the island. The purpose of these questions was to determine how gambling activities, specifically referring to the casino industry, are perceived by the possibly affected communities. The last section of the questionnaire was oriented towards identifying gambling motivational factors and

most importantly, whether the participants were interested in visiting and playing in the casino once it is built in the Republic of Cyprus. This was an integral part of the survey as it revealed the information on the potential behaviour of the participants, and thereby, may be used in the decision making process regarding the introduction of the casino industry.

The questionnaire consisted of both close-ended and open-ended questions. The majority of the questions were close-ended, asking the participants to select the best possible answer (or multiple answers). These types of questions tended to be answered quicker and were relatively easy to analyze. The open-ended questions, on the other hand, provided the flexibility to participants to express their opinions; however, they took longer time to evaluate. They were expressed in the form of one of the response options (named “other”) in the closed-ended questions. These questions inquired about the countries that the participants had visited for gambling purposes, personal gambling motivation factors, as well as additional concerns and perceived benefits associated with the casino introduction. However, it should be noted, that there was one stand-alone open-ended question requesting the participants’ country of residences. In addition, if needed the participant had an option to add comments at the end of the questionnaire.

The close-ended questions were grouped in four different types: *dichotomous* (a question has only two possible answers: “male”/ “female”; “yes”/ “no”), *5-point Likert response scale* (1= extremely negative; 2= negative; 3= neutral; 4= positive; 5= extremely positive), *filter or contingency* (the response to the first question determines the subsequent question: “Do you gamble? If “yes”, how many times per year?”), *cumulative or Guttman scale* (select the response(s) with which the participant agrees). (Research Methods Knowledge Base, 2006)

The content of the survey questions was based on literature analysis in Chapter 2 and the objectives of the study. The structure of the questionnaire was determined by the selected methodology and the examples from various academic sources. The questionnaire was developed primarily in English but if needed was orally translated into Russian, French, and German.

3.1.2 Qualitative Data Collection Strategy

Denzin and Lincoln (2000) defined the qualitative research as the “situated activity that locates the observer in the world” and consists of a “set of interpretive, material practices that make the world visible”. These practices “turn the world into a series of representations, including field notes, interviews, and conversations” (p.3, Denzin and Lincoln, 2000). According to this definition, the qualitative inquiry is not a single colossal approach to the research and to the evaluation but rather is a “set of multiple practices in which words in methodological and philosophical vocabularies acquire different meanings” (p. 76, Schwandt, 1997 cited in Patton, 2002).

Rossmann and Rallis (1998) were two of the several researchers who developed the list of characteristics of qualitative inquiry. They identify eight common features that include: *natural world* (gathering data about sensory experience by going directly to the people and not “extricating” (p. 9, Rossmann and Rallis, 1998) them from their everyday life, *multiple methods* (interactive and humanistic: the data is gathered through watching and listening to people, look at physical spaces, clothing, and also through the traditional methods such as interviews, documents), *focus on context* (qualitative research is emerging rather than anticipated), *systematically reflects* (ongoing process of interpreting the data by the researcher), *exquisite sensitivity to personal biography* (the participant’s-self becomes inspiration to the researcher),

fundamentally interpretive (research is focused on description, analysis, and interpretation), *sophisticated reasoning that is multifaceted and iterative* (moving back and forward between the parts of the data), and *emergent nature* (the researcher uses complex reasoning: inductive and deductive). All those characteristics were used to the certain extent during the collection and analysis of the qualitative data.

There are three main qualitative data collection strategies: observation, interviews, and document analysis. All of them have advantages and disadvantages and can be employed differently in various situations. For the purpose of this study, the interviews were selected as the strategy for gathering the data. In addition, the researcher was aiming at collecting the various documents that have some information on the studied topic but unfortunately, the majority of them were unavailable to public.

3.1.2.1 Interview Questions Design

In this study, the semi-structured interviews were chosen as the data collection strategy. This method was selected for its appropriateness for the adopted research approach and the considerable number of advantages it had to offer. For instance, interviews provide the interviewer with the opportunity to understand the participant better (i.e. the meaning behind the words/way of thinking), the questions cannot be easily ignored and be left completely unanswered, and the body language and the behaviour of the respondent can be observed and evaluated. Furthermore, listening to respondents telling their stories, according to Glaser and Straus (1967), is very important, especially taking into consideration that interviews are the best means of “securing the personal and private concerns of respondents” (p.148, Wimpenny and Gass, 2000). In addition, according to Strauss and Corbin (1990), the openness of the interview

allows the process of collecting the data and its analysis to be carried out simultaneously (Strauss and Corbin, 1990 cited in Wimpenny and Gass, 2000). However, there are also some disadvantages to this particular method, such as the complexity of analysis, the researcher's biases, and the amount of time required to complete it. For the overall study the advantages and appropriateness of the strategy outweighed the need for time and effort necessary, which resulted in choosing the semi-structured interviews as the means of collecting the data.

The interviews took place in the Republic of Cyprus starting from the end of August 2007 till the middle of September 2007, right after the majority of Cypriots returned from holidays. It was designed specifically for the local residents, as they are the ones who will be first and foremost affected by the potential introduction of the casino industry. In order for the research to be credible, 19 interviews averaging twenty minutes in length were collected with various community members including academicians, tourism professionals and others. (See Table 3.2.2) The layout of the interview questionnaire was the same for each participant, however, during the course of the interview some additional questions were asked based on the responses of the interviewees. The interview questions have been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo.

The interview questionnaire consisted of approximately ten questions and was divided into four major sections. The first part of the questionnaire focused on the general attitudes and perceptions of participants towards gambling. The purpose of these questions was to see "how" this industry is viewed among the community members, to understand "why" the participants think the way they do about gambling, and to give a meaning to the collected quantitative data. The second section was used for gathering the information on how the introduction of the casino might

impact life of the Cypriot community. Specifically, the participants were asked to comment hypothetically on how the casinos may impact their life-styles and economy with particular reference to the tourism development. These questions were oriented towards identifying the reasons why the casino industry should or should not be introduced in Cyprus.

The third part of the interview questionnaire was aimed at learning how the participants felt the casino should be operated, who in their opinions was likely to visit it, and what could be the possible impact on the casino industry in the occupied Turkish territories. The last part of the interview was mainly about the participants' personal gambling experiences, which helped the researcher to get an insight on the respondents' perceptions of the casino.

In any case, all the interview questions were designed specifically to achieve the objectives of the study and to complement the survey data. The content of the questions was based on the literature analysis in Chapter 2 and the collected quantitative data. The majority of the interviews were conducted in English; however, the two of them were in Russian with Russian-speaking residents.

3.2 Sample Selection

Ragin (1994) defined "sampling" as the "process of selecting a representative set of cases from much larger set" (p. 191, Ragin, 1994). In this study, the sampling was required because the researcher did not have time and enough resources to study all the cases (i.e. an entire population and all tourists on the island) that were available. The sample selection occurred in two different stages, during the quantitative and qualitative data collection.

3.2.1 Quantitative Sample Selection

The target population of this research was divided into two major groups: tourists and local residents. This particular sample was selected because the researcher was hoping to get the broad spectrum of the attitudes and behaviours towards the potential casino development, which were represented in the opinions of these two groups.

In essence, locals are the key representatives of the island's community. They are the ones who participate in decisions making processes and whose lives will primarily be impacted by the integration of the casino industry. The tourists, on the other hand, were considered because they are the target population for the proposed casino industry (Cyprus Tourism Organization, 2006) and they play an integral role in the island's economic stability and in the cultural development by introducing their habits and traditions to the local community.

The local representatives were divided into two groups: the Cypriot citizens and the foreign business workers, who have been living in Cyprus for at least three years and intend to continue doing business and possibly apply for the citizenship some time in the future. As the foreign residents constitute a small proportion of a sample, during the analysis the two groups were combined into one: "local residents".

In regard to tourists, the majority of them were travelling to Cyprus to spend their holidays. Even though, the literature indicated that there are different kinds of tourists, for this particular study, the sun and sea travellers were the only participants, because these people tend to be more interested in visiting a casino during their vacation (Chapter 2, "wanderlust" and "sunlust" behaviour by Gray, 1970). Furthermore, the researcher only approached those tourists who were

sunbathing on the public beaches or walking on the street. The private properties (i.e. hotels) were restricted for the research conduction without owners' approvals, which were often hard to receive.

To achieve the credibility of the study, the size of the sample was 220 participants out of which, the 107 were tourists and the 113 were members of the local community. The recruitment of the respondents from both groups was done randomly, thus each individual had an equal probability of being selected. However, it should be noted that the study involved stratification by age and by gender. The participants had to be 18 years old or older for the ethical considerations. In addition, the researcher was aiming at having relatively equal number of men and women in order to limit the possibility of findings being based on one gendered attitude or behaviours.

3.2.2 Qualitative Sample Selection

In total, nineteen qualitative interviews with an average length of twenty minutes were tape-recorded. The target sample consisted of the local residents, with different demographic characteristics, and with and without gambling experiences. The participants were purposely selected based on the level of their involvement and knowledge of the researched area. In addition, the snowball sampling technique was utilized, in which the respondents would recommend to contact someone else, who in their opinions could also contribute to the studied topic. The Table 3.2.2 below indicates the social/industrial field of each participant and the codes that were assigned for anonymity purposes.

Table 3.2.2 Qualitative Sample

Codes	Social/Industrial Field
<i>E1</i>	Educational Institution
<i>E2</i>	Educational Institution
<i>E3</i>	Educational Institution
<i>E4</i>	Educational Institution
<i>T1</i>	Tourism Industry
<i>T2</i>	Tourism Industry
<i>T3</i>	Tourism Industry
<i>T4</i>	Tourism Industry
<i>GT1</i>	Government/Tourism Institution
<i>GT2</i>	Government/Tourism Institution
<i>GT3</i>	Government/Tourism Institution
<i>H1</i>	Hotel Industry
<i>H2</i>	Hotel Industry
<i>M</i>	Media
<i>B1</i>	Local Business Industry
<i>B2</i>	Local Business Industry
<i>IB</i>	International Business Industry
<i>LE</i>	Law Enforcement
<i>SO</i>	Social Organization

The social/industrial fields of the respondents specify the organizations which they represent, and consequently their importance in the research. “Educational institutions” included professors and non-teaching employees in colleges, and universities. Subpopulation was important because of high level of education and knowledge of different fields, including the topic of the study. The “hotel and tourism industry” practitioners provided an insight on how the introduction of casinos might affect the tourism development in Cyprus. The “government/tourism” representatives were government employees who were predominantly responsible for the tourism projects (including casino proposal). They were able to give some information on the studies focused on the potential economic and the social impacts of the casino industry on the Greek-Cypriots and established the strong link between casino introduction and the tourism development. The “media” participant expressed the personal view on gambling, provided various examples of locals’ gambling habits and named a number of sources and articles where the information about gambling and casinos

could be found. The “business” (both local and international) category was comprised out of the representatives from the different companies, who expressed their view on the potential casino development and its impact on the economy. The “law enforcement” and the “social organizations” participants concentrated mainly on the consequences of gambling industry, basing them on the academic knowledge and own observations.

The majority of the interviewees were highly familiar with the casino subject either because they had experience working in the casinos, or because they were involved in the decision-making process regarding the introduction of the casino, or have thoroughly studied the topic for their personal and educational reasons. However, the respondents who were less aware of the discussed subject and thus possibly less biased, contributed to the objectivity of the study.

3.3 Research Procedures

This section summarizes how both the interviews and the surveys were collected. The qualitative and quantitative data were gathered in the Republic of Cyprus between the middle of August 2007 till the middle of September 2007. All the procedures for collecting the data were reviewed and approved by the Office of Research Ethics at the University of Waterloo.

3.3.1 Pilot Test

Prior to distributing the questionnaire to the participants, the researcher ran a pilot test. The purpose of the pilot questionnaire was to make sure that the questions were clear, easily interpreted, and successfully communicated the intended meaning. In addition, the pilot test helped to measure the approximate time needed to complete a single questionnaire. The participants in the pilot test had relatively diverse demographic characteristics, especially in

regards to nationality. This was particularly important, as the questionnaire was designed only in English, even though for the majority of tourists and local residents English was not their native language. The participants of the pilot test completed the questionnaire and at the end provided some feedback for the wording and the layout. Those comments were incorporated in the final version of the questionnaire, which was then approved by the supervisor.

3.3.2 Quantitative Data Collection Procedures

The data collection for this study began with distribution of the questionnaires to tourists and the local residents. The survey completion usually occurred on the streets and on the public beaches between 10 am to 6 pm. The researcher approached each tourist personally, explained the purpose of the study and if the person was interested, he or she completed the questionnaire immediately. In case the participant had some problems with understanding the particular question, the researcher explained it till the meaning became clear. The local residents were approached the same way; however, sometimes the researcher gave a few copies of the questionnaire to one participant, who then distributed them among his or her friends and relatives. This way, the process of the data collection was faster; however, as the researcher could not always assist in the completion of the questionnaire, though unlikely, the meaning of the questions might have been misinterpreted.

To diversify the data, the questionnaires were distributed in three coastal towns: Limassol, Larnaca, and Agia Napa. During the summer the beaches of these towns are usually filled with tourists from all over the world. In addition, since a large number of the local residents were on vacation in August, there was a great opportunity to survey the selected groups simultaneously.

The time required to complete the questionnaire depended upon the person surveyed. Some people were interested in the study, asked various questions, which prolonged the completion of the survey. The others were less curious and quickly filled the blanks. A few local residents seemed to be rather surprised when the researcher introduced the studied topic and immediately responded “but we do not have casinos here”. The tourists, on the other hand, gave an impression to be rather indifferent about the subject but due to the considerable amount of free time, they were fairly inclined to answer the survey.

3.3.3 Qualitative Data Collection Procedures

There were several stages of qualitative data collection. The first part was the creation of the list with potential participants and the organizations that may be interested in the research. For instance, the casino industry is the part of the tourism development, and thereby the tourism institutions were considered. It should be noted, that a few participants recommended interviewing individuals not yet involved in the study, who could presumably contribute to the study (i.e. snowball sampling).

The next step was to contact the selected sample. Typically, this was done by calling directly to the prospective respondent, explaining the topic of the study and upon the agreement the meeting was arranged. Sometimes the researcher personally dropped by the offices of the possible participants to encourage their involvement in the study. However, not all the interviews were planned ahead. For example, the researcher accidentally came across the respondent, who could provide significant information about the casino studies carried out in the Republic of Cyprus. The interview had to be recorded on the spot, as it was the only time the participant was available.

All of the interviews were conducted in the offices of the participants, which were primarily located in Nicosia and Limassol. In the beginning of the interview, the respondent received the information letter about the study and the consent form, ensuring anonymity both personal and quotations, and the option to record a discussion. All the interviewees agreed to be tape-recorded, which facilitated the process of the data analysis. At the end of the interview, every participant completed the questionnaire. As the meeting was over, the respondent was given the feedback letter and thanked for the participation in the study.

