Nomads, adventure seekers and (non-desperate) housewives: Female travel bloggers in Cyprus

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Travellers to Cyprus

• Until the 16\textsuperscript{th} century: trade and pilgrimage
• Mid-17\textsuperscript{th} century: exploration of parts of Greece and Cyprus
• Early 19\textsuperscript{th} century – 1870: women and middle class male professionals among the travellers
• Colonial Cyprus (1878-1960): first female travel writers on Cyprus
Travel blogs

• One of the most popular “born-digital” forms of travel writing
• Managed and updated by the bloggers
• Posts written by professional, semi-professional and amateur bloggers
• Extensively studied by scholars of various disciplines
ReTraPath

• Research on published and electronic travel texts on Cyprus (15th c. to the present day)
• comparative analysis of the old rare travel books and the new forms of travel writing
• Examination of:
  a) evolution of Cyprus across time
  b) evolution of travelling in Cyprus, and
  c) evolution of travel writing on Cyprus
Female travel bloggers visiting Cyprus

- Everyday women, originating from different countries across the globe
- Travel from 2 days to 4 months
- Not necessarily well educated
- Travel on a budget
- Make money out of their travel blogs
- Independent travellers, do not travel as “wives”
Women are financially independent
Women may travel without male company
Women may travel with a male company, but not a husband
Women travel with their kids; not restricted in their household
Technology – related factors

- Travelling is much less physically demanding.
- Internet has made travelling easier and safer: journeys planned in advance; real-time maps; GPS; place, sights and services reviews; instant communication.

⇒ women travel more and travel write more.
Female bloggers visiting Cyprus

- Usually informally introduced by first name only
- Occasional travellers, frequent or very frequent travellers, nomads
- Amateur, professional or award-winning travel bloggers
- Of various ages
- Travel solo, with partners, fiancés or husbands, or with husbands and kids
Female bloggers’ finances

- Tight or very tight budget travellers, backpackers, smart travellers, luxury travellers
- Income unrelated to their travelling, or income generated by promoting travel experiences, or by affiliate marketing
- Occasionally travel on promotional trips
What female bloggers see in Cyprus

• Present cities and villages
• Present (often touristy) sights
• Attracted by Cypriot nature (waterfalls, gorges, cliffs, sea caves; also visit Troodos Mountains and Akamas Peninsula)
• Some interest in the islands’ stunning and diverse beaches
• Not much interest in nightlife
What female bloggers see in Cyprus

• Food and drink:
  - sheftalia, halloumi cheese, lountza, koupepia
  - zivania liquor, kommandaria wine, Keo beer
  - (local or gourmet) restaurants, cafes, bars

• Shopping:
  - mostly shops selling local arts and crafts, sometimes high street luxury brands, or local fashion designers
What female bloggers see in Cyprus

• Art and culture:
  - Much interest in archaeological sites (mostly Paphos Archaeological Park and Tomb of the Kings)
  - No interest in recent history sights
  - Scarce interest in museums (Leventis Museum, National Struggle Museum, both in Nicosia)
Mythology in Cyprus

• Abundance of mythological references (ie Baths of Aphrodite, Aphrodite trail, Aphrodite’s beach, Aphrodite’s Rock, Mount Olympus)

“There’s a legend saying that if you swim around the Aphrodite’s Rock, you will enjoy youth longer than others. If the water in the sea was warmer, I would gladly do that”, Kinga in https://floatingmyboat.com/what-to-see-in-cyprus-travel-guide/  

“Another legend says that if you swim around the rock, you will get a year younger. If you want to give a try, head there early in the morning before the crowds arrive, especially in the summer”, Lucia in https://travellingbuzz.com/guest-post-cyprus-see-avoid/
Practical tips and advice in blogs

• etiquette and driving in Cyprus, emergency numbers, essential packing items, or information about the weather, best season to visit the island and what to wear

• to do (or not to do) lists

“Discover the Best of Cyprus: Top 10 Things To Do”
https://wandereroftheworld.co.uk/

“The Best Things To Do In Cyprus With Kids”,
https://travelmadmum.com/

“Cyprus – What to See and What to Avoid (Lucia),
https://travellingbuzz.com/

“The most Instagrammable places in Cyprus”
https://www.ingridzenmoments.com/
People in Cyprus

- Stereotypical description of people
- Described as hospitable, friendly, and smiling
- No reference to encounters, discussions, or stories
Thank you!!

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