



THE ROLE OF TOURISM IN A MONASTIC ECONOMY: AN INSIGHT INTO VISITORS' CONSUMER BEHAVIOR AT KYKKOS MONASTERY

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Abstract:

Monasteries have firmly resisted the historical events acting as small self-reliable communities. Traditionally, monasteries have attracted large numbers of pilgrims. Now, with the rise of tourism on a global scale they have also begun witnessing the effects of mass tourism and the consumption patterns, which accompany this. Unfortunately, the role of tourism in a monastic economy is still poorly investigated and understood. The conducted research covers the topic of religious tourism as subset of the cultural tourism. Considering that the economic impacts of tourism in a monastic economy can be considerable, this study aims to understand the consumer behaviour patterns of tourists who visit Kykkos monastery on the island of Cyprus. The research sample includes 117 visitors to the monastery, 86 Russian and 31 English speaking tourists. By observing their consumer behaviour patterns of these visitors, the study reveals the volume of spending and the character of the products purchased. In addition, the study explored the issue of donations and their impacts on the monastic community. The research findings provide valuable insights concerning the volume and structure of tourism activities in a monastic economy and their significance for its economic survival and prosperity.

Keywords:

monastic economy, tourism, consumption, donation, Kykkos, Cyprus