3.3.4 Challenges and Opportunities of Data Collection

The researcher encountered several challenges with the data collection. For instance, a relatively large number of people did not want to complete the questionnaire, either because they were not interested in the topic or because they “do not gamble, so cannot help”. Some of the survey respondents were convinced that the research was conducted on behalf of the potential casino operators, and were unwilling to complete it. The researcher showed the information letters from the University of Waterloo, explained more specifically the purpose of the study, emphasizing the importance of identifying the attitudes towards potential casino development rather than personal behaviour and told the perspective participant that the questionnaire would only take a few minutes of their time. Given these arguments, the majority of the participants were fairly inclined to complete the questionnaire; however, there were some people who were either not convinced or did not want to spend their time. Additionally, though encouraged, very few people provided their comments at the end of the survey as well as ticked and filled the “other” category in some of the questions. Certainly, this did not affect the survey results, however, if given it could supplement the collected data.

Moreover, some of the participants found it challenging to interpret the questions because of the language barrier and/or unfamiliarity with the research area. Even though the researcher was able to translate the questions in several different languages, the Greek was not one of them. Thus, it was relatively difficult to make sure that the intended meaning was transferred to the local participant, for whom English, French, Russian, or German were not the primary languages. However, in the case where the respondent could only communicate in Greek, the researcher usually requested translation help from the bilingual local resident.

Furthermore, the data collection, especially the survey, took more time than anticipated. Unfortunately, due to the limited resources, the researcher was unable to stay longer in Cyprus, and as a result, collected fewer surveys and interviews than originally hoped for. It is also worth mentioning, that the studies already conducted by the Cypriot government of the potential casino development were unavailable to the researcher and to the public in general. However, some of the interviewees were able to comment on those documents.

In addition, one of the questions (#11) in the survey created several problems. It asked the participant: “have you visited casinos in the northern territories? if yes, how many times?”. Firstly, a great number of Greek-Cypriots told the researcher that the official name for the occupied Turkish side was “Turkish Republic of Northern Cyprus” (TRNC) and could not be called “northern territories”. Secondly, some people were sceptical about answering this question, even though they knew that all the questionnaires were anonymous and were only used for the educational purposes. The biggest problem though arose when during the distribution of the surveys the researcher was taken to the police station. Apparently, one of the lifeguards thought that the questionnaire promoted casinos in the occupied Turkish territories. After careful

investigation that included determining the researcher's identity and reading the information letters, the police was convinced that the research was risk-free and encouraged the researcher to continue the collection of the data.

Besides all the challenges that were encountered, there were also some opportunities. For instance, the researcher met a great number of people who were engaged in the completely different fields, had diverse experiences, and who contributed greatly to the study. Furthermore, the researcher was able to experience the process of the data collection that sometimes was rather challenging but at the end was well-rewarded. In addition, the researcher gained a deeper knowledge of the casino industry and attained the imposed objectives of the study.

3.4 Data Analysis

Ragin (1994) defined analysis as the mental process of dividing the phenomenon into its “constituent parts and viewing these parts in relationship to some whole.” (p. 183, Ragin, 1994) Data analysis involves “preparing the data for analysis, conducting different analysis, moving deeper and deeper into understanding the data, representing the data, and making an interpretation of the larger meaning of the data” (p. 190, Creswell, 2003). For the purpose of this research, both the qualitative and quantitative data was analysed and later on interpreted as the findings of the study that would appear in the next chapter.

3.4.1 Qualitative Data Analysis

According to Pope and colleagues (2000) to illustrate and clarify the social phenomena the qualitative research used analytical categories that could be derived either inductively – “obtained gradually from the data” (p. 114, Pope et al., 2000) - or deductively – approaching the data at the

beginning or part way through the analysis. Ragin (1994) added that the inductive approach involved looking for and then linking “relevant similarities among the instances of a category” (p.94, Ragin, 1994) in order to develop concepts and refine an image. Since in the study, the majority of the questions were the same for each participant and concentrated on “assessing the commonalities” (p. 183, Ragin, 1994) among opinions on casino introduction, the analytical induction was selected as the method of analysis. Furthermore, with regards to the process of analysis, Creswell (2003) stated that despite of the analytical differences, the qualitative researchers tended to take similar steps in analysing the data. The similar steps are adopted for this study and are described below.

The analysis process began during the preparation of the interview questions that were primarily based on the knowledge obtained from the academic literature. The next step was the simultaneous collection and analysis of the data. Noticeably, the participants were using similar expressions, and words to communicate their feelings. During the interview some notes were taken either commenting on the respondents’ facial and physical reactions or some personal thoughts that emerged from the conversation. This technique, also called “memo writing”, was used throughout the process of the research so as not to overlook and forget any thoughts or important information.

After the data was collected, it was organized and prepared for the further analysis. This procedure included the transcription of the interviews, typing up the field notes and sorting the data based on the sources of information. It was important to accurately write down the data since there was a danger of misinterpreting it later on.

The next stage of analysis was to read through all the data, in order to acquire the general sense and to reflect on its overall meaning. As soon as this was done, it was time to begin coding, which consisted of multiple levels and, according to Rossman and Rallis (1998), referred to the process of arranging the material into “chunks” (p.175, Rossman and Rallis, 1998).

The initial coding, also called “line-by-line coding” was the first step in the coding process. Line-by-line the phrase or a single word was selected that represented associations, behaviours, emotions, feelings, or the description of various ideas. For instance, one of the participants said “...therefore my opinion is that it could be a healthy business if we have rules...” The two codes were created: “could be a healthy business” and “have rules”. To make sure that the context of each phrase was grasped accurately, the transcripts were reread and some additional changes where needed were made. Eventually, 693 initial codes were developed for nineteen participants. Prior to moving to the next level of coding the selected phrases of each respondent were reread in order to have the general understanding of whether the participants had similar or different opinions on the studied topic. Thus, there was a constant comparison of the data set of one participant to the data set of another.

The next step involved categorizing and labelling each sentence with a term, generally using in the actual language of the respondent. In other words, the phrases were classified based on their primary senses. These classification codes were later on developed into the broader themes that best reflected their properties. For instance, some of the participants mentioned that the “*gamblers have problems with their families*” and “*gambling can lead to personal financial problems*”. The phrases were initially classified as “family problems” and “financial problems” respectively. When all the “problems” were identified, they were divided into “social gambling

problems” and “economic gambling problems” respectively, and at the later stage were combined together under the broader category: “negative socio-economic impacts of gambling industry.”

Eventually, the 23 codes were identified. (See Table 3.4.1) Each at the later stage was classified either as a stand-alone category or as a sub-theme of other categories. This classification depended upon the relationships and linkages of different issues (categories) that were established by the participants during the interviews. In addition, since the method of analysis was inductive, the common trends among the mentioned relationships were determined.

Table 3.4.1: Formed Data Categories

1. Attitudes towards gambling and casino
2. Perceived gambling/casino benefits
3. Negative socio-economic impacts of gambling/casino
4. Perceived changes in local lifestyles
5. Policies and regulations in casino establishment
6. Licence to open a casino
7. Location/number of casinos
8. Tourism in Cyprus
9. Tourism and casino
10. Casino impact on the local and international business
11. Government
12. Casino introduction decision
13. Researches/studies on casino operation
14. Ethical considerations
15. Cypriots gambling nature
16. Gambling activities in Cyprus
17. Perceived success of a casino
18. Casinos in the occupied Turkish territory
19. Profile and behaviour: gambler and non gambler
20. Casino target market
21. Images associated with gambling/casino
22. Casino and media
23. Casino political significance

The final process of the data analysis was making an interpretation or meaning of the identified categories by classifying them into the theoretical codes that included: a) casino and gambler formed images; b) casino introduction supporting arguments; c) casino introduction opposing arguments; d) casino introduction stages. Since the codes were interlinked among each other, it was decided to assign them a name which summarized and reflected on them: “casino acceptance and development assessment.” In addition, since the concurrent triangulation strategy was adopted as a strategy of mixed method approach, the qualitative data were integrated with quantitative data, which allowed ratifying and cross-validating the findings of the study. The more deep and thorough examination and discussion of the outcomes of the qualitative data analysis is presented in the next chapter. The last step of the analysis was to select the appropriate quotes for each emerged theme. The process was relatively long; however, it gave an opportunity to investigate the appropriateness of categories that emerged from the collected interviews.

3.4.2 Quantitative Data Analysis

All close-ended questions were coded into SPSS. The majority of the questions were answered using a 5-point Likert scale, which was coded as 1 = the extremely negative, 3 = the neutral point and 5 = extremely positive. The other types of questions had similar coding patterns. For instance, in the gender selection 1 = male, 2 = female.

The most frequently used statistical techniques were descriptive statistics with particular emphasis on the crosstabs. In addition, bivariate correlation and linear regression was used to determine the possible relationships and their strength among the selected variables.

3.5 Chapter Summary

For the purpose of this study a mixed methods approach was selected, which combined qualitative and quantitative methods. The research was carried out in the Republic of Cyprus, from August 2007 until the middle of September 2007 in four towns: Nicosia, Limassol, Larnaca and Agia-Napa.

The quantitative data was collected using the eighteen-question survey requiring the respondents': demographic information, attitudes to gambling and casino introduction, personal gambling behaviour, perceived concerns and benefits of casino industry, and potential behaviour once the casino is introduced. By the end of the field research 220 responses were collected that were combined out of 113 local residents and 107 beach tourists. To supplement the questionnaire, the 19 qualitative interviews were conducted with local residents from different social fields, such as tourism, government, international business and other. The interviewees provided insight on the casino project, and expressed their views on the anticipated benefits and detriments of casino industry on tourism and local community development.

After data collection, the process of its analysis began. The interviews were transcribed, coded, and interpreted. The questions in the survey were coded into analytical software, SPSS, where they were examined using different statistical techniques. The results of the analysed data are presented in the next chapter.

CHAPTER 4

Findings of the Study

This chapter summarizes the findings of respondents' attitudes and behaviours towards gambling as well as the potential casino industry, which consequently assists in investigating the relationship between casino introduction and potential development of tourism and community in the Republic of Cyprus. The qualitative and quantitative findings presented in this chapter were integrated with each other to make a comparison between the collected data and to balance the weaknesses of one method with the strengths of the other.

The chapter is divided in five main sections. The first part describes the characteristics of the respondents, emphasising their demographic profiles as well as tourists' travel patterns. The second section examines participants' opinions on gambling and is separated in two parts: attitudes towards gambling and public perception of gambling. The third part of the chapter concentrates on the respondents' gambling behaviour. The next section focuses on casino introduction assessment referring to the casino introduction stages as well as supporting and opposing arguments for its development in the Cypriot community. The fifth section of the findings chapter identifies the respondents' reactions to the casino proposal and is subdivided into: attitudes to casino introduction and potential gambling behaviour with casino introduction. Finally, chapter's summary is presented.

4.1 Characteristics of Respondents

The demographic characteristics of both local residents and tourists are presented below. In addition, the Cypriot tourism industry with particular emphasis on tourists travel patterns is

examined in order to determine the studied tourism market and consequently, refer to the findings in the other sections of the chapter.

4.1.1 Respondents' Demographic Characteristics

Summaries of demographic characteristics of local residents and tourists are reported in the Table 4.1.1. The demographic profiles of each group are represented in the percentages that are out of the percentage that the group represents in total sample (i.e. out of 51.4% - residents and 48.6% - tourists). Since there were no significant differences between the two groups, the two samples were combined into one table during the analysis of their demographic profiles.

The total study sample consisted of relatively equal percentage of males and females: 49.1 and 50.9 percent respectively. Furthermore, 74.1 percent of 220 respondents were between the ages of 18 to 45, the majority of whom (43.6%) were below 30 years old. Only 6.8 percent of people were above 60 years old, while the rest of the sample (19.1%) was under the age category of 46 to 60.

Moreover, 84.1 percent of the respondents were either enrolled or already obtained a degree of higher education such as university (51.4%) or college (32.7%). It should be noted that most of the colleges in Cyprus have diploma, bachelor and master programs but in the case of this research the college category refers to the two-year programs by the end of which the student receives diploma in the majoring subject.

In terms of marital status, the majority (51.4%) of respondents were married. The rest of the respondents were either single (43.6%) or separated (4.1%) or widowed (0.9%). In summary, the

demographic profile of the 220 respondents suggested that the majority of people were well-educated, married or single and were below 45 years old. (See Table 4.1.1)

Table 4.1.1: Respondents' Demographic characteristics

Demographics	Respondent Groups		Total Sample
	Residents	Tourists	
Sample size (n)	113	107	220
Sample size (%)	51.4	48.6	100
Gender (%)			
Male	30.5	18.6	49.1
Female	20.9	30.0	50.9
Age (%)			
18-30	18.2	25.5	43.6
31-45	20.0	10.5	30.5
46-60	8.2	10.9	19.1
> 60	5.0	1.8	6.8
Education (%)			
Primary school	-	0.5	0.5
High school	7.7	7.7	15.5
College	16.8	15.9	32.7
University	26.8	24.5	51.4
Marital Status (%)			
Single	20.0	23.6	43.6
Married	28.2	23.2	51.4
Separated	2.3	1.8	4.1
Widowed	0.9	0.0	0.9

Separately analyzing each group, one may conclude that out of 113 local residents representing 51.4 percent of total sample, the majority of the respondents were males (30.5%), between the ages of 18 to 45 (38.2%), with college (16.8%) or university (26.8%) education, and were either married (28.2%) or single (20%).

With regard to tourists, from the above table it was evident that the sampled travelers to the Republic of Cyprus tended to be the ages of 18 to 30 (25.5%), well-educated, either single or married, and predominantly females (30%). These numbers are consistent with the official tourism statistics, with the only difference in the age category. According to the statistical service of the Republic of Cyprus (2008), the majority of travellers (33.4%) are between 45 to 64 years old. The more descriptive tourist profiles are examined in the next subsection.

4.1.2 Tourists Travel Patterns

The tourism industry in Cyprus was considered to be the “major economic activity” (E1) that contributed to the local community development. Several respondents mentioned that as a result of growth in the tourism sector, the local residents “have their own houses, two or three cars, and send the children to the best universities to study” (E1). However, the tourism industry has not developed flawlessly in Cyprus and “up till now it still faces several challenges” (T3) referring to “frequently found seasonality problems as in any other tourism destination in the Mediterranean countries” (H1) as well as to the “outflow of tourists to the occupied Turkish territory” (LE).

Nevertheless, according to the interviewees, with the new initiatives such as the casino industry and the already “established tourism markets from all over” (T2), primarily referring to the “sun and sea seekers” (GT1) who are “not so economical and are willing to spend money” (H2), the tourism industry will be expanding and consequently developing.

The detailed analysis of collected quantitative data indicated that the number of first time travellers to Cyprus was relatively equal to the returning ones, 51.4 and 48.6 percent respectively. It should be noted, that according to the official statistical services of the Republic of Cyprus

(2008), in 2007 the majority of tourists were the returning visitors (52.4%). Nevertheless, since these two groups represented the total number of tourists, the demographic characteristics, in relation to gender, age and education, were similar to the ones identified at the end of section 4.1.1. The only difference that was spotted after the thorough examination referred to marital status. First time visitors were predominantly single, while the majority of returning tourists were married.

Furthermore, another similarity between the two groups of respondents was identified in the purpose of travel to Cyprus. 86 percent of all tourists participated in the survey were visiting the island for holidays. Consequently, the minority of travelers were either on business trips or travelled specifically to visit their families and friends, 6.5 and 7.5 percent respectively. These results are in accordance with the official tourism statistics of the Republic of Cyprus. It should be noted that almost all business visitors were the first time travelers to Cyprus, while the ones who were visiting relatives and friends were mostly the returning tourists.

