

**Sustainable Tourism Development in Small Island
Developing States. Turkish Republic of Northern Cyprus
(TRNC) as a Case Study**

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ABSTRACT

This thesis analyzes the current tourism development in Turkish Republic of Northern Cyprus (TRNC) by using sustainable tourism indicators. In the theoretical framework, the emergency of sustainable development in the tourism sector is discussed, and the importance of this concept in small islands is pointed out. The characteristics and impact of tourism development in small islands are described.

Three dimensions of the concept in tourism development, as viable tourist industry within the context of the overall economy, equitable distribution of the financial and social benefits of tourism within the local economy and preserving and enhancing the quality of the environment are discussed. Different approaches to sustainable tourism are described. Specifically, thematic policies and strategies are determined for small islands.

The indicators for sustainable tourism are examined for the assessment of TRNC tourism development from sustainable development perspective. Moreover, they compare with Malta and Southern Cyprus.

ÖZ

Bu tez Kuzey Kıbrıs Türk Cumhuriyeti'nde varolan Turizm gelişimini, sürdürülebilir turizm göstergeleriyle analiz etmektedir. Teorik çerçevede, turizm sektöründe sürdürülebilir gelişimin ortaya çıkışını tartışmakta ve bu kavramın küçük adalardaki önemini ortaya koymaktadır. Turizm gelişiminin küçük adalar üzerindeki etkileri ve özellikleri tanımlanmaktadır.

Temelde sürdürülebilir turizm gelişiminin üç ana boyutu., ekonomik anlamda uygulanabilirlik, finansal ve sosyal faydaların yerel toplum üzerinden eşit dağılım ve çevre kalitesinin korunması ve geliştirilmesi olarak tartışılmaktadır. Farklı bakış açıları ve yaklaşımlar ele alınmaktadır. Özellikle de küçük adalar için belirlenen politika ve stratejiler üzerinde durulmaktadır.

Sürdürülebilir turizm göstergeleri, Kuzey Kıbrıs Turizm Gelişiminin sürdürülebilir gelişim perspektifi açısından değerlendirilmesi için hesaplanmıştır. Dahası bu göstergeler belirli konularda Malta ve Güney Kıbrıs ile kıyaslanmaktadır.

TABLE OF CONTENTS

LIST OF FIGURES	vi
LIST OF TABLES	ix
Chapter 1. INTRODUCTION	1
Chapter 2. TOURISM.....	4
2.1. Tendencies in Tourism.....	4
2.2. Tourism Concept.....	7
2.3. Towards a Sustainable Tourism.....	7
Chapter 3. SMALL ISLANDS.....	15
3.1. Characteristics of Small Islands.....	15
3.1.1. Small Size.....	15
3.1.2. Insularity.....	16
3.1.3. Proneness to Natural Disasters.....	17
3.1.4. Environmental Constraints.....	17
3.2. Tourism Impacts.....	18
3.2.1. Economic Impacts of Tourism.....	18
3.2.2. Socio-Cultural Impacts of Tourism.....	24
3.2.3. Physical Impacts of Tourism.....	28
Chapter 4. SUSTAINABLE DEVELOPMENT IN TOURISM.....	34
4.1. Scope of the Concept.....	34
4.2. Is Eco-Tourism or Alternative Tourism Means Sustainability?.....	37
4.3. Achieving Sustainable Tourism Development In Small Islands.....	41
4.3.1. Integrate Tourism Planning.....	41
4.3.2. Using Natural Resources in a Sustainable Way or Sustainably	42
4.3.3. Educating and Training Sufficient or Qualified Human Resource.....	42
4.3.4. Reducing Over-Consumption and Management of Wastes.....	43
4.3.5. Maintaining Diversity.....	44
	iii

