

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

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Travellers to Cyprus

- Until the 16th century:
trade and pilgrimage
- Mid-17th century: exploration of parts of
Greece and Cyprus
- Early 19th 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”

Society – related factors

- 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://travelmادمum.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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