In addition, the examination of the tourists' travel patterns highlighted that "the major markets for the island are mostly UK and Russia" (H2), 32.7 percent and 28 percent respectively. This tendency was supported by the statistical services of the Republic of Cyprus (2007), which identified that out of the twenty-seven European countries the major tourism market came from United Kingdom resulting in 42,592 arrivals in November 2007, while the number of arrivals of Russian residents (i.e. 3,975 in November 2007) was the highest among the rest of the countries. Summaries of the tourists travel patterns are presented in the Table 4.1.2 below.

Table 4.1.2: Tourists Travel Patterns

	Tourists (n=107)
	% of sample size (n)
Country of Residence (%)	
United Kingdom	32.7
Russia	28.0
Germany	4.7
Canada	4.7
Romania	3.7
Other	26.2 (each < 2%)
Total Number of Visits (%)	
First time	51.4
2-5 times	26.2
6-9 times	2.8
>10 times	19.6
Purpose of Travel (%)	
Holidays	86.0
Business	6.5
Visit friends/relatives	7.5

The identified tourists' demographic characteristics and travel patterns pointed out that Cyprus was still a new tourism destination to most travelers but at the same time there was a great number of returning visitors which could suggest that islands' ideal location, warm weather and tourism products satisfied the needs of visitors and thus, encouraged them to come back majorly for holiday purposes. Supporting this argument, one of the interviewees mentioned that:

There are so many things that attract visitors...One, for example, is location of Cyprus...In less than one hour flight from Larnaca we can reach the capitals of 5-6 states, such as Beirut, Tel Aviv, Cairo, Damascus and of course even Moscow, Athens and Gulf states within the flight distance which makes Cyprus an easily accessible destination. (GT1)

Moreover, the results of the survey analysis indicated that the major tourism markets were from United Kingdom and Russia. On the one hand, this tendency could be the result of Cyprus's

tourism incentives and offerings mentioned above, on the other hand, the visitors may as well want to visit their relatives and owned property. For instance, British people had properties in Cyprus before the island gained its independence from Britain. Consequently, they continued travelling to Cyprus to look after their houses and simultaneously enjoy their holidays, as well as visit their families and friends who stayed on the island after its independence.

The island's popularity among Russians could be based on several factors, such as the island's location and tourism attributes, easy and quick visa-receiving process, owned properties and businesses. It should be noted, however, that the findings were based on the beach tourists only, the number of whom was limited to 107 and thus, generalisation of the results might need further research beyond this study.

4.2 Respondents' Opinions on Gambling

The first part of this section examines the respondents' opinions on gambling that are expressed through their attitudes on the 5-point Likert response scale (1 being extremely negative; 5 being extremely positive). Since the term "gambling" was not defined in the questionnaire, the attitudes were based on respondents' personal understanding and interpretation of this word. It should be noted that if the participant asked to clarify the term, the researcher would use the definition of the New York Council on Problem Gambling (2005), which was adopted for this study and stated in the thesis section 2.3.1. Furthermore, to add meaning to the collected quantitative responses, in the second part of this section the survey results were supported with the qualitative interviews during which people expressed their perceptions of gambling industry with particular emphasis on casino-style gambling.

4.2.1 Attitudes towards Gambling

Respondents' attitudes towards gambling are presented in the Table 4.2.1, from which it is evident that the results under each response category are relatively diverse. In summary, 38.2 percent of all respondents had a neutral attitude towards gambling, however, 41.8 felt negative (including extremely negative) about it in comparison to the 20 percent of all people who were, to some extent, positive towards it.

Attitudes between the two groups of participants, on the other hand, did not differentiate significantly; however, the only noticeable difference was spotted in the “extremely positive” category, which was represented majorly by local residents, 4.5 percent out of 5.9 percent of total respondents. (See Table 4.2.1)

Table 4.2.1: Respondents' Attitudes towards Gambling

	Respondent Groups		Total Sample
	Residents	Tourists	
Sample size (n)	113	107	220
Sample size (%)	51.4	48.6	100
Attitude to gambling (%)			
Extremely negative	13.6	10.9	24.5
Negative	6.4	10.9	17.3
Neutral	19.1	19.1	38.2
Positive	7.7	6.4	14.1
Extremely positive	4.5	1.4	5.9

Furthermore, some diversity was found in the respondents' demographic profiles in each attitude category. The recognized demographic differences were rather small due to the fact that the survey sample was represented predominantly by the people with particular demographic characteristics (i.e. well-educated, between the ages of 18 to 45, either single or married), and consequently the statistical findings were predominantly based on the responses produced by the people who matched this description. However, since one of the objectives of the study was to

thoroughly examine the residents’ and tourists’ attitudes towards gambling, all demographic differences in reference to each attitude category were described as well as presented in the Table 4.2.1.1 below.

Table 4.2.1.1: Respondents’ Attitudes to Gambling (breakdown by demographics)

Demographics	Extremely negative	Negative	Neutral	Positive	Extremely positive
Education (%)					
Primary school	1.9	-	-	-	
High school	14.8	18.4	15.5	12.9	15.4
College	27.8	34.2	39.3	19.4	38.5
University	55.6	47.4	45.2	67.7	46.2(R*:38.5)
Marital status (%)					
Single	29.6	44.7(T*:34.2)	50.0	51.6	38.5
Married	64.8	50	45.2	48.4	46.2 (R:38.5)
Separated	5.6	2.6	3.6	-	15.4 (R: only)
Widowed	-	2.6	1.2	-	-
Gender (%)					
Male	48.1	47.4	45.2	54.8	69.2 (R: only)
Female	51.9	52.6 (T: 42.1)	54.8	45.2	30.8 (R: 7.7)
Age (%)					
18-30	29.6	42.1(T: 39.5)	52.4	48.4	38.5
31-45	27.8	23.7	33.3	29.0	46.2 (R: only)
46-60	31.5	26.3	8.3	19.4	15.4
> 60	11.1	7.9	6.0	3.2	-

*T- tourists / R- residents

The respondents who felt extremely negative about gambling were commonly well-educated, 64.8 percent were married, both genders, and between the ages of 18 to 60. With regard to “negative” attitude, the respondents’ demographic characteristics were similar to the above category but since more tourists in comparison to local residents had negative attitude towards gambling, the findings were skewed to the tourists group, specifically referring to marital status and age. It was identified that the respondents of this category were either married or single, 44.7

percent to 50 percent respectively, and mainly between the ages of 18 to 30. In addition, it should be noted, that even though the total number of people who did not match the description of the general sample (i.e. respondents with lower level of education, above sixty years old, and separated or widowed) was not statistically strong, the majority of these respondents felt strongly negative towards gambling.

Similar to the negative categories, the respondents who felt neutral or positive towards gambling had a high level of education, both genders, either single or married, and the majority were between the ages of 18 to 30 (52.4% and 48.4% respectively in both categories of attitudes). Yet, the differences in demographics in relation to the attitudes towards gambling appeared in the last response category. Since the majority of the respondents who felt extremely positive about gambling were the local residents, the findings appeared to be one sided. The results of the analysis indicated that the general profile of the person who has a very positive attitude towards gambling was predominantly: male (69.2%), well-educated, most likely married, and between the ages of 18 to 45, with higher emphasis on the age category of 31 to 45.

In summary, the findings suggested that the vast majority of people were either negative or neutral towards gambling, and only relatively small percentage perceived it as somewhat positive. The respondents' demographic profiles under each attitude categories did not show many significant differences since the majority of the total sample had similar demographic characteristics. Consequently, to further examine the attitudes towards gambling as well as to reason them, the interviews were conducted and the findings of the analyzed qualitative data are presented in the next section.

4.2.2 Public Perception of Gambling

During the conversations it became evident that the respondents' attitudes towards the casino-style gambling were formed based on their perceptions and images of a casino and the gambling industry in general. For instance, one of the respondents mentioned:

I don't like gambling because it can become a passion, this is what I mean. I've seen people playing in a casino with so much...with such a passion that even if there is an earthquake, they will not move from the chair. It is a passion, it becomes a passion. (B1)

The source of these images, according to the respondents, was primarily media. A lot of participants said that their perceptions of casino and all gambling industry were predominantly based on the newspaper articles, some of which argued that a casino industry was a good opportunity to increase tourism and thus, bring money to the national economy. However, the majority of articles concentrated on the stories about pathological gamblers and damaging gambling consequences that the person had to face. As an example, one of the respondents stated:

And the articles that were written about casinos were against casinos, because it is a negative stigma. Of course it is less of it now but it still retains that negativeness if you will. So my personal experience and knowing human nature, after all I am over 60 and my experiences both in Cyprus and abroad has lead me to these beliefs that gambling is no good and that people are under delusion that they will win but at the end they don't. (E3)

Some of the respondents mentioned that their personal gambling experiences and observations had also shaped their opinions on the gambling business and consequently, on the casino-style gambling. A few participants explained that even though they liked to play in the casino, their attitude towards gambling was most likely negative because they had lost considerable amounts of money and found it difficult to stop playing. Ironically, the respondents who had positive

experiences on the casino floor also frequently referred to the negative side of gambling because they knew that at some point they could lose due to the house advantage.

Naturally, there were several respondents who despite their experiences and newspaper articles talked positively about a casino because they were attracted by its “special atmosphere” (T1) and believed in their luck and winning. The respondents, whose attitudes towards casino-style gambling were based on the personal observations, were usually the people who had little to none casino experience. For instance, one of the participants said:

I am not myself a gambler for a variety of reasons. One, for example, is because I have seen what gambling may cause to people. I remember my neighbours, a mid to up class family in which mother of two children started visiting casinos on the regular bases. She was of course wining sometimes but often she lost. Initially, she spent all the salaries, then she sold some clothes to get money for gambling and eventually she ended up loosing the house. I don't want something like this to happen neither to me not to anybody... (IB)

Certainly, each participant had individually described his or her own image of a casino; however, the concepts of these images were relatively similar among all the interviewees. For example, the respondents seemed to face the dilemma on whether a casino benefited or harmed society. Some, for instance, argued that a “casino is not only gambling” (B2) since it has “shows, restaurants” (B2) and was a “good form of entertainment” (T2) with variety of “recreational opportunities” (GT2). The others would concentrate on the “bad school” (E1) of gambling referring to the negative impacts that the industry had on society. For example, respondents associated gambling with “alcohol, and drugs” (M), casino as being “a demonic area” (B1) and gamblers to be “any age, male or female” (B1) with “lower level income” (E2) who often “find gambling as an opportunity to make ends meet” (E2). Generally, the respondents believed that the casino

industry could be beneficial as well as harmful, while gamblers were perceived as disadvantaged people since they were unable to control their urges and “always ended up losing” (E3).

Moreover, based on the analysis of all the interviews, one may conclude that participants did not categorise casino and other gambling activities under one specific group (i.e. either good or bad”) rather simultaneously stressing both its positive and negative impacts. For instance, one of the respondents said that “gambling is a good form of entertainment but until the certain moment” (M). According to the participants this “certain moment” was defined by the amount of gambling activities in person’s life which made him or her “lose money on a regular basis” (T3) and “destroy families” (B1).

In addition, the acquired knowledge of the casino industry’s development and personal observations resulted in the respondents questioning the degree to which this business was the government - controlled and free of crime. Interviewees frequently associated the casino industry with the money laundering business as well as mafia controlled, which led to the belief that:

In regard to Cyprus, the country with lots of international companies and international capital, I don’t believe that it will be possible to have non-criminal casino industry. It will either be controlled by local mafia or by international one...I don’t know but I doubt that it will be non-criminal. (IB)

In summary, the images of a casino as well as of any other gambling activities that respondents had were primarily based on media, personal experiences and observations. It was evident that participants saw the casino industry as a good form of recreation and as a potential benefit to the national economy, while at the same time it was a criminal business that addicted people to the

point where they lost significant amounts of money which led to the further detrimental consequences.

4.3 Respondents' Gambling Behaviour

The respondents' gambling behavioural characteristics are presented in the Table 4.3. Since there were no statistically-significant differences between the two groups, the two samples were combined into one table during the analysis of their demographic profiles. In addition, it should be noted that the word "gamble" was not defined by any specific gambling type. It referred to any activities that participants associated with gambling, such as sports betting, slots, casino and others.

The results of the behavioural analysis indicated that 75 percent of all respondents did not gamble: 37.7 percent of residents and 37.3 percent of tourists. This category included people who had never gambled in their lives and those who tried it several times, however, they did not consider themselves "gamblers". Yet, the findings from the qualitative interviews were completely opposite. The majority of participants argued that "Cypriots by nature are gambler" (E3) and if a person is a gambler "he will always find a way to gamble, legally and illegally" (B1). To support their statements the interviewees constantly referred to the example of the unsuccessful stock exchange, in which a lot of "addicted to gambling residents" (E4) irrationally invested money and ended up losing. In addition, the respondents drew attention to the high popularity of the Cypriot betting shops. For instance, one of the respondents mentioned:

Well, if we consider the history of Cypriots, gambling is in our lives. The betting shops that are legally operating in Cyprus portray gambling for example horses, lotteries. Cypriots are already used to the idea of giving money or spending money on gambling. (E1)

Even though the interviewees justified their opinions, only 25 percent of respondents admitted that they gambled on a regular basis. The majority of these people did not travel exclusively for gambling purposes because they could satisfy their needs in the betting shops that were “everywhere around Cyprus” (T4). The ones who did (2.8%), however, usually went to the nearby countries, such as Greece and England. (See Table 4.3)

Table 4.3: Respondents’ Gambling Behaviour Patterns

Gambling Behaviour	Respondent Groups		Total Sample
	Residents	Tourists	
Sample size (n)	113	107	220
Sample size (%)	51.4	48.6	100
Personal gambling behaviour (%)			
Gamble	13.6	11.4	25.0
Do not gamble	37.7	37.3	75.0
Travel specifically for gambling (%)			
Yes	2.3	0.5	2.8
No	49.1	48.2	97.3
Motivation to gamble (%)			
Friends/family influence	0.9	5.5	6.4
Entertainment	15.0	12.7	27.7
Pure interest	12.3	9.5	21.8
Try luck	11.4	10.0	21.4
Financial difficulty	2.3	0.9	3.2
Nothing	9.5	10.0	19.5

Furthermore, while the survey analysis revealed that the majority of gamblers were predominantly single (54.5%), with university education (50.9%), between the ages of 18 to 30 (56.4%), and masculine gender (60%), the interviewees frequently referred to gamblers’ “disturbing” (T2) nature and behavioural patterns, pointing out that any person could be a gambler:

In general, unfortunately I think that all people of various ages and genders are interested in gambling. You can see the 16-17 years old is

going to the horse racing who has 25 pounds and losing all of them. You can see an old woman who goes everyday or every night somewhere to play cards. So you cannot say it is between this age and this age. (LE)

Moreover, interviewees differentiated between the wealthy and poor gamblers. According to the respondents, the wealthy players “never lose all their funds” (IB) and even if they do “they can still afford to continue living as they used to” (IB). Yet, the poor gamers usually see casino as a way to “improve their personal financial status” (B1) and consequently, “once they lose there is no way out” (E2).