4.3.6. Establishing Feasible Accessibility and Sustainable Transportation.....	44
4.3.7. Involving Community in Tourism Development.....	45
4.3.8. Supporting Localness.....	45
4.3.9. Marketing and Promotion Tourism Responsibly.....	46
4.3.10. Forming Successful Partnership Among Government, Private and Other Stakeholders and Undertaking Researches	46
4.4. Tools and Methods for Managing tourism Development.....	47
4.5. Indicators For Sustainable Tourism Management.....	48
 Chapter 5. TRNC AND TOURISM DEVELOPMENT	51
5.1. General Information About TRNC.....	51
5.1.1. Economic Structure.....	52
5.1.1.1. Economic Growth.....	54
5.1.1.2. Sectoral Dispersion of The Economy.....	54
5.1.2. Socio-Cultural Structure.....	54
5.1.3. Environmental Features.....	56
5.1.3.1. Flora and Fauna.....	56
5.1.3.2. Scenery and Landscape.....	56
5.1.4. Planning Structure in Turkish Republic of Northern Cyprus.....	62
5.1.4.1. Laws and Plans Orientated Physical Planning.....	63
5.1.4.2. Environment Regulations in TRNC	64
5.2. Tourism Development in TRNC.....	66
5.2.1. Impacts of Tourism on TRNC Economy.....	74
5.2.2. TRNC Tourism Organization and Tourism Policies.....	75
5.2.3. Tourism Product of TRNC.....	77
5.2.3.1. Gambling Tourism.....	79
5.2.3.2. Special Interest and Nature-Based Tourism.....	83
5.2.3.3. Historical Heritage.....	84
5.2.3.4. Conference and Education Tourism.....	84
5.2.3.5. Second Homes.....	85
5.2.3.6. Accommodation Establishments.....	86
5.2.4. Tourist Characteristics.....	87

Chapter 6. ESTIMATION OF SUSTAINABLE TOURISM INDICATORS	89
6.1. Methodology Followed for The Definition of Indicators.....	89
6.2. Proposed Indicators and Their Estimation.....	90
6.3. Malta and Southern Cyprus Tourism Planning.....	113
6.3.1. Malta's Approach to the Tourism Planning.....	113
6.3.2. Southern Cyprus' Approach to the Tourism Planning	116
6.4. Comparisons.....	121
6.4.1. Integrated Tourism Planning.....	121
6.4.2. Using Resources in a Sustainable Way.....	123
6.4.3. Management of Wastes.....	126
6.4.4. Marketing and Promotion.....	129
6.4.5. Supporting Local Economy.....	132
Chapter 7. CONCLUSION.....	135
REFERENCES.....	140

LIST OF FIGURES

Figure 2. 1 International Tourist Arrivals.....	4
Figure 2. 2 Simple Model.....	9
Figure 2. 3 Destination Starting Point Model.....	9
Figure 2. 4 Destination Round Trip.....	9
Figure 2. 5 Separate Journeys Model.....	10
Figure 2. 6 Home Round Trip.....	10
Figure 4. 1 Three Dimensions of Sustainable Tourism Development.....	35
Figure 5. 1 The location of Island of Cyprus.....	51
Figure 5. 2 Illegal Developments in Coastal Areas.....	58
Figure 5. 3 Sea Pollution in Lefke CMC Coastal Area.....	58
Figure 5. 4 Unrehabilitated Sand and Stone Pits.....	59
Figure 5. 5 Dikmen Garbage Area.....	60
Figure 5. 6 Wastes From Ships.....	61
Figure 5. 7 Useless wastewaters in Lefkoşa Haspolat Treatment Plant.....	61
Figure 5. 8 TRNC tourism tourist area cycle evaluation.....	73
Figure 5. 9 Tourism Organization.....	76
Figure 5. 10 Tourism Product of TRNC by Regions.....	78
Figure 5. 11 Distributions of Accommodation Establishments by Regions in Northern Cyprus.....	86
Figure 6. 1 Animal Remains in Dikmen Garbage Area.....	95
Figure 6. 2 Scrap Irons and Metals in Dikmen Garbage Area.....	95
Figure 6. 3 Wastewaters from Dikmen Garbage Area.....	95
Figure 6. 4 Plastics in Dikmen Garbage Area.....	95
Figure 6. 5 Dispersion of Solid Churns by Regions.....	97
Figure 6. 6 Percentage of Tourism Establishments have Infrastructures in Güzelyurt Region.....	99
Figure 6. 7 Percentage of Tourism Establishments have Infrastructures in Magosa Region	99
Figure 6. 8 Percentage of Tourism Establishments have Infrastructures in Lefkoşa Region.....	100
Figure 6. 9 Percentage of Tourism Establishments have Infrastructures in Girne Region.....	100
Figure 6. 10 Percentage of Beds Operationg During Summer vs Winter Seasons.....	104

