
Guest editorial: How could the Republic of Cyprus reduce the impact of seasonal tourism on long-term sustainable development?

Guest editorial

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This journal aims to fully explore the different stakeholder perspectives on an industry-led question and wherever possible, go deeper by encouraging the theme editors to act on the outcomes via a follow-up issue. In Volume 13 Number 6, Zanete Garanti, Galina Berjozkina and their colleagues began to explore the challenges and opportunities for tourism sustainability in Cyprus, and during the theme issue launch event, the participants agreed that the single biggest challenge is the problem of seasonality. I am really pleased to welcome back Zanete, Galina and their team as they tackle this question with the involvement of practitioners, policymakers, academics and other specialists on this topic.

Worldwide Hospitality and Tourism Themes (WHATT) aims to make a practical and theoretical contribution to hospitality and tourism development, and we seek to do this by using a key question to focus attention on an industry issue. If you would like to contribute to our work by serving as a *WHATT* theme editor, do please contact me.

Richard Teare

Managing Editor, WHATT

How could the Republic of Cyprus reduce the impact of seasonal tourism on long-term sustainable development?

Small island states in the Mediterranean largely depend on the income from tourism, and Cyprus is no exception, with travel and tourism activity accounting for 23% of GDP in 2019. However, tourism is also one of the largest contributors to pollution, overcrowding in popular destinations and instability in terms of seasonal income and employment in popular sun and sea destinations. In 2021 (Volume 13 Number 6), the *WHATT* theme issue on the following question: *What are the challenges and opportunities for the tourism sustainability in Cyprus?* identified a number of key issues that merit further investigation, and the main conclusion from the theme issue and the launch event was that the long-term economic, social and environmental sustainability of Cyprus depends on the nation's ability to find ways to tackle seasonal tourism.

In this follow-up issue, the economic, social, political, legal and environmental implications of tourism seasonality are presented. The writing team members discuss the importance of developing Cyprus as an all-year round tourism destination and advocate for alternative, special interest, active, rural and other types of tourism to extend the product mix. Further, we also set out to explore how Cyprus could appeal to new market segments and attract young travellers and people with disabilities. Young travellers are a fast-growing market, and attracting them requires a digital and social media presence and technology enhanced and digitalised tourism products and services. People with disabilities currently account for less than one percent of total arrivals in Cyprus, and developing Cyprus as an accessible destination would contribute to the long-term sustainability of the destination and provide access to a large market segment. Next, the importance of stakeholder involvement and cooperation is discussed in an article that proposes establishing a gastro-tourism cluster to



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promote local, traditional foods and experiences. Finally, the importance of the airline industry and air connectivity is discussed as the success of strategies to extend the tourism product and market largely depends on the island's air traffic routes and accessibility.

Zanete Garanti and Galina Berjozkina

Theme Editors

About the Theme Editors:

Zanete Garanti PhD is an associate professor and researcher. She obtained her PhD degree from Latvia University of Life Sciences and Technologies. She lectures in marketing, management and on sustainability courses and is researching marketing and sustainability topics. Some of her recent studies explore sustainability challenges and opportunities, travel and tourism influencers and brand personality. Her work is published in internationally recognised books and journals. She actively attends academic conferences, events and training. She is also the head of the research centre at City Unity College Nicosia, promoting research activities in the college and organising research seminars and workshops.

Galina Berjozkina is a senior lecturer at City Unity College Nicosia, Department of Hospitality and Tourism Management. She has a bachelor's degree in Tourism and Hospitality Management and an MBA from BIA University of Applied Sciences, Latvia. She is also a PhD student at the University of Strathclyde, UK. Her research interests include hospitality education, tourism and hospitality management, and tourism planning and development. She has attended and organised several international academic conferences, acted as a keynote speaker and has published a book on Destination Marketing.

Richard E. Teare

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