Additionally, the findings of the survey showed that even though the person was not a gambler, he or she might have thought about betting a few pounds either out of the curiosity (21.8%), or simply trying own luck (21.4%) or for the self entertainment (27.7%). However, there was a relatively high percentage (19.5%) of people who believed that nothing could motivate them to gamble. These people were usually the ones who were strongly against any forms of gambling activities as well as in opposition to the casino introduction in the Republic of Cyprus.

In summary, the collected quantitative data illustrated that the vast majority of respondents did not gamble on a regular basis. However, with regard to local residents, the qualitative data contradicted the survey results. It appeared that the interviewees perceived Cypriots as “gamblers by nature” (M) which was demonstrated by their enthusiastic involvement in all gambling activities that occurred in the Cypriot betting shops. One of the possible explanations for the differences in the quantitative and quantitative findings could be the survey’s small sample size. Consequently, generalisation of the quantitative results might need further support; however, that

was beyond the scope of this research. Another potential reason for this diversification was mentioned by several interviewees and referred to:

Some people just won't admit that they like gambling and that they are gamblers. You know that gambling carries disgrace, if you will. The respected person might not want to have his name associated with gambling. (B1)

Overall, the identification of the respondents' attitudes and behaviours towards gambling revealed that gambling was perceived more negatively than positively, however, people could be motivated to gamble and some were already gamblers. Since a casino is a direct component of gambling industry and is currently a debatable issue in Cyprus, prior to examining respondents' attitudes towards it, the next section determines the reasons for its introduction as well as the factors against it.

4.4 Casino Introduction Assessment

In addition to the examination of the casino introduction stages, this section focuses on the analyses of the supporting and opposing factors with regard to the casino introduction in the Republic of Cyprus. The majority of the findings presented here were qualitative; however, the survey results were as well incorporated in some of the parts of the section.

4.4.1 Casino Introduction Stages

This subsection describes the process of introducing the casino business in the Republic of Cyprus, which appeared to be a significant part of the interviews with the government representatives. According to the government-tourism practitioners, the first step in implementation of the casino project was a conduction of researches and studies.

I don't have any doubt that casino will be successful. For years we have been studying the issue and having analyzed it with such detail, we are in a position to know how many casinos to build, where to build and how to proceed. (GT2)

The studies were divided in two primary phases: potential casino social impacts and economic casino impacts on the Cypriot society. The social ones referred to any possible negative consequences that might occur as a result of the casino-style gambling, such as money loss, underage gambling, compulsive behaviour and many others. The economic impacts, on the other hand, dealt with the financial side of the casino business, such as the measurement of its possible contribution to the national income, increase in employment, and tourism development. It should be noted, however, that the economic aspects would only be considered "provided that we will not have any social aspects" (GT3), because "if the social aspects are very significant for the country, this will affect dramatically the government's decision" (GT3). In order to eliminate the negative social impacts the researchers suggested to "control issues like the age, the budget limit and anything what is applied internationally" (GT3).

The next step in the casino introduction process was to present all the research findings to the government for evaluation purposes. The casino topic has been discussed among members of parliament for several years already, and according to the government-tourism representative "most of the political parties agree with operation of casino in Cyprus. One of the major party disagrees" (GT2). However, casino issue is set aside till the changes in the government take place:

In a view of the upcoming elections in February 2009, now nobody talks about casino because they don't want to raise new conflicts

among any side between the political parties. Definitely the issue will come back after the elections. For now nothing will take place, they don't even talk about it. They know that there are reactions by a lot of people and since it provokes the possibility to lose the votes of supporters, they don't talk about it. The issue will come again and definitely the majority of voters support the idea of casino. (GT2)

Moreover, besides the acceptance of the casino proposal, the role of the government consisted of the implementation and enforcement of the rules and regulations on the casino industry. The respondents believed that success of the proposed gambling project depended upon the "Cypriot government's control over all the money which flow through casino industry" (IB) referring to the strength of tax system, fiscal policies, money flow as well as "control over all potential social issues" (GT1).

The last stage of the casino introduction plan was the decision on the physical characteristics, such as the number of casinos, location and the type. Some respondents mentioned that it might be a stand alone resort-casino in the triangle between: Nicosia, Larnaca, and Limassol. Other interviewees said that "in the government plans" (GT2) there were multiple casinos of different sizes either stand alone or within the hotels. However, there was one factor with which all the tourism practitioners agreed: "it will be like a family resort" (GT3) with "extensive leisure and entertainment facilities and perhaps the actual gambling component will be the part of the whole operation" (GT1).

4.4.2 Casino Introduction Supporting Arguments

From the analysis of all interviews it became evident that there were three main reasons for the casino introduction. The first one and the most widely mentioned was the "contribution to tourism development" (GT2). In this case, the respondents associated the word "development"

with the “the achievement of tourism objectives which are laid down in the tourism strategy and option plan” (GT1). The participants believed that creation and operation of the casino “would definitely help towards these objectives” (H1). Therefore, the link between the tourism development and the casino introduction was the casino’s expected contribution to the achievement of proposed tourism objectives.

According to the interviewees, there were four main tourism objectives, which would be accomplished through the casino introduction. The first one was the attraction of the “high income visitors, those that have a potential to spend money” (GT1). For instance, one of the participants remarked:

We’ll attract both the tourists that are already visiting the island and an additional number of tourists that are now not visiting Cyprus because there are no casinos and also it will attract Cypriots that are gamblers, who are now playing in the casinos established in the other countries.
(H1)

The participants believed that there would be an increase in the number of tourists from the Middle East countries. The respondents considered these nationalities to be “big gamblers” (GT3) and argued that in the past “many people from Middle East would visit Lebanon for casino” (B2) because they were “not allowed to play in their own home towns” (T2). Consequently, interviewees believed that if there was a casino in the Republic of Cyprus, it would act as “an attraction” (E1) to these tourists, especially considering the fact that Cyprus was “the first European state that the Gulf visitor will come across if he travels westwards” (GT1). Several respondents also mentioned that Israelis in particular would make their presence felt, since they were known for their gambling habits as well as their “visits to the occupied part of the island for casino purposes” (GT2). Overall, from the analysis of the interviews it became evident that the

participants assumed that “by not having casinos we deprive ourselves basically of a significant influx of tourists from these countries” (H1).

The next tourism objective was to cure the tourism challenges: seasonality and outflow of tourists to the occupied Turkish territory. Casinos were viewed as the solution to the seasonality problems since “it can attract people who want to gamble during their holidays or the visitors throughout the year who do not need sun and sea” (H1) and as a result, it would “help to half of the hotels to be open all year around” (E4). Furthermore, tourism practitioners as well as respondents from other social fields expressed their concern over the increasing number of tourists who “are coming to Larnaca airport and then by bus they are going to the occupied area just for the casinos” (LE). On the contrary, the statistical analysis of the collected quantitative information revealed that only 2.9 percent of 107 tourists (48.6%) had gambled on the occupied territories. The majority of these people came from England and had typically college education, were married, mostly females, and between the ages of 31 to 45.

The difference between the qualitative and quantitative findings could be the result of the relatively small sample size used in the survey. In addition, since the North Cyprus was essentially the political issue, during the questionnaire completion both the local residents and the tourists were hesitant to expose their gambling behaviour on the occupied territories, and thus, it could be assumed that the respondents did not truly answered this specific question.

Nevertheless, the common opinion among the interviewees was that the development of the casino industry in the Greek-Cypriot part of the island would “prevent a lot of people going to another side” (GT2) as well as “directly reduce the amount of money that is now spent by tourists who visit the occupied part” (H1).

The third casino contribution to tourism development was the enhancement of tourism product and overall tourists' experiences. The tourism practitioners emphasised that casino would be "integrated in the leisure complex, in the leisure environment" (GT1) with the "theme parks, leisure activities, entertainment, shopping" (H1) as well as "shows, concerts and many other events" (GT2). These factors were undoubtedly viewed as an "addition to the value of the overall tourist product that country will offer" (H1) and as an opportunity to have "much more interesting experience" (GT2) by "enjoying the vacation and leisure with casino" (E3).

The last but not least casino's role in tourism development was derived from all other categories and referred to the casino's economic input to the overall tourism sector. The majority of the respondents commented on how the increase of tourism arrivals would result in higher occupancy rates in the hotels, as well as raise the profits of people who work in the tourism sector. For instance, one of the participants commented:

An extension of tourism is any economic activity that would benefit the tourism. Casinos is one way that will benefit the tourism infrastructure in Cyprus and many tourists travel and will stay extra days or and spend extra money on casinos here in Cyprus. (E1)

In summary, according to the respondents, the tourism industry and the potential casino introduction were interdependent, because the casino was viewed as a way to achieve tourism objectives that contributed to the overall tourism development. In addition to "getting some more quality tourism" (T4), the objectives of the seven-year plan included:

We've started in 2003 and our tourism action plan goes until 2010 and this study identifies the nature of tourism objectives, such as an increase in tourism expenditure, the improvement of seasonal structure of tourism, diversification of our market, enrichment of tourism product and tourism experience. So we have identified that possibly

the creation and the operation of the casino resort will contribute towards these objectives. (GT1)

The second reason for the casino introduction carried the political significance and referred to the “uncontrolled casino industry” (GT3) in the Turkish Republic of Northern Cyprus. The majority of the participants agreed that “a lot of Greek-Cypriots are going to the casinos in the North and spending quite a lot of money” (E1) which consequently “affected negatively the economy of Cypriot community” (LE).

The statistical analysis revealed that out of 113 residents, 21 percent visited casinos on the occupied territories mostly between 2 to 4 times. Typically these people had college education, were single, male, and between the age category of 18 to 30. It can be assumed that since this particular segment of population did not witness and lived through the Turkey invasion, they may feel more comfortable gambling in the Turkish occupied side.

In addition, the respondents were also concerned with the social impacts that casinos on the occupied side had on residents. For example, one of the respondents mentioned:

There is absolutely no social measure in place to counteract the negative influences. So what we have at the moment is the situation whereby we suffer perhaps, Cypriot community suffers of the negative influences of casinos and none of the positive ones. (GT1)

As a result, the government of Cyprus started considering the casino proposal. According to the interviewees, the ideology was that “Cypriots will stay here and spend their money internally without going to the other side” (E2) and thus, “an invisible sheet of competition will appear in between the two sides” (E1). The interviewees added that if the casinos were introduced in Cyprus, “the technical and specific legislation” (GT1) would safeguard negative social

influences as well as the funds would be available to “engage in appropriate social programs” (GT1).

The third reason behind the introduction of the casino industry in the Greek-Cypriot community was the long time anticipation. This category directly relates to the Cypriot gambling nature discussed in the previous section. Based on the analysis of all interviews, it could be concluded that “for a long time the locals wanted to have a casino, wanted to play in a casino” (M). One of the respondents added that the results of the “analysis of the incomes from the legal forms of gambling such as bingos, lotto” (GT2) suggested that if a casino was introduced it would be “a profitable operation” (GT2). Until now, “half of population of Cyprus” (M) have satisfied their needs in the betting shops, however, the casino would give them a chance to play in a “high-standing establishment with more entertainment opportunities” (H1).

In addition, the respondents mentioned the casino’s contribution to the national economy through the collection of taxes and the creation of new employment opportunities. A few interviewees stated that the security firms would be affected, while others emphasised the potential casino owners’ investments in the improvements programs of the local facilities.

From the Table 4.4.2 it is evident that the majority (51.8%) of respondents believe that the casino would be an attraction to tourists. However, this category consisted of the majority of local residents, while tourists primarily associated casinos with an increase of jobs opportunities. Consequently, it could be suggested that tourists would not be as interested in the casino introduction as local residents anticipated, which is examined more in-depth in the next section 4.5.

Table 4.4.2: Respondents' Perceived Benefits of Casino Introduction

	Respondent Groups		Total Sample
	Residents	Tourists	
Sample size (n)	113	107	220
Perceived benefits (%)			
Employment opportunities	15.5	20.0	35.5
Recreational opportunities	10.5	10.0	20.5
Attraction of tourists	32.7	19.1	51.8
Benefits to economy	3.2	4.1	7.3
None	9.5	10.9	20.5

In summary, the interviewees and the survey respondents believed that the casino industry would assist in tourism development through the achievement of the planned tourism objectives as well as contribute to the decrease in the number of Greek-Cypriots who play in the casinos in the Turkish occupied territories. Moreover, the residents' constantly growing demand for the casino introduction was also the reason for this project consideration. In addition, the respondents frequently mentioned that a casino would be beneficial to the national economy. At the same time, however, the interviewees as well as survey participants emphasised some of the factors against the introduction of the casino industry that are presented in the next subsection.

4.4.3 Casino Introduction Opposing Arguments

Aside from the positive aspects of potential casino introduction, the interviewees also mentioned the negative sides of the casino proposal. The most common one referred to the Cypriots' gambling nature, which was discussed in the section 4.3. Participants argued that the local residents were already addicted to gambling and since "casino in the society will increase the urge of going in and spending even more money" (E1), they would gamble more and, at the end, suffer "terrible consequences" (M). These "consequences" referred to the different socio-economic problems. For instance, one of the respondents mentioned that "we have to be prepared

to also accept some major social problems which involve economical malfunctions within the society” (E2).

The interviewees placed particular emphasis on the potential “family problems” (B1) with regard to an increase rate in divorces due to the “loss of money and properties” (T4) and an “uncontrollable gamblers psychological condition” (E4). Support these arguments, the quantitative data revealed that the most commonly identified gambling impacts were the threat of becoming a compulsive gambler as well as personal financial instability. Additionally, since the casino industry is a “money business” (H2), the respondents frequently associated the casino introduction with an increase in crime rates. The summary of perceived negative gambling impacts is presented in the Table 4.4.3. The respondents had an option of selecting more than one response.

Table 4.4.3: Respondents’ Concerns with Casino Introduction

	Respondent Groups		Total Sample
	Residents	Tourists	
Sample size (n)	107	113	220
Gambling Concerns (%)			
Increase in crime	15.0	13.2	28.2
Underage gambling	10.9	11.8	22.7
Financial instability	17.3	19.5	36.8
Become compulsive gambler	24.1	25.5	49.5
Religious concerns	4.1	0.9	5.0
Family problems	1.4	1.4	2.7
None	9.5	9.5	19.1

Furthermore, the other argument against the casino introduction was the resistance of the social institutions such as church and casino association:

Right after that there was a creation of the Cyprus Casino Association which is majorly against the idea of creating the casino business in

Cyprus. So that's the latest study indicates clearly that casinos can bring something but they take also quite a lot. (E1)

The social organizations have identified the variety of reasons against the casino introduction majorly referring to the potential negative impacts on the society that were mentioned above. They claimed that there was a strong objection by people against the casino proposal and they have utilized the variety of means such as television, newspaper and press releases to communicate the harmful gambling effects. It should be noted, however, that a few participants remarked that the social institution did not have the power in the political arena and thus, in the casino introduction decision process.

Moreover, the respondents questioned the potential restrictions that the government might impose on the casino operation. The interviewees argued that the proposed restrictions such as age control, financial stability verifications and monetary limits were “discriminatory in nature” (E3) because they discriminated against lower class people. The respondents also mentioned that “the gambler will always find a way to gamble” (B1) by “circumventing the constraints” (E3). The participants added that “if somebody is not a gambler he will not be a gambler because there is a casino” (LE).