Figure 6. 11 Percentage of Tourists Moved by Individual Ways and by Tour Operatos.....	104
Figure 6. 12 Percentage of Tourism Revenues in Total Revenues.....	106
Figure 6. 13 Visitor/Resident Ratio in Girne Region by Years.....	106
Figure 6. 14 Distrubiton of Tourist Expenditures	108
Figure 6. 15 Distribution of Market Expenditures.....	108
Figure 6. 16 Comparison of Malta, Northern and Southern Cyprus for Tourist Businesses Have Renewable Energy Sources	125
Figure 6. 17 Comparison of Malta, Northern and Southern Cyprus for Water Recycled in Treatment Plants That Could Be Potentially Recycled.....	125
Figure 6. 18 Comparison of Malta, Northern and Southern Cyprus for Seawater Desalination per Total Water Could Be Used.....	125
Figure 6. 19 Comparison of Malta, Northern and Southern Cyprus for Water Consumption per Tourist in Tourism Establishments.....	125
Figure 6. 20 Comparison of Malta, Northern and Southern Cyprus for Energy Consumption per Tourist in Tourism Establishments.....	125
Figure 6. 21 Comparison of Malta, Northern and Southern Cyprus for Percentage of Water and Energy Consumptions in Total Water and Energy Consumptions of The Country.....	125
Figure 6. 22 Comparison of Northern Cyprus Southern Cyprus and Malta for Waste Generation.....	128
Figure 6. 23 Comparison of Northern Cyprus Southern Cyprus and Malta for Winter vs Summer Waste Generation.....	128
Figure 6. 24 Comparison of Northern Cyprus Southern Cyprus and Malta for Waste Dispose Methods.....	128
Figure 6. 25 Comparison of Northern Cyprus Southern Cyprus and Malta for Wastewater receiving treatment.....	128
Figure 6. 26 Comparison of Malta, Northern and Southern Cyprus for percentage of beds operating during winter and summer seasons.....	131
Figure 6. 27 Comparison of Malta, Northern and Southern Cyprus for percentage of tourists moved by tour operators vs. moved by independent.....	131
Figure 6.28 Comparison of Malta, Northern and Southern Cyprus for percentage of tourists' arrivals with charter flights vs. total arrivals.....	131

Figure 6.29 Comparison of Northern Cyprus, Southern Cyprus and Malta for Employment Ratio.....	134
Figure 6.30 Comparison of Northern Cyprus, Southern Cyprus and Malta for Employment Ratio.....	134
Figure 6.31 Comparison of Northern Cyprus, Southern Cyprus and Malta for Tourism Revenues.....	134
Figure 6.32 Comparison of Northern Cyprus, Southern Cyprus and Malta for Employment Ratio.....	134

LIST OF TABLES

Table 2.1 Tourism Tendencies In Different Periods.....	6
Table 3. 1 Generation of Tourism Expenditures and incomes.....	22
Table 3. 2 Social Impacts Of Tourism Development.....	27
Table 3. 3 Some Of The Natural Attractions Found In Ten Small Island States.....	30
Table 4. 1 Mass Tourism versus Alternative Tourism.....	39
Table 4. 2 Mass Tourism versus Eco-Tourism.....	40
Table 4. 3 Indicators Criteria.....	49
Table 5. 1 Foreign Trade.....	53
Table 5. 2 Total Tourism Establishments 1975-1980.....	67
Table 5. 3 Provenance of Tourists 1975-1980.....	67
Table 5. 4 Bed-Nights Spent by Tourists from Turkey as Per Cent of Total Bed-Nights..	68
Table 5. 5 Provenance of Tourists, Planned/Actual 1978-1982.....	69
Table 5. 6 Accommodation Planned/Actual 1978-1982.....	69
Table 5. 7 Provenance of Tourist 1983-1986.....	70
Table 5. 8 Net Tourism Incomes 1983-1986.....	70
Table 5. 9 Tourism Statistics.....	72
Table 5. 10 Tourism Revenues by Years.....	74
Table 5. 11 Active Casino Establishments as Opening Dates.....	80
Table 5. 12 Number of Accommodation Establishments and Beds by Regions.....	86
Table 6. 1 Estimation of Sustainable Tourism Indicators.....	91
Table 6. 2 Comparisons of Northern Cyprus, Southern Cyprus, and Malta for Integrated Tourism Planning.....	121
Table 6. 3 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Resource Use.....	123
Table 6. 4 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Waste Management.....	127
Table 6.5 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Marketing and Promotion Activities.....	129
Table 6.6 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Supporting Local Economy.....	133