In addition, several respondents mentioned that the casino proposal has been “overemphasised” (E4). The interviewees believed that it would “be better to create and market something else instead of casino” (T1), such as new sport activities and cultural tourism. The respondents clarified that they “do not want to see gamblers in the town because they are a bad influence” (E3) and gave preferences to “other special interest tourists” (E3).

Overall, the negative socio-economic gambling impacts, questionable restrictions, social institutions resistance and the addictive gambling nature of the local residents were the factors that respondents identified as “opposing” to casino introduction. It should be noted, however, that even though all the interviewees could easily identify harmful impacts of gambling and casino industry, most of them believed that it will “bring more benefits to society than harm” (H1). To examine this issue further, the respondents’ reactions to casino introduction are presented in the next section.

4.5 Respondents’ Reactions to Casino Introduction

This section summarizes the respondents’ responses to casino introduction in the Republic of Cyprus, which are expressed in the form of their attitudes. The bivariate correlation and linear regression between the participants’ attitudes towards gambling and attitudes towards casino introduction appeared to be relatively weak (-0.299 and $R^2 = 0.089$ respectively). Therefore, one may conclude that the respondents’ opinions on the casino introduction were not based on their attitudes towards gambling. Indeed, during the interviews it became evident that even though people were aware of the gambling detriments, they still “hope that casino will mostly bring benefits” (T3). For instance, one of the respondents mentioned:

Although I don’t agree with that but not as a mother, or as a wife but living on a small island where the half of the income is from tourists, I see that the casino is not a must but it will be worth it. (B2)

In addition, this section examines participants’ physical reactions in terms of their potential gambling behaviour once the casino is open in the Republic of Cyprus. The findings are based on the potential visit to the casino as well as the possible frequency of visits.

4.5.1 Attitudes to Casino Introduction

The statistical analysis of the collected surveys revealed that out of 220 respondents 46.9 percent agree (including strongly agree) with the introduction of the casino business in Cyprus. 31.4 percent of all participants felt negatively towards the casino proposal, while 21.8 percent remained neutral. The detailed findings are presented in the Table 4.5.1 below.

Table 4.5.1: Respondents' Attitudes to Casino Introduction

	Respondent Groups		Total Sample
	Residents	Tourists	
Sample size (n)	113	107	220
Sample size (%)	51.4	48.6	100
Strongly agree	10.5	0.9	11.4
Agree	20.9	14.5	35.5
Disagree	7.7	7.3	15.0
Strongly disagree	6.4	10.0	16.4
Indifferent	5.9	15.9	21.8

With regard to the demographic characteristics of all respondents, the statistical analysis showed that the majority of local residents, who were in favour of the casino introduction, was represented by the people with higher level of education, mainly men, between the ages of 31 to 45, and married. Paradoxically, the residents who disapproved the casino initiative had a similar demographic profile with the above group, with the only difference in the “disagree” category, which was mainly represented by women. However, the noticeable distinction was spotted in the “indifferent” group. The residents who felt neutral towards an introduction of the casino were predominantly single, between the ages of 18 to 30, both genders respectively and with college or less education.

Furthermore, it appeared that the tourists' demographic profiles under each attitude category were relatively opposite to the residents' demographic characteristics under the same attitude groups.

For instance, the travelers who were in support of the casino introduction were mainly females, between the ages of 18 to 30, and single. The tourists who disagreed were mostly men, between the ages of 18 to 45, and married. Surprisingly, even though the demographic profiles of tourists who felt strongly negative about casino introduction was expected to be similar to the ones who just disagreed, the major differences were spotted in the gender and age categories. People who strongly disapproved the casino initiative were predominantly women and between the ages of 46 to 60. The ones who felt indifferent about the issue tended to be between 18 to 30 years old, females, and married.

In addition, the above table indicated the disproportion between the number of tourists and residents under several attitude categories. For instance, there was a noticeable difference in the “strongly agree” category, which was mainly represented by residents. The possible explanation for this tendency could be the one mentioned in the section 4.3, referring to the Cypriots’ gambling nature. Another reason for the local residents to be in favour of the casino could be the perceived benefits (section 4.4.2), such as an increase in tourist arrivals, improvements of economy, and a decrease in the number of Greek-Cypriot gamblers in the occupied Turkish territory.

Furthermore, a relatively large proportion of tourists in comparison to local residents felt indifferent about the casino introduction, meaning that they were not really concerned whether the casino was built or not. Indeed, the majority of tourists either disagreed with the introduction of the casino basing their arguments on the knowledge of potential consequences or simply said that “we do not really care” (Russian tourist) because “there are casinos in our home town” (British tourist) and “why would we spend all these money and time to come to the sun and sea

country and then go to casino there?!” (German tourist). Tourists who felt positively about the casino introduction perceived it as “another recreational opportunity” (Russian tourist) and were mainly the returning visitors who wanted to add more to their Cyprus holiday experience.

The analysis of the respondents’ attitudes towards the casino introduction revealed that participants’ attitudes to gambling did not determine their attitudes to the casino introduction. Moreover, the statistical findings indicated that the majority of the respondents were in favour of the casino introduction, while the rest of the people either disapproved this initiative or were indifferent. Additionally, those who agreed to the casino introduction were mainly local residents, while those who objected or felt neutral about it were predominantly tourists. To further analyse the casino introduction proposal, the respondents’ potential gambling behaviour is examined.

4.5.2 Potential Gambling Behaviour with Casino Introduction

This section was divided in two primary parts: respondents’ potential visit to a casino in the Republic of Cyprus and residents’ potential frequency of visits to casino. The potential casino visit was measured on the 4-point Likert response scale (1 being very likely; 4 not at all), while the frequency ranges were between “few times a week” to “never”. The percentage under each response category was calculated out of the sample size percentage of each respondent group. The respondents’ potential casino visits in the Republic of Cyprus are presented in the Table 4.5.2 below.

Table 4.5.2: Respondents' Potential Visit to Casino in the Republic of Cyprus

	Respondent Groups		Total Sample
	Residents	Tourists	
Sample size (n)	113	107	220
Sample size (%)	51.4	48.6	100
Potential visit to casino (%)			
Very likely	5.9	2.7	8.6
Most probably	11.4	4.1	15.5
Maybe	20.0	9.5	29.5
Not at all	14.1	32.3	46.4

The table analysis resulted in the 53.6 percent of the respondents who would potentially visit a casino in the Republic of Cyprus, and the 46.4 percent were the respondents who would never go. However, there were noticeable differences among the responses of each respondent group. It appeared that the majority of the local residents were likely to visit a casino (73%), while the majority of tourists (66%) believed that they would never go there.

Furthermore, a slight correlation (.491) was identified between the respondents' personal gambling behaviour and the potential visits to the casino in the Republic of Cyprus. It appeared that the majority of the local residents who did not gamble on the regular bases (73.5%) would "maybe" visit the casino, while the "most probably" category was mainly represented by residents who considered themselves as gamblers (26.5%). With regard to tourists, out of the 76.6 percent of non-gamblers, 59.8 percent ticked "not at all" category, while the opinions of gamblers (23.4%) was scattered evenly in four other response categories (4.7%, 5.6%, 6.5%, 6.5%). To further analyse the respondents' potential behaviour, the probable frequency of the visits was identified and presented in the Table 4.5.2.1. It should be noted, however, that the findings were only based on the local residents because tourists only stayed temporary on the island and thus their responses were not statistically representative.

Table 4.5.2.1: Residents’ Potential Frequency of Casino Visits in the Republic of Cyprus

	Residents
Sample size (n)	113
Few times a week	5.3
Once a month	11.5
Once in a few months	28.3
Once a year	27.4
Never	27.4

The differentiation in responses under the “once in a few months”, “once a year” and “never” categories were insignificant and represented the majority of the opinions. A relatively strong correlation (.812) was found among the potential casino visit and the frequency of visits. The results of the data analysis indicated that the majority of the “very likely” casino visitors would go there “few times a week”, while the ones who would go “once a month” were the respondents who would “most probably” visit a casino. The next two frequency categories were mostly represented by people who would “maybe” go to the casino (14.2% and 23% respectively), while the last one, as it was expected, consisted only of people who would never visit a casino (27.4%).

In summary, the majority of the respondents would potentially visit a casino; however, these people were mainly local residents. The tourists, on the other hand, generally agreed that they would not go to casino and even if they considered it, they tended to respond “maybe”. The same tendency was spotted in the attitudes towards the casino introduction, where the residents felt more positive about the casino proposal, while the tourists disagreed or were neutral. With regards to the frequency of the casino visits, the majority of the residents selected the categories that either represented relatively infrequent or never.

4.6 Chapter Summary

This chapter presents the major results of the analyzed 220 questionnaires, completed by tourists and residents, and 19 extensive interviews, conducted exclusively with local participants from different social and industrial fields. The demographic profiles of the local residents and the tourists were identified in order to make the references to the other sections of the chapter. Based on the qualitative data as well as the official government information, tourism industry in the Republic of Cyprus is one of the major economic growth strategies. The analysis of the tourists travel patterns reveal that the majority of travelers come from United Kingdom and Russia, primarily for holiday purposes.

Furthermore, to determine the respondents' reactions to the casino proposal, their attitudes towards gambling and the casino introduction were statistically and qualitatively measured as well as their existing gambling patterns and potential gambling behaviours with the casino introduction were examined. It appears that the majority of the survey respondents feel negative or neutral towards gambling. At the same time, however, the respondents were supportive of the casino proposal, basing their arguments on the potential casino industry's economic contribution. It should be noted that the majority of the survey respondents, who were in favour of the casino introduction and were most likely to visit a casino if it starts to operate, were local residents. In addition, it appears that the main casino supporting argument is its anticipated contribution to tourism development, followed by the prevention of the Greek-Cypriot residents from crossing the border with the Turkish Republic of Northern Cyprus. The opposing arguments, on the other hand, refer to the local residents' gambling nature and gambling negative socio-economic impacts on society. The next chapter summarizes thesis and presents the major findings with the focus on their academic and practical implications.

CHAPTER 5

Discussion

The intent of this chapter is to outline the thesis and highlight this study's key findings, derived from the academic literature and the case study, the Republic of Cyprus. The findings are further analysed and the academic and practical implications for the Cypriot community development are summarized.

5.1 Thesis Synopsis

The origins of gambling activities go back to ancient times, when people threw dice for solving a dispute or simply entertain themselves. Men and women, of any age and social status were always prone to wage their money or something of material value on an event with an uncertain outcome. Over the years, with improvements in the gambling facilities and establishments, this desire has developed into a global multi-billion dollar gambling industry. The attractiveness and accessibility of games of chance resulted in a growing number of gamblers. Moreover, the tendency to travel for the gambling purposes or at least to spend money on leisure that is partially expressed through gambling has resulted in an increase in gambling as an element in one of the economic sectors, tourism. Since both gambling and tourism industries are seen as a contradictory issues referring to their positive and negative socio-economic impacts on the society, these trends have significantly shaped communities' wellbeing and stability.

These phenomena inspired this study that explores in-depth the relationship between the gambling industry, tourism and community development by identifying the residents' attitudes and behaviours towards gambling. To effectively evaluate the relationship between the given variables, the Republic of Cyprus was selected as the case study. An invasion by Turkey in 1974

divided island into two parts: the Republic of Cyprus and the Turkish Republic of Northern Cyprus (TRNC). In both sides, tourism is the major economic activity and the tourism practitioners constantly propose the variety of ways to increase the number of tourism arrivals. The academic literature confirms that the gambling industry is an extension of tourism and is often used to attract the international visitors to the destination. In the north, controlled by Turkey, the gambling industry has been legalized and has approximately twenty casinos located in the eleven cities. In the Republic of Cyprus, on the other hand, only some forms of gambling are permitted by legislation, such as sport betting, bingo and lottery. To be able to compete in the tourism market, as well as to enhance the travelers' experience on the Greek part of the island, the Cyprus Tourism Organization proposed to introduce the casino industry. This proposal subsequently became an issue of debate causing tension among the various stakeholders given its possible undesirable impacts on the local communities.

Based on the purpose of the study and the situation in the Republic of Cyprus, the main research question was "What are the implications for community development of introducing casino-style gambling as a part of the tourism industry to the Republic of Cyprus?" To answer this question effectively, a series of other questions were explored. The first one referred to the examination of the relationship, portrayed in the academic literature, between the gambling industry, tourism and community development. It contributed to the identification of the factors that are important to consider when looking at the introduction of gambling as a part of the community and tourism development strategies. As a result, the Community Socio-Economic Development Framework was created that summarizes the tourism and gambling industries' impacts on the society. These impacts were incorporated in the questionnaire, aimed at collecting the respondents' opinions on the casino proposal, in order to analyse the relationship between Greek-Cypriot community

development and gambling. The review of the literature also provided some comparative information from other cases that helped to select the appropriate methodology for this study.

The second sub question focused on the attitudes and behaviours of the local residents and tourists towards gambling and the potential casino development in the Republic of Cyprus. The intention of this question was to determine the influence of the casino industry on the future and wellbeing of the local society from residents' perspectives, who will be exposed to it on the every day basis, and from tourists, for whom primarily, according to the tourism practitioner, casino is introduced.

Once the research question and the sub questions were stated, the next step was the conduction of the field research. For the purpose of this study mixed methods approach was selected, which combined quantitative and qualitative methods. The quantitative data was collected using the eighteen-question survey, requiring the respondents: demographic information, attitudes to gambling and casino introduction, personal gambling behaviour, perceived concerns and benefits of casino industry, and potential behaviour once the casino is introduced.

As a result, 220 questionnaires were completed, 113 by local residents and 107 by beach tourists. The qualitative data collection strategy was interviews with 19 local residents from different social fields, such as tourism, international business, government and other. The interviewees were asked to provide their opinions on the anticipated benefits and detriments of the casino industry, the reasons for its introduction, and the potential changes in the community once it starts to operate.

The research was carried out in the Republic of Cyprus, from August 2007 until the middle of September 2007 in four towns: Nicosia, Limassol, Larnaca and Agia-Napa. As the data was collected, the process of its analysis began. The surveys were coded into SPSS and were examined using a variety of statistical techniques. The interviews were analysed using the analytical induction method which allowed assessing commonalities among the opinions of the participants. The main steps of the qualitative data analysis included: interview transcription, multilevel coding, classification and labelling of the codes, and interpretation of the identified categories.

To balance the weaknesses of one method with the strengths of another as well as to have an opportunity to cross-validate the findings of the study, concurrent triangulation strategy was adopted as one of the strategies of mixed methods approach. Therefore, interviews and surveys were collected and analysed separately but the findings of both methods were compared and confirmed. They are presented in the next section of the chapter together with the findings from the literature review of community, tourism, and gambling.

5.2 Major Findings of the Study

To effectively summarize and evaluate the findings of the study, this section is divided in two parts in accordance with the sub questions of the main research question. The first part is the findings from the literature review referring to the relationship, portrayed in the academic literature, between gambling industry, tourism, and community development. The second part describes the attitudes and behaviours of the local residents and tourists towards gambling and the potential casino introduction in the Republic of Cyprus, which were collected through 220 questionnaires and 19 qualitative interviews.

5.2.1 Findings from Academic Literature Review

Growth and the increasing popularity of the gambling activities among the society members enhanced the interest of tourism practitioners in introduction of the gambling industry as a part of the overall tourism product; however, at the same time, the gambling negative impacts on the residents challenged and questioned local communities' future and wellbeing. There are a considerable number of studies dedicated to the relationship between gambling, tourism and community development. The main findings emerged from the reviewed literature are summarized below.

To understand and evaluate the roles of tourism and gambling in society, the first step was to examine the concept of the community. The word "community" has a variety of definitions depending on its characteristics and the context it is utilized in; however, the main principle is unchanged. It refers primarily to people who may live in the same geographical settings and have common interests. To benefit the community and themselves, these people also referred to as "community members" or "community residents" attempt to create and establish favourable conditions in the society to which they belong by introducing and supporting the new businesses and activities. In the literature, this process is called community development. For example, the activities, such as the opening of education institutions and the encouragement of foreign investments, are the part of the community's development process. However, some of the authors question the degree of the government participation in the decision regarding the community development approaches. They argued that the minimum participation of residents could limit the number of the proposed projects and thus, result in the reduction of benefits.

Regardless of whether the new initiatives are proposed by the government or the community members, they are still divided in two parts: social, referring to members' personality development, empowerment, fulfillment of desires and gaining control over their lives; and economic, referring to the activities and businesses from which community members can economically as well as socially benefit. In addition, a number of studies concentrated on the measurement of the communities' development. The authors commonly agree that there are three types of indicators: economic, social, and environmental. For example, the economy of the country can be measured by calculating Gross Domestic Product and employment rates. Social development is indicated by the number of schools and the effectiveness of the public services, while environmental can be signified by the agricultural and natural resources and directly relates to the country's socio-economic stability.

The tourism industry, according to the literature, has recently been recognized as one of the communities' economic growth strategies. If tourism is introduced, the extent to which the society depends upon it is based on the degree to which society relies on it as a generator to the national economy. For instance, in the Republic of Cyprus tourism is a major economic activity, and consequently, community's economic prosperity heavily depends upon successful tourism development.

The literature pointed out that the tourism industry increases employment opportunities, tax revenues, and property value, while decreases the poverty rates. However, there are several drawbacks. For instance, in most cases tourism generates only seasonal job opportunities and merely lower level positions for the local population. The social impacts, on the other hand, are frequently discussed in the context of tourism contribution to the development of skills and

decrease in vulnerability of community members, as well as improved access to information and an increase in recreation facilities. At the same time, several studies indicate a few setbacks, such as transportation and accommodation problems, diminishing residents' control, decrease in traditional activities, and increase in crime rates.

In essence, the academic literature points out that the link between tourism and community is the tourism influence on the economy and social stability of the given society, which strongly depends upon the type of tourism that is practiced in the community. Recently, one of the popular tourist activities is gambling. People either travel specifically for gambling purposes or enhance their holiday experience by going to the casino. A considerable amount of academic literature is dedicated to the gamblers' behaviour. The authors argue that the person's gambling activities depend upon the external variables (i.e. demographics, socioeconomics, personality and motivation) and attitudes towards gambling. For example, if a person perceives gambling negatively, then highly unlikely he or she will gamble and other way around.

Morrison and colleagues (1996) approached differently the issue, by comparing the casino resort vacationers with other types of travelers. The authors concluded that the former tend to be older females or married couples with relatively low income level, who are less engaged in the outside activities. The main attraction for them is a casino, the preparation time for the trip is little, and the aim of the trip is predominantly relaxation, fun and entertainment. Moreover, Gray (1989) divided tourist behaviour in two types: "wanderlust" and "sunlust". The travelers who are in the latter category have similar characteristics as casino vacationers, while the "wanderlust" tourists perceive casino as another object of the sightseeing and only go there for the sake of experience.

In addition, the academic literature established the link between gambling, tourism and political borders. Significant number of tourists is attracted to the neighbouring countries or states with the casino resorts, either because gambling industry is not fully developed or all forms of gambling are illegal in their countries.

From the review of the above arguments, it can be concluded that the relationship between gambling and tourism is that the former is a recreational tool used to attract international visitors. However, the most profound impacts of the gambling industry are not only on tourism development but on a community where gambling is practiced. Similar to tourism, the gambling industry also influences society's socio-economic development both positively and negatively. These impacts are either expressed through the existing visible changes in the residents' life styles or from their perspectives on the prospective changes. The authors identify that the beneficial impacts of gambling may be the preservation of historical monuments and the development of recreational opportunities, while the detrimental ones refer to the increase in crime rates, underage gambling, problems in families, and the most commonly identified, compulsive gambling behaviour. Despite of the severe gambling consequences, the significant number of communities encourages the development of this business.

The major reason for this tendency is the gambling industry's economic contribution. Gambling attracts tourists, who by using the tourism services and purchasing tourism products generate revenue to the economy. In addition, tax revenues and employment opportunities are increased as a result of the introduction of the gambling industry. At the same time, however, the academicians question the gambling industry's input to the community's economic stability, since the community members lose their money on the casino floor.

In summary, according to the academic literature, the relationship between community development, gambling, and tourism is based on the socio-economic impacts that the industries have on society. Both tourism and gambling are introduced as the economic growth strategies of the community. At the same time, they impact the socially development of the given community. Simultaneously, both industries are also linked to each other. Gambling is used as a recreational tool to attract visitors who either desire to satisfy their gambling needs or who want to enhance the overall travel experience by visiting a casino.

5.2.2 Findings from the Case Study of the Republic of Cyprus

The findings in this section are outlined in accordance with the major categories in chapter four: characteristics of the respondents, respondents' opinions on gambling, respondents' gambling behaviour, casino introduction assessment, and respondents' reactions to casino introduction.

The respondents' characteristics primarily referred to the survey sample and were divided in two categories: demographic (both residents and tourists) and travel patterns (tourists only). The demographic analysis was broken down by gender, age, education, and marital status. It was identified that out of the 220 respondents, the majority were well-educated, married or single and were below 45 years old. The local residents, who represented 51.4 percent of all respondents, were predominantly male, between the ages of 18 to 45, with college or university education, and were either married or single.

With regard to tourists, the majority of travelers to the Republic of Cyprus were the ages of 18 to 30, well-educated, either single or married, and predominantly females. Their travel patterns were analysed based on their country of residence, total number of visits, and the purpose of travel to

Cyprus. According to the collected data, the majority of travelers were either from the United Kingdom or Russia, first time visitors, and came mainly for holidays. The interviewees confirmed that the tourism industry is the major economic activity in the Republic of Cyprus. The respondents mentioned that even though tourism in Cyprus faces several challenges, such as seasonality and the outflow of tourists to the occupied Turkish territory, the casino industry could potentially be a solution to these problems as well as contribute to the overall tourism development by enhancing the experience of the already established tourism markets, and by attracting the visitors from the neighbouring countries.

Furthermore, the respondents' attitudes towards gambling were collected and measured on the 5-point Likert response scale (1 being extremely negative; 5 being extremely positive). The findings indicated that the vast majority of respondents in both groups were either negative or neutral towards gambling, and only relatively small percentage perceived it as somewhat positive, the majority of whom were local residents. To supplement the survey results, the interviewees were asked to describe their perceptions of gambling industry, with particular emphasis on the casino-style gambling. The images of a casino as well as of any other gambling activities that respondents had were primarily based on media, personal experiences and observations. Casino industry was considered to be a good form of recreation, attraction for international visitors, and as a potential benefit to the national economy, while at the same time it was a criminal business that negatively impacted people.

The third category of findings referred to the respondents' gambling behaviour. On the one hand, the analysed data demonstrated that the vast majority of the respondents did not gamble on the regular basis. The participants who were in this category could bet a small amount of money

mainly for self entertainment, or out of curiosity or try own luck. On the other hand, the qualitative data contrasted the survey results, referring particularly to the local residents. According to the interviewees, Cypriots are gamblers by nature and betting in the gambling houses is one of the most popular activities in their lives. In addition, while the survey revealed that the majority of all respondents who gambled on the regular bases were single, with university education, between the ages of 18 to 30, and masculine gender, the interviewees argued that any person could be a gambler and the impacts of their gambling activities on their lives were predetermined by their financial status. Indeed, the interviewees believed that a wealthy player could afford gambling, while for the poor gamer who played specifically to improve the personal financial situation, gambling could turn into an unrecovered loss.

The fourth findings' category was the assessment of the casino proposal based on the following factors: casino introduction stages, casino introduction supporting arguments, and casino introduction opposing arguments. Derived from the collected information, the first step in the casino industry introduction process was the conduction of the researches and studies on the potential casino socio-economic impacts on the Cypriot community. The results of the researches are then presented to the government for the evaluation. Provided that the negative social impacts do not exceed the certain allowance level, the government may consider the proposal. If the political parties are in favour of the casino industry, then they have the responsibility to create a proper legal framework that would counteract the negative casino impacts. The last step in the casino introduction process is the decision regarding the physical attributes of the casino, such as location, number, and types of casinos.

Regarding the casino supporting arguments, the findings in Chapter four indicated that the main reason for the casino introduction was the residents' belief that the casino industry would assist in tourism development through the achievement of the planned tourism objectives, some of which included attraction of tourists with the higher spending power, prevention of tourists outflow to the occupied territories, and enhancement of tourism product. Another argument for the casino introduction was its contribution to the decrease in the number of Greek-Cypriots who play in the casinos in the Turkish occupied territories. In addition, local residents' constantly growing demand for casino(s) and their awareness of the industry's positive input to the national economy were the supporting reasons for the casino operation in the Republic of Cyprus.

At the same time, however, the interviewees expressed a variety of concerns. For instance, the participants questioned a power of the restrictions, referring to their "discriminatory" nature and the gambler's ability to circumvent them. The interviewees added that the factors such as the resistance of social institutions (i.e. church) and the gambling nature of the local residents could strongly influence the government's decision regarding the casino proposal. However, the respondents' major concerns were the negative socio-economic impacts on the local communities. From the survey, it was evident that the main problem that was associated with gambling was the threat of becoming a compulsive gambler, followed by the personal financial loses, and possible increase in crime rates. Ironically, even though all the interviewees could easily identify harmful impacts of the casino industry, most of them believed that it would be more beneficial to the local society than detrimental, primarily because it would contribute to tourism.

The last category of findings focused on the respondents' reactions to the casino proposal. Paradoxically, participants' attitudes to gambling did not determine their attitudes to the casino introduction. The data analysis revealed that the majority of respondents were in favour of the casino introduction, while the rest of the surveyed population either disapproved this initiative or were indifferent. Those who supported the casino introduction were mainly local residents, while those who objected it or felt neutral about it were predominantly tourists, whose positive attitudes towards the casino initiative was discouraged by the knowledge of the negative gambling consequences as well as numerous opportunities to gamble in their home towns. It should be noted, that the findings were based on the beach tourists only, the majority of whom were the representatives of the European and Eastern European countries, and thus, generalisation of the results might need further support beyond the scope of this study. In fact, according to the tourism practitioners, the casino's target market is anticipated to be the travelers from the Middle East countries. These tourists are in most cases restricted to gamble in their countries, and since Cyprus is geographically close, the tourism experts expect an increase in their arrivals with the introduction of the casino industry.

Moreover, similarly in concept to the above findings, the data analysis revealed that the majority of respondents would potentially visit a casino but these people were mainly local residents. The tourists, on the other hand, commonly agreed that they would not go to a casino and even if they considered it, they tended to respond "maybe". In addition, the residents were asked to comment on the potential frequency of the casino visits. The findings indicated that the majority of survey participants would visit casino occasionally.

The identification and in-depth examination of the above findings provided the background for the main research question, which focuses on the implications for community development of introducing the casino-style gambling as a part of the tourism industry in the Republic of Cyprus. The comparison of the literature findings with the case study's results, which is provided in the next section, may identify additional important implications for the Cypriot community development, and thus should be incorporated and discussed in the findings discussion chapter.

5.3 Study Implications

This section discusses the implications of the previously reviewed findings. Therefore, it is divided in two parts: academic implications, referring to the comparison of both sets of findings and the thesis contribution to the literature which is expressed through the fulfilment of the literature gaps, identified in the Chapter two; and practical implications, specifically referring to the impacts of the casino industry on the local economy. According to the respondents, the introduction of the casino industry is anticipated to have a positive influence on the economy that is primarily expressed through the development of the tourism sector, be politically significant, and create social issues for the local residents.

5.3.1 Academic Implications

This section discusses the implications of the study's results for the academic literature. To accurately present the implications, the section is divided in two main parts: comparison between the literature findings and the case study findings; and the contribution of the thesis to the academic literature, which is based on the fulfilment of the gaps that were identified in the reviewed studies in Chapter two.

5.3.1.1 Comparison between Findings of Academic Literature and Case Study

From the previous section it is evident that there are a significant number of studies that concentrate on the community development in relation to tourism and gambling. Based on the definition of the United Nations, community development is a process of achieving favourable economic and social progress within a community with its members' active participation. From the Community Socio-Economic Development Framework, outlined in section 2.4, it is evident that tourism is considered to be one of the activities that communities may practice to have a prospering environment. Joppe (1996) furthered the argument by stating that tourism can be a part of the country's economic growth strategy. Confirming the literature findings, residents of the Republic of Cyprus perceive tourism industry as a main contributor to their economic stability through the provision of the employment opportunities in service sector as well as the generation of the additional tourists' dollars to the national economy.

Becker and Bradbury (1994) continue the discussion of tourism and community by linking tourism not only to the economic but also to the social community development. The authors concentrate on the negative consequences of the tourism industry, such as a shortage of affordable housing, an increased dependence on minimum wage, and rapidly diminishing control over the local decision-making. Simpson (2007), on the other hand, outlines a range of industry's positive social impacts, such as the decrease in vulnerability, development of skills, and improvement of access to information. However, in the course of the study, only few participants commented on the tourism social impacts that included the increase in the recreational facilities, ability to afford properties and send children to study abroad. Hence, the majority of the respondents focused on the economic aspects, which may suggest that the social development of the community as a result of tourism is not a priority at the moment.

Moreover, the academic literature points out that the tourism impacts on society and the residents' attitudes towards them depend upon the type of tourism that is practiced in a community. For instance, Andereck and Vogt (2000) concluded that in comparison to the creation of outdoor recreation facilities, the developments such as bars, clubs, and gambling facilities are usually unacceptable for most of the communities. The American Gaming Association (2006) contradicted the statement by declaring that people tend to believe that a casino industry can be an important part of the community's entertainment and tourism options. The similar trend was spotted in the Republic of Cyprus. The majority of the respondents are in favour of the casino introduction because they are certain that a casino industry will contribute to the overall tourism development.

Leiper (1989) who studied the subject in-depth established a link between political borders and casinos that attract significant number of gambling tourists or day-trippers. The similar tendency was spotted in the case study. According to the interviewees, tourists and local residents travel to the occupied Turkish territory for the casino gambling purposes. Based on the research findings, it can be concluded that this issue concerns the Cypriot government, tourism practitioners and the local population in general. As a result, the common opinion among the local residents, that the casino industry in the Republic of Cyprus will limit the number of tourists and residents, who cross the border.