Chapter 1

INTRODUCTION

Tourism is playing an increasingly important role in the world economy. For many islands or small island developing states (SIDS) tourism is seen as a pioneer sector, with a strong capacity, which can constitute both an opportunity and a challenge for SIDS or islands. On the one hand, an opportunity to diversify limited economic activities and employment in the SIDS, on the other hand, a challenge as tourism has considerable impacts on island systems, which have many problems derived from their inherent and vulnerable characteristics such as limited natural resources and a high import content derived small size.

SIDS are extremely fragile integrated systems whose future development needs to be focused on sustainable and integrated options that are capable of reconciling the economy, human development and environment conservation. They also need an alternative and more suitable development approach, which protects the environment in the long term and creates economical benefits for local communities simultaneously called sustainable tourism.

It is well known that, after the publication of “Our Common Future” (W.C.E.D., 1987) sustainability has become an important concern in the development literature and has been applied in all fields of economic activities. Moreover, in tourism, the concept of sustainability has been initially established as a notion that there is a need to account for the interrelationships between tourism and the environment.

In recent years and particularly as a result of the Rio Conference in 1992 and the Barbados Conference in 1994, there has been evidence that various measures are being developed in SIDS and other islands trying to improve the integration of tourism policies in sustainable development. For example, a charter for sustainable tourism is the one of them. In addition, many hotels, tour operators, international organizations take initiative for promotion of environmentally sound systems and meets environmental demands in terms of a sustainable development such as International Hotel Environment Initiative in 1992.

Tourism has been a priority sector for TRNC like other SIDS. Some negative features such as poor natural resources, low industry linkages, small domestic market, dependence on export markets and additionally, internationally nonrecognition and also economic embargo, bring about the tourism sector to become obligatory instead of option for progress. Therefore,

continuity or sustainability of the tourism sector is necessary. This necessity should be not only within economic but also socio-cultural and environmental terms.

Although the tourism sector in TRNC has had a slow development process, the implementations and policies have brought about some negative problems. The main negative consequences are given as follows:

- High energy and water usage consumption levels in accommodation establishments.
- The degradation of the marine and terrestrial ecosystems and rising pressure on the natural resources.
- Small contribution to local economy through the community.
- Effectiveness between all actors in the field of tourism, which can create better activities and receive more responsibilities in tourism.
- Decrease of attractiveness on Historical and Cultural sites while casino tourism rises
- Inefficient use in Alternative Tourism Activities such as ecotourism or nature based tourism.
- Inefficient marketing and Promotion activities in foreign countries.

It is clear that with membership in the European Union, TRNC tourism will be reach its maximum development level and also these problems will become relevant. The main issue about TRNC tourism is; what kind of tourism development or planning needs to be implemented in practice for eliminating the negative consequences mentioned above. In recent years, although many policies and strategies have been developed by TRNC tourism, ministry and the government to manage sustainable development, applications in practice show that these policies and strategies have not reached demanded level yet.

From this point, this study therefore has aimed to investigate, through a case study, the economic, social and environmental impacts of tourism within the framework of sustainable development and research the reasons behind the uncontrolled and unorganized tourism process in TRNC.

In this study, TRNC tourism will be evaluated by using an interpretation of the indicators for sustainable tourism. The results of the study aims to give ideas to improve TRNC tourism in terms of sustainable development. It is a simple method to assess and monitor sustainability with limited data. It has many different assessing areas from usage of resources to promotion activities

management in the tourism sector. It is a method directly relevant with the policy and practice. Moreover, the main findings about indicators compare with Island of Malta' and Southern Cyprus' tourism indicators.

A brief discussion about tourism concept and its tendencies in different periods will be held in Chapter 2. Moreover, appearance and development of notion sustainable tourism and the organizations or institutions, which try to spread sustainable tourism or environmentally responsible tourism.

In Chapter 3, Main characteristics of SIDS will be explained. Moreover, economic socio-cultural and environmental impacts of tourism development on SIDS will be discussed by several examples from SIDS.

In Chapter 4, the concept and the scope of the sustainable tourism development discussed firstly. Then, different tourism types emerged recently and thematic comparison with mass tourism will be held. The main policies for managing sustainable tourism development in SIDS and the indicators for STD

In Chapter 5, current features of TRNC and its tourism development will be explained by using tourism organizations, tourism products and tourist features.

In Chapter 6, the followed methodology for selecting and identifying indicators and their estimation will be held. Then, they compare with Malta and Southern Cyprus.

In the last chapter, results of the study will be discussed and some proposals will be added, for TRNC tourism.

Chapter 2

TOURISM

2.1. Tendencies in Tourism

By means of the development of transportation and communication, tourism has emerged as one of the world major socio-economic sectors, and has been steadily expanding about 4-5 % annually during the latter half of the 20th century. According to World Tourism Organization (WTO) it is acknowledged that the combination of domestic and international tourism comprises the world's largest industry. In 1995, tourism globally generated an estimated US\$ 3.4 trillion in gross output, contributing 10.9 % of the world's gross domestic products (GDP) creating employment for about 212 million people and producing US\$ 637 billion in government tax revenues. By the year 2020 the WTO projects that there will be about 1.6 billion tourists arrivals throughout the world (WTO, 1998, p: 13).

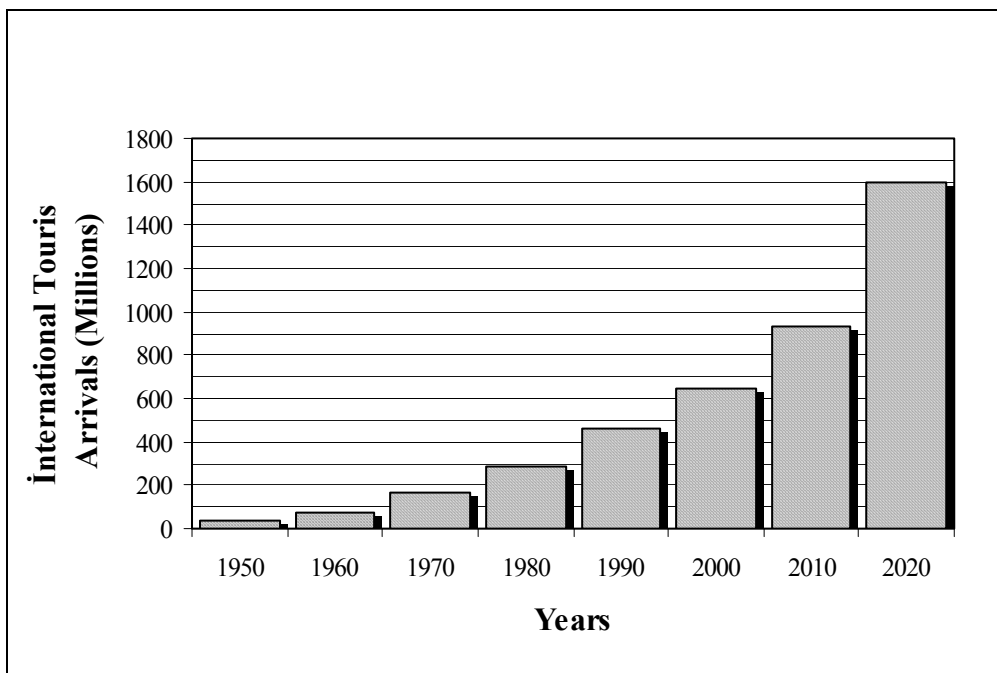


Figure 2. 1 International Tourist Arrivals (WTO, 1998, p: 13)

It is already an important activity in many big/large countries; it contributes 5-10 % of national GDP. On the other hand, in many small islands such as in Caribbean, Mediterranean, Pacific and ocean areas, tourism represents 20-25 % of the GDP (Briguglio et al, 1996a, p: 38). Furthermore, tourism penetration or activities are turning

towards developing countries instead of developed ones due to the rising distribution of income in developed countries.

The tendencies of tourism industry mainly depend on the features of the tourist groups and their reasons for traveling. Within this framework some places may become popular destinations in the future such as islands. These changes vary from social economic and politic conditions of the regions that host or dispatch travelers. Thus, different preferences have appeared over time. In the ancient and medieval times, while religion and commerce were the reasons for traveling, by the 20th century, recognizing new cultures recreation and health replaced these reasons (See Table 2.1).

Today tourism has varied in many types such as conference/business trips, urban tourism, heritage cultural tourism, agro tourism, yacht tourism, special-interest tourism and belief tourism. Especially Mediterranean coasts are foremost destinations for these types of tourism because of their natural cultural values. They also constitute a significant market proportion.

W.T.O. analysts show that: East/Middle Europe is the one of the leading tourism regions with the most provenance of tourist, between 1995 and 2020, growing 4.8 % annually. The Mediterranean region, which Cyprus Island is in, takes second place by growing 4.6 % annually. In this region, for example, Turkey 8 million, Israel two million and Cyprus 2.5 million tourists were hosted (both North and South). Furthermore, in 2020, 35 million tourists will be visiting this region and if we acknowledge these figures it is necessary to ask how these countries will be ready to entertain that amount of tourists (Kanol&Yaşarata, 2000, p: 70).

At the same time as tourism is becoming increasingly important in economy, it is also having positive and negative impacts in countries and regions. Some of the positive consequences mentioned in articles include, creating income, improving cultural interrelations and common respect. On the other hand, growing traffic, exploiting natural resources and inappropriate tourist behaviors are upsetting ends. Moreover, the development of tourism has brought about significant harms for humanity, such as the natural environment and cultural heritage. Due to these negative impacts, tourism has endangered its own reasons to exist.

As stated by many theorists:

“Nature is the origin of the tourism. Thus, tourism activities depends on natural resources both in passive or active”

PERIODS	JOURNEY REASONS	TRAVELER GROUPS	DESTINATIONS
Ancient Times	Religion, Commerce, Health	Artists, Architects	Sanctuaries in Mediterranean Countries
Medieval	Religion	Growing Package Tours	Sanctuaries, Market Places, Ports, Great Britain, Mediterranean Countries
15. Century	Exploration Of New Cultures and Places, Scientific and Historical Investigation and Researches	Individual Tourist	Rome, Frankfurt, Paris, Mediterranean Coasts
16. Century	Recreation, Health, Education, New Places, Becoming Famous	Lawyers, Students, Merchants and Youths	United Kingdom, Mediterranean Countries, France, Germany
18. Century	Experience New and Best Destinations, Seeing Mediterranean Countries	Aristocrats, New University Students	Milan, Venice, Florance, Napoli, Rome
19. Century	Seeing Mountains and Coastlines	Middle Income, Family Journeys	The Alps, Big Touristic Centers, Rural Areas, Paris, Monaco, Montreux, Morano
End Of 19. Century	Benefit From Winter Centers, Seeing Coasts, Health	Join Of Middle Income	East Coasts Of England and U.S.A, Atlantic Coasts Of France, Paris, Switzerland
20. Century	Recreation, Entertainment	Middle and Upper Income	Islands, France And Italian Rivieras, Australia, U.S.A, Asian Countries
End Of 20. Century	Service and Good Consumption, Business Tour, Conferences	All	Sun-Sand-See Destinations, Islands, Asia, Pacific, Africa, South Europe, Significant Europe Centers

Table 2. 1 Tourism Tendencies In Different Periods (Sılaydın, 2000, p: 3)

In recent years, increasing attention has been given to the negative effects of tourism, particularly environmental impact. For tourism industries, programs and action plans have been developed for sustainable tourism development by host countries, tourism organizations and many tour operators. Even non-governmental organizations have produced plans and policies for sustainable tourism. These include WTO, The World Wide Fund Nature and Ecotourism Society.

Finally, at the end of the 1980's, increasing environment concept, noticing harmful effects of tourism on nature and appropriating green and alternative tourism, caused revision of tourism's role and to define it again.

2.2. Tourism Concept

According to Turner & Ash, a Baptist preacher Thomas Cook organized the first excursion train to carry nearly 600 people from Leicester to Loughbrough for a temperance meeting on 5th July 1841. Since then the word "tourism" became popular in daily use (Yorucu, 1998, p: 71).

There are many definitions available for tourism and sometimes its difficult to give the most correct explanation. Basically, tourism is a movement in space from a person's home district to one or more destinations and then back again in a certain period (Aranson, 2000, p: 24). The certain period is very important in tourism definition. For example, British Tourist Authority described tourism as a stay of one or more nights away from home for holiday visits to friends or relatives, business conferences or any other purposes, except such things as boarding education or permanent employment (Yorucu, 1998, p: 73).

Tourism can be divided into many different forms of the basis of length of stay, type of transport used, price paid or the number of travelers in the group. The definition formulated by WTO for domestic tourism is one of the most used and contains many of the above criteria. It is as follows (Aronson, 2000, p: 24):

"A traveler visiting a destination in his country of residence for at least 24 hours but less than one year for the purpose of recreation, holidays, sport, business, meetings, conventions study, visiting friends or relatives, health, mission work, or religion"

Besides that, there are many different types of tourism definitions, defined by WTO are as follows (WTO, 1998, p: 17):

- Inbound tourism: Involves non-residents traveling in a given country
- Outbound tourism: Involves residents traveling in another country
- Internal tourism: Comprises domestic and inbound tourism
- National tourism: Comprises domestic and outbound tourism
- International tourism: Consists of inbound tourism and outbound tourism.

Moreover, Beniface and Cooper differentiated tourism as long and short *haul tourism*. Journeys generally *taken* over 3000 kilometers as long haul and below 3000 kilometers as short haul tourism. Another forms of tourism are classified as follows: (Yorucu, 2000, p: 3)

- Holiday tourism (sun, sea, sand, shopping and sex) sight-seeing and culture is included,
- Common interest tourism: it has purpose for visiting friends, and relatives, religion, health, or educational reasons
- Business tourism: trade fairs and conferences of participating in incentive travel schemes

Broadly, tourism is a phenomenon that variably distributed in space such as the location of destinations and markets. In addition, the flow of people, capital and ideas between the destinations are at the center of tourism.

Sometimes the word “tourism” is confused with leisure and recreation. Leisure is a measure of time left over after work, sleep or personal works have been completed. In other words, leisure is free for individuals to spend, as they want. Recreation is normally taken to mean the variety of activities undertaken during leisure time. Basically, recreation refreshes a person’s strength and spirit, which includes activities such as watching television or holidaying abroad. The only difference between recreation and tourism, recreation may be at home, close to home or at the distant. On the other hand tourism involves some distance and overnight accommodation may be needed.

In addition, tourism has different types, they contain three components within the geographical aspect. These are; the region, the destinations and the journeys between them. Some models of tourism could be seen in the figure below.

Example Models Of Tourism Travel (Aronson, 2000, p: 25)

A simple journey between home – destination and back. For example, package holiday at a tourist destination.

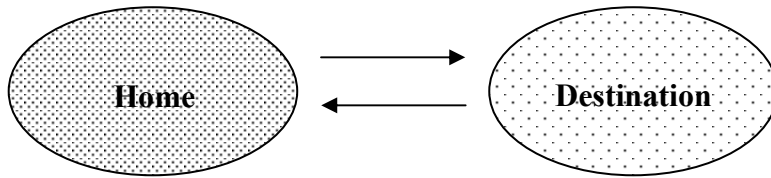


Figure 2. 1 Simple Model

A journey from home to a destination, which is used as the starting-point for day trips. The example is a package holiday by air at the destination from where the tourist makes trips by bus car or cycle.

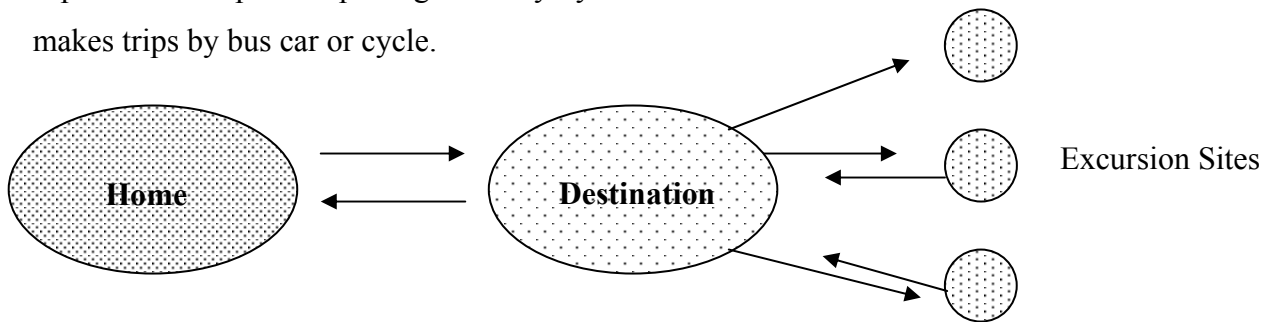


Figure 2. 2 Destination Starting Point Model

A journey from home to destination, which is used as a base for visit.

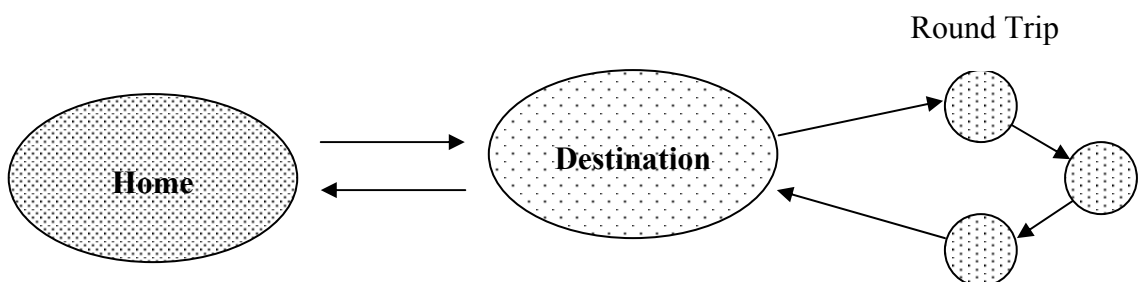


Figure 2. 3 Destination Round Trip

The model individuals' home as the starting point for separate journeys in the leisure period. These are often short journeys such as day or weekend trips.

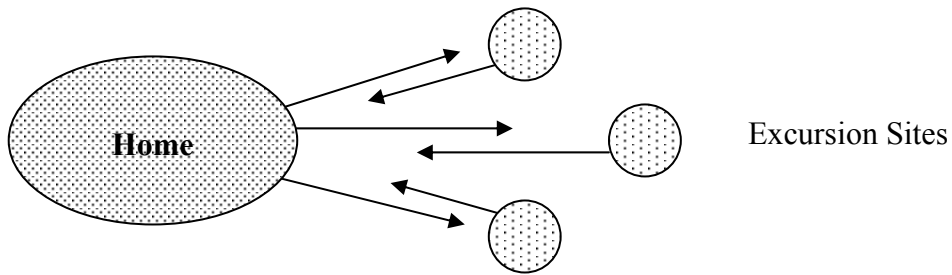


Figure 2. 4 Separate Journeys Model

There is no main destination. Round trips with overnight stays using one's