Furthermore, Collins and Lapsley (2003) add that the gambling industry contributes to the increase in tax revenues and in employment opportunities. Similar opinions were found among the majority of the respondents in Cyprus. At the same time, however, the respondents were aware of the gambling negative impacts, such as crime (Goldman, 2006), suicide (Blaszczynski

and Farrell, 1998), and underage gambling (Gupta and Derevensky, 1997). Consequently and at the same time ironically, their attitude towards gambling is different from the attitude towards the casino introduction, in being more negative.

Cummings & Corney (1987) examined gambling behaviour and concluded that it positively correlates with the person's attitude towards gambling. On the one hand, the survey respondents felt negatively towards gambling and as a result, they were not planning to frequently visit the casino premises. On the other hand, the interviewees argued that the residents are addicted to the already legalized gambling activities and wait impatiently for the casino introduction. In parallel to this statement, Reith (2006) stated that the closer the gambling facilities to the household, the higher probability of its members to become obsessive gamblers. It is, thus, reasonable to assume that the qualitative findings together with the literature suggest that the local residents might be strongly influenced by the new initiative.

In summary, the findings from the literature and from the case study suggest that the tourism and gambling industries strongly impact the community development. Community introduces the tourism industry as an economic growth strategy. Since gambling facilities are proved to attract residents and international visitors, tourism practitioners use it as one of the tools to achieve tourism long term objectives. At the same time, both industries influence the social development of the given community. The literature identified the numerous detrimental consequences of gambling that were confirmed by the respondents in the Republic of Cyprus. Consequently, the issue of whether to support or not the gambling activities rises. The literature pointed out that the attitudes towards gambling predetermine the gambling behaviours and perceptions. Confirming the literature, the majority of the respondents in Cyprus are knowledgeable about the detrimental

gambling impacts, and thus, tend to have negative attitude towards the industry in general. On the other hand, the potential growth in the economy and the casino political significance appears to be the driving forces for the support of the casino proposal.

5.3.1.2 Study Contribution to Academic Literature

While the majority of studies stated that gambling is a recreational tourism strategy used to attract tourists (Leiper, 1989; Eadington, 1999) and focused on the differences in types of gambling and other travelers behaviours (Morrison et al., 1996; Gray, 1970); very few studies explore in-depth gambling and tourism relationship. The initial intent of this study was to examine the casino proposal and its link to the community development. However, the interviewees established the liaison between casino and the tourism industry, and thus broadened the analysis of the findings. In essence, this study identifies the characteristics of the target markets, determines the link between tourism challenges and gambling, and outlines the casino industry's indirect contribution to the tourism service sector. Certainly, the findings are based on the one case study and may not be generalized to other countries but these issues have a potential to be examined further. In addition, all of the findings are incorporated in the next section that looks at the practical implications of the casino industry.

Furthermore, according to the reviewed literature, the gambling industry significantly impacts the socio-economic community development. With regard to Cyprus, where some forms of gambling are already permitted by legislation, there were no studies available on this topic. In addition, a limited number of academic papers have been published about Cypriot community development. As a result, the examination of the gambling socio-economic impacts and the residents' attitudes towards them covered the existing gap and may be used by the local policy makers who,

according to the literature, are directly responsible for the community development process, of which the casino industry is one of the strategies.

In addition, the significant number of literature contributed to the studies of attitudes towards tourism but is limited in a context of gambling. For instance, the case study reveals that the attitudes are based on the gambling promotion in media (often negative), personal experiences, and observations. In addition, the majority of the academic studies measured gambling behaviours and attitudes using only quantitative method, which does not necessarily give a meaning to the collected data. Therefore, the integration of the qualitative approach contributes towards the findings analysis process by supporting the statistical numbers and relationships with opinions and thoughts.

5.3.2 Practical Implications for Community Development

This part of the section refers to the main research question: what are the implications for community development of introducing casino-style gambling as a part of the tourism industry to the Republic of Cyprus? The implications are primarily derived from the findings of the study. In addition to tourism practitioners, they are mainly designed for the key policy makers who are in the decision process regarding the casino proposal or who are responsible for its operation.

From the findings it is evident that the major implications of the casino industry for the local community are: tourism development, solution to the political issue referring to the tourists' and residents' border crossing for the casino gambling purposes, and impact on the community's social and economic (excluding tourism) development.

5.3.2.1 Tourism Development

Based on the case study's results, one may conclude that the casino industry is introduced when a community with already established tourism markets aims specifically at attracting the tourists with higher spending power and gambling habits to increase and generate the tourism income.

The tourism practitioners mentioned that they want to focus on the tourists from the Middle East countries as well as continue attracting the already existing tourists markets. However, the majority of the latter, referring to the British and Russian markets are not interested in the casino, because they have an opportunity to gamble in their home towns. As a result, tourism experts may need to examine the profile of the potential casino visitor and differentiate casino marketing strategies. Otherwise, the primary objective of the casino proposal, to attract tourists, will not be completed.

Furthermore, the study revealed that there is an outflow of tourists across the Turkish boarder.

The survey data did not support this argument but the interviewees were relatively certain. On the one hand, it is reasonable to assume that the casino industry in the Republic of Cyprus might help to decrease the number of tourists who travel to the other side. On the other hand, tourism industry is relatively developed in the Turkish side and consequently, tourists may be simply interested in the sightseeing and casino gambling may be one of the travel experiences.

Therefore, an introduction of the casino industry on the Greek-Cypriot side of the island might not necessarily discourage tourists from visiting the Turkish side. In other words, it suggests that casino(s) in the Republic of Cyprus should not be overemphasised and seen as a single attraction to the aimed target population. Constant initiatives are needed to compete in the tourism markets.

Moreover, casino as seen as a cure to one of the main tourism challenges, the seasonal income.

According to the participants, since casinos are open year round, during the winter travelers might visit Cyprus for gambling purposes as well as enjoy some other activities that are available during this season. The interviewees added that the majority of the hotels and tourism services are closed during the winter but with the casino industry they can operate for four seasons. As a result, the casino initiative indirectly contributes to the service sector, especially from the economic perspective. However, why would the tourists travel to Cyprus in the winter when there are the already established and reputable casino destinations, such as Monaco? Consequently, the tourism practitioners may need to take this issue into consideration and identify the strategies that may encourage travelers to come even during the low season.

In addition, the study findings reveal that casino enhances the tourism product and the overall tourists' experiences. As it was mentioned above, tourists have an opportunity to gamble in their own home. A variety of entertainment options and the activities other than gambling might encourage tourists to visit the casino premises.

In summary, the findings implication for the tourism industry is that it is possible that tourism might be successfully developed as a result of the casino introduction. However, if the target markets are not properly identified, casino marketing strategies are not well planned, and the additional tourism strategies are not implemented, the objective of tourism development may not be achieved.

5.3.2.2 Political Significance

In addition to the outflow of tourists to the occupied Turkish territories for casino gambling purposes, the majority of the interviewees spotted a similar trend in the local residents'

behaviour. Since the division of the island is a government level issue, the gambling traveling tendency simultaneously becomes a political matter. Similarly to the anticipated tourists' behaviour, residents believe that a casino industry in the Republic of Cyprus will prevent the local population from crossing the border.

On the one hand, the ability to satisfy the gambling needs in the home country and thus indirectly contribute to the local economy, may be an attractive offer. However, factors such as the facilities, regulations, and betting amounts may strongly influence the gamblers' behaviour. Some participants mentioned that the reasons why the residents go to the occupied territories are its easily-accessible location, competitive betting, a variety of games, as well as limited regulations that make it easier for the youngsters to enter on the casino floor. As a result, it appears that the introduction of the casino industry might enhance the already existing competition between the two sides, and consequently, become a political issue.

5.3.2.3 Community Socio-Economic Development

Some forms of gambling are already permitted by Cypriot legislation. Participants mentioned that the local residents are gamblers by nature, and provided various examples of young people, as well as adults betting in the gambling houses that are located throughout the entire island. Consequently, the casino industry might only enhance their passion and since gambling is associated with numerous negative social impacts, the community future may be jeopardized.

The majority of the respondents mentioned that their biggest concern with the casino introduction is the increased probability of people becoming compulsive gamblers, a behaviour that can lead to committing crimes for gambling debts. The participants also mentioned that if a person loses a

significant amount of money, then there is a greater risk that this person will have family problems and lose all the owned assets. In addition, the underage gambling appeared to be a concern among the respondents. As a result, according to the respondents, the casino industry might mostly harm the community from the social prospective.

At the same time, however, some of the respondents believed that one of the positive casino contributions to social development was the diversification of recreational opportunities. For a relatively small island, this seems to be an important matter. Residents are constantly seeking to diversify their lifestyle, and a casino with numerous entertainment options can fulfill this function. In addition, one of the casino benefits, indirectly addressed by the participants, is the creation of public awareness about gambling and its impacts. Even though the betting houses are operating legally, there are a limited number of educational programs and addiction institutions that deal with the encountered gambling influences.

The most valued casino benefits, however, appeared to be economical. The respondents predict that a casino industry contributes to the increase in tax revenues, employment opportunities, and tourism development which is the island's largest industry. Considering the fact that the majority of the respondents felt negatively towards gambling but at the same time, supported the casino introduction, basing their arguments on its contribution to the economy, suggests that the residents are not particularly concerned with the community's social development. The participants mention that the government should be responsible for the operation of the casino and the establishment of the rules and regulations that counteract the negative impacts and control the industry's overall influence on the local community development.

5.4 Summary and Evaluation of Implications

The comparison of the study's findings with the academic literature revealed a variety of similarities as well as contradictions. In both sets of findings, tourism is one of the economic growth strategies adopted by a community. The gambling industry is usually introduced to increase the number of tourists. Both independent and government tourism practitioners claim that the primary reason for the casino introduction in the Republic of Cyprus is its potential contribution to tourism development.

To support their arguments, tourism officials state that there is an outflow of tourists who come to the Greek part of the island and then cross the border of the occupied Turkish territories for the casino gambling purposes. However, the documents that prove this tendency were not available to the researcher and the survey results indicated that only a very small percentage of tourists visited casinos in the occupied side. Additionally, the Turkish Republic of Northern Cyprus can offer a variety of tourism products. Consequently, the travelers are simply interested in visiting the occupied side for the sightseeing purposes, and the casino on the Greek part of the island would not prevent them from crossing the border. Furthermore, tourism practitioners believe that the potential casino visitors will be the existing tourism markets and the travellers from the Middle East countries, who are known for their gambling habits. The survey findings point out that the tourists from the major markets (i.e. United Kingdom, Russia) are not particularly interested in the casino facilities since they have opportunities to gamble in their countries and they come to Cyprus mainly for sun and sea. The travelers from the Middle East might not be as interested in the casino facilities as it is anticipated, since the countries that are next to Cyprus (i.e. Greece, Lebanon) already have the established casino industry. In addition, tourism officials

propose to build the casino resort in the middle of three towns. Considering the underdeveloped public transportation, how would the tourists travel to the casino?

Following these arguments, it appears that tourism development is not the primary reason for the casino introduction. During the course of the research, it became evident that the Greek-Cypriot government is concerned about the fact that the local residents cross the border of the occupied Turkish territory for the casino purposes. The survey results indicated that almost one fifth of the local population gambles on the other side of the island in addition to the assumption that not all the respondents could respond truthfully due to the sensitivity of the issue. At the same time, the majority of the interviewees confirmed the survey results by pointing out that local residents spend a lot of money on the casino floors in the Turkish territory.

Therefore, the introduction of the casino industry in the Republic of Cyprus would create an invisible sheet of competition between the two sides for both the international tourists and Greek-Cypriots. On the one hand, considering the ongoing animosity between significant contingents in the two sides that started with an invasion by Turkey in 1974, the local casino industry might encourage the residents to spend their money in their own casinos. On the other hand, during the interviews, some of the respondents mentioned that residents would still prefer gambling abroad for two main reasons. Firstly, since gambling carries a relatively negative stigma, the gamblers would not want to expose their behaviour and passion for the casino gambling in their community. Secondly, if the issues, such as casino regulations and betting amounts would not be as competitive as in the occupied side, then there is a chance that residents continue satisfying their gambling needs in the casinos in the Turkish side. Nevertheless, according to the literature, the closer the casino is to the household, the greater probability of its members to visit it but at

the same time, develop compulsive gambling behaviour. This raises another issue, gambling social impacts.

Local residents and tourists identified a number of social problems that can be created as a result of the casino industry, such as underage gambling, increase in crime rates, and personal financial losses. However, from the residents' perspective, these issues do not outweigh the casino's perceived contribution to the economy in terms of an increase in tax revenues and the employment opportunities. In contrary, the common opinion among the residents was that the social issues could be controlled and monitored by the government. From the examples of the academic literature as well as media, in almost every country where gambling is practised in any form, communities' social development is jeopardized and is rarely under the strict government supervision. Therefore, it is reasonable to assume, that with the casino industry introduction the future of the Greek-Cypriot population may be put at even greater risk that it is now with the already legalized gambling activities. In addition, besides the local community development, tourism industry might be put at risk with the casino introduction, since tourists would not want to visit the country with high crime rates that could be the result of the increased number of pathological gamblers.

It should also be acknowledged that the casino facilities might have an impact on the environment. In the literature review it was identified that some forms of tourism might negatively affect the environment. Since there is a relationship between tourism and the casino industry, it can be assumed that the building of the new gambling facilities may have an influence on the environmental stability of the island.

The last but not least, study's academic implication was its contribution to the literature in terms of fulfillment of gaps. Specifically, it covered more profoundly the relationship between tourism and gambling, contributed to the limited number of gambling and community development studies in the Republic of Cyprus, and examined the gambling attitudes from the qualitative perspective. The above implications determine the actions that are needed to be taken in order to have an effective casino operation. Recommendations for the casino introduction together with study's limitations and the future research opportunities are provided in the next chapter.

CHAPTER 6

Conclusion

The objective of this chapter is to present several recommendations to the Cypriot government and tourism practitioner if they decided to introduce the casino industry in the Republic of Cyprus. Furthermore, the encountered limitations of the study are outlined followed by the future research opportunities. In addition, the afterword is provided that concludes the study.

6.1 Recommendations for Casino Introduction

This section summarizes the recommendations in case it is decided to introduce the casino industry in the Republic of Cyprus. The suggestions are provided primarily for the Greek-Cypriot government, the key decision maker. Some of the recommendations are addressed to the local tourism practitioners; however, the majority were identified in the previous chapter, section 5.3.2.1. Suggestions are based on the study's findings and implications to community and tourism development and their successful implementation may result in the effective operation of the casino business.

One of the most discussed issues among the interviewees was the active participation of the government in the decision making process regarding the casino initiative, which also involves the clear statement of reasons for the casino introduction. However, the government's role ought not to be limited only to this function. Based on the findings, the following recommendations are proposed.

Firstly, prior to the decision regarding the casino introduction, the potential gambling socio-economic impacts need to be identified and assessed. Some interviewees proposed to conduct

studies in the other countries with similar settings but with the developed casino industry. The academic literature, research, and examples from the other countries could be used. Since some forms of gambling already exist in the Republic of Cyprus, the residents' opinions on them and the encountered changes in their lifestyles may be evaluated.

Secondly, some of the participants expressed their concerns towards giving a casino ownership to the already established large private corporations, because it might significantly increase their power and control over the country. As a result, it was proposed to have the casino industry run by the government, since it may limit bribery, money laundering and other problems that are associated with the industry's operation. In addition, one of the recommendations is to enhance government supervision of the already permitted gambling activities.

Thirdly, interviewees commonly agreed that it is the government's role to impose the proper rules and regulations on the casino industry. For instance, the gambler's age can be restricted to reduce the underage gambling. The specific gambling money allowance can minimize the problem of the compulsive gambling behaviour since people are not allowed to exceed the specified amount. In addition, to make sure that casino gambling does not have an adverse impact on lives, the regular gamblers' financial stability may be checked constantly. It should be noted, however, that according to the respondents, these regulations should only be applied to the local residents who are exposed to the casino industry on the every day basis.

Fourthly, since gambling habits may lead to pathological gambling, a recognized mental illness, a creation of special institutions that deal with gambling addictions can be considered. People should be encouraged to visit these establishments if they feel that they have a problem. In

addition, the casino operators can employ psychiatrists and psychologists who are trained to spot the signs of addiction and take the required actions to help the gambler.

Fifthly, referring to the above argument, one of the possible recommendations is to introduce a variety of gambling awareness programs. In other words, it is suggested that the public including both youngsters and adults be educated about gambling with regard to its impacts on society and the signs of the problem gambler. Some of the interviewees also mentioned that the government should clearly state the reasons for the casino introduction, specifying that this initiative caters predominantly to tourists rather than local residents if this is the case.

Sixthly, several concerns were expressed with regard to potential underage gambling. As a result, one of the recommendations is to carefully plan the advertisement of the casino industry and ensure that the population under a certain age is not exposed to it. For instance, by placing the advertisement of a casino in the guide books and in the hotel brochures will not affect the local residents but at the same time target tourists who appear to be the target market.

Moreover, one of the issues raised during the interviews was the creation of employment opportunities with the introduction of the casino industry. One of the suggestions is to ensure that the new positions including both entry level and top management are filled with local residents rather with overseas employees, and thus contribute to the community development.

Furthermore, consideration should be given to the accessibility and facilities of casino(s). Public transportation in the Republic of Cyprus is in the developing phase and if the casino is built between the three towns, the question of its access by tourists might arise. Some of the

participants also mentioned that a casino should be a part of the entertainment center and not its focal point. The respondents are interested in seeing a variety of shows, dine in good restaurants, and perform different activities without necessarily gambling in a casino.

In addition, a few participants recommended looking into other ways of attracting international visitors and, at the same time, benefit the local population, such as building theme parks and developing cultural tourism. In summary, the main recommendations are:

- State clearly the reasons for the casino introduction
- Encourage government participation in the casino decision process
- Maintain government control of the casino operation
- Assess casino socio-economic impacts
- Enhance the government supervision of the already permitted gambling activities
- Impose proper rules and regulations on the casino industry
- Create special institutions for gambling addictions
- Plan advertisement of a casino based on the target market (e.g. avoid targeting youth)
- Ensure employment of local residents in the new casino positions (all levels)
- Consider casino facilities and accessibility by tourists
- Look into other ways to attract tourists and simultaneously benefit the local population

6.2 Limitations of the Study

As with all research, there are limitations to the interpretation of the results and other issues that need to be addressed when attempting to generalize these analyses to a broader concept and population. The following is a discussion of some of these issues.

The first limitation of the study was recognized during the data collection process. All the interviews as well as the survey completion were conducted in English in the Greek-speaking country. Even though the majority of the local residents and tourists were relatively fluent in English, the potential problem of questions misinterpretation could not be overlooked. In addition, the academicians argue that the qualitative data is relatively subjective and taking into consideration the fact that the researcher lived in Cyprus for over five years could result in the acquired cultural biases during the data analysis and the interpretation. At the same time, however, the qualitative data was supported by the quantitative, thus, increasing the validity of the findings.

Secondly, the opinions of the survey respondents could have been influenced and stimulated by the questionnaire, since the majority of the survey questions were closed-ended and gave the respondents the precise choice of answers. In addition, gambling is a relatively contradictory issue referring to its negative impacts and gambling activities in the occupied territory. The respondents tended to conceal their gambling behaviour, especially when they were asked about their visits to casinos in the Turkish side. However, during the interviews with local residents these issues were fairly covered, since they were encouraged to provide additional arguments and strongly assured about the anonymity of the research. Since no interviews were conducted with tourists, their opinions were predominantly analysed based on the survey responses and the small interactions during the questionnaire completion.

Thirdly, random sampling was used to select the survey respondents. This type of selection can be expected to produce samples that are reasonably representative of the local population and international visitors. However, in this case, the majority of the respondents had similar

demographic characteristics, and consequently the findings were slightly skewed. The reasons for this could be the relatively small sample size for each group, and the similar settings for the survey completion: weekdays, between the certain hours, and in the same location (beach) but different towns. In addition, it should be noted that only beach tourists were surveyed who might have different perspectives on the desired holiday experience as opposed to the other types of travelers.

These are the main limitations of the study. Certainly there are a few others as, for example, the possible inaccuracy during the qualitative data transcription due to the language barrier, lack of information, or respondents' discomfort with self-disclosure. However, since the data was not analysed on the individual basis but rather focused on the common opinion of the randomly studied population, the issues such as language barrier and slightly skewed demographic profile did not ultimately comprise the findings of the study.

6.3 Future Research Opportunities

Based on this study, several possible research opportunities are identified from different perspectives to further examine the casino introduction proposal and thus, contribute to a better understanding of Cypriot community as well as development and management of the island's tourism industry.

Firstly, by focusing on the respondents' reactions towards the potential casino introduction, the study has just scratched the surface of the gambling industry in the Republic of Cyprus. Indeed, some forms of gambling are already permitted by the Cypriot legislation, and yet there are no academic studies identifying the already existing physical and psychological gambling impacts

on local residents. Consequently, the possibility of examining this aspect in detail could result in determining the characteristics of the population who might be strongly impacted by a casino industry, and thus contribute to the better planning of the casino industry introduction with regard to the development and implementation of the regulations that counteract potentially negative casino impacts, while encouraging the positive ones.

Secondly, the examination of the respondents' attitudes prior to the casino introduction could potentially be supplemented with the study of the respondents' casino perceptions after the casino development. The identified differences and similarities could forecast the future of the local society as well as the casino industry itself, especially at the early stage of its operation.

Thirdly, the social development of the community could be expressed in the variety of ways, some of which were identified in the Chapter 2, section 2.1.2.3. This study in particular concentrated predominantly on the Cypriot community development through potential casino impacts. Consequently, the possible research could be conducted on the other factors contributing to the relationship between the casino industry and society, such as identifying the development of gambling within the Cypriot culture. This could provide better understanding of the Cypriot society that could be used, for example, by casino marketing specialists in designing the marketing strategies to attract the desired segment of the local population.

In conclusion, the majority of the interviewees including the government tourism practitioners and the respondents from the hospitality field mentioned that casino(s) in the Republic of Cyprus would be particularly popular among the travelers from the Middle East countries. Since the number of the survey respondents from these countries was statistically insignificant, similar

research can be conducted that focuses specifically on this market. In addition, the use of qualitative interviews with targeted tourism markets could provide further insight on the tourists' perspectives on the casino proposal.

6.4 Afterword

This study is novel as it is the first one to establish the relationship between the casino proposal, community and tourism development in the Republic of Cyprus by examining local residents' and tourists' attitudes and behaviours towards the casino introduction. It raised the issue of the impacts of the gambling industry on the Greek-Cypriot population, and consequently contributed to the limited number of studies of the Cypriot community development. From the research, it became evident that the Cypriot community development depends profoundly on the tourism industry because it has a significant impact on the island's economic stability as well as on the social prosperity with regard to the strengthening of the community, increase in the recreational facilities, and other influences.

The casino industry is one of the strategies used to achieve tourism objectives and consequently, its development has a direct impact on the social wellbeing. Identification of this impact from both tourists' and residents' perspectives generated practical implications to the island's tourism industry as well as the local community development. However, the evaluation of the study's findings revealed that tourism development is not the primary reason for the casino proposal, rather its political significance. The introduction of the casino industry in the Republic of Cyprus might enhance the already existing competition between the occupied Turkish territory and the Greek part of the island for tourist dollars as well as limit the number of local residents who are known for their gambling nature and who travel across the border for gambling purposes. In

conclusion, if the primary objective of the government is to foster tourism, this study did not find evidence that the introduction of the casino industry would achieve that objective. In fact, there are concerns that the introduction of gambling might adversely affect local communities leading to unintended consequences for local economic and social development.

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Appendix I: Interview and Questionnaire Information Letter



Dear Sir or Madame,

The study is conducted as part of Master's degree in the Department of Environmental Studies at the University of Waterloo by Katya Matkova under the supervision of Professor Jennifer Lynes.

You are being invited to participate in a research study conducted in the Republic of Cyprus, a Mediterranean island in Western Europe. Recently, the Cyprus Tourism Organization (CTO) proposed the new strategy for the attraction of foreign visitors that involves building a casino in the Greek-Cypriot part of the island. As this suggestion became a debatable issue and caused some tension among the various stake holders in terms of its impact on community, the study will be focused on examination of this problem area. Consequently, the purpose of this study is to identify and describe the attitudes and behaviours towards gambling of the local community and international tourists in order to assess the potential impacts that the integration of the casino may have on tourism development and local residents' life-styles.

Participation in this study is expected to take approximately thirty minutes in length, which will take place in a mutually agreed upon location. You will be asked to provide your personal opinion on various issues, such as perceptions of gambling, potential impacts of gambling industry, and factors influencing your gambling behaviour. The type of questions you will be asked will be similar to the following:

- Could you describe how you feel about gambling?
- Have you ever had any experience of gambling?

In addition to the interview, you will be asked to complete a short 5-7 minute questionnaire requesting some general demographic information and closed-ended questions oriented towards identifying your opinion in regards to integration of the gambling industry in the Republic of Cyprus.

You may not benefit personally from your participation in this study. However, the information obtained from this research may contribute to the authorities of the Republic of Cyprus who are in the process of decision making regarding the integration of casino industry and assist the gambling industry practitioners and the government in designing the laws and regulations that can benefit local community members and international tourists.

Participation in this study is voluntary. You may decline to answer any of the interview questions if you so wish. Further, you may decide to withdraw from this study at any time without any negative consequences by advising the researcher.

All information collected from participants in this study will be kept confidential. Thus, your name will not appear in any report, publication or presentation resulting from this study. However, with your permission anonymous quotations may be used. Notes and recordings

collected during this study will be retained for two years in a locked office of my advisor, while electronic data will be stored on a password protected computer for two years and then deleted. Only researchers associated with this project will have access. There are no known or anticipated risks to you as a participant in this study.

If you have any questions about participation in this study, please feel free to ask the researcher. If you have additional questions at a later date, please contact me at +1 519 500 64 12 or by email at kmatkova@fes.uwaterloo.ca. You can also contact my supervisor, Professor Jennifer Lynes at +1 519 888 45 67 ext. 35487 or email: jklynes@fes.uwaterloo.ca

This project has been reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo. In the event you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes at +1 519 888 45 67, Ext. 36005'.

Your participation is highly appreciated!

Best Regards,
Katya Matkova

University of Waterloo
Department of Environmental Studies

Appendix II: Participant Feedback Letter



Dear Sir or Madame,

I would like to thank you for your participation in this study. As a reminder, the purpose of this study is to identify and describe the attitudes and behaviours towards gambling of the local community and international tourists in order to assess the potential impacts that the integration of the casino may have on tourism development and local residents' life-styles in the Republic of Cyprus.

The data collected during interviews will be made available to the authorities of the Republic of Cyprus who are in the process of decision making regarding the integration of casino industry into the local community.

Please remember that any data pertaining to you as an individual participant will be kept confidential. Once all the data are collected and analyzed for this project, I plan on sharing this information with the research community through seminars, conferences, presentations, and journal articles. If you are interested in receiving more information regarding the results of this study, or if you have any questions or concerns, please contact me at either the phone number or email address listed at the bottom of the page. If you would like a summary of the results, please let me know now by providing me with your email address. When the study is completed, I will send it to you. The study is expected to be completed by April, 2008.

As with all University of Waterloo projects involving human participants, this project was reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo. Should you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes in the Office of Research Ethics at 519-888-4567, Ext., 36005.

Best Regards,
Katya Matkova

University of Waterloo
Department of Environmental Studies

Appendix III: Questionnaire Survey



1) Country of Residence:

2) Gender :

Male Female

3) Education level:

Less than high school graduation certificate High school

College certificate/diploma University graduate

4) Marital Status:

Single Married Separated Widowed

5) Age Category:

18-30 31-45 46-60 60+

The following three questions are for tourists only (Q6, Q7, Q8)

6) How often do you travel to Cyprus?

1st time Once a Year Twice a Year Other:

7) How many times have you traveled to Cyprus?

8) What is the purpose of your travel?

Holidays Business Visit relatives/friends Other:

9) On a scale of 1 to 5 where 1 represents "Extremely Negative" and 5 represents "Extremely Positive", how would you rate your attitude towards gambling?

1 2 3 4 5

10) A casino should be built and operated in the Republic of Cyprus:

Strongly Agree Agree Disagree Strongly Disagree Indifferent

11) Have you visited casinos in the northern territories? If yes, how many times?

Yes # of visits: No

12) Do you gamble? If yes, how often?

Yes # of times per month: # of times per year: No

13) Do you travel specifically for gambling purposes? If yes, predominantly in which countries?

Yes Where: No

14) What are some of your concerns with the introduction of gambling facilities? (*select as many as you wish*)

Increase in crime rates Underage gambling Financial instability
Threat of becoming compulsive gambler Religious concerns Don't have any
Other:

15) What could be some of the benefits of an integration of the casino in the Republic of Cyprus? (*select as many as you wish*)

Employment opportunities Recreational opportunities
Attraction of international tourists I don't see any Other:

16) What could be your motivation to gamble?

Influence of parents and friends Entertainment Pure interest
Try luck Financial difficulty Other:

17) If there was a casino in the Republic of Cyprus how likely would you use it?

Very likely Most probably Maybe Not at all

The following question only for the local residents

18) If there was a casino in the Republic of Cyprus how often would you visit it?

Few times a week Once a month Once in a few months Once a year Never

Thank you for your participation. Is there anything else you would like to add?

Appendix IV: Interview Questionnaire to Local Residents

- 1) What is your attitude towards gambling industry in general?
- 2) What do you think are the beneficial and harmful impacts of the gambling industry?
- 3) In particular reference to tourism development, what could be the possible impacts of the casino industry?
- 4) How might the introduction of casinos in the Republic of Cyprus impact other businesses?
- 5) In your opinion, what kinds of people are likely to visit a casino?
- 6) What role might have a casino in the local community?
- 7) If casinos are built, what kinds of restrictions will (might/should) be applied to its operation?
- 8) How will the introduction of casinos on the Greek-Cypriot part of the island impact the gambling industry on the occupied part of the island?
- 9) What are some of the concerns with the introduction of the casino facilities?
- 10) How successful do you believe the casino industry might be in Cyprus?
- 11) What factors will lead to casino's success or failure?
- 12) Could you please describe your personal experience in the casino or in any gambling establishment if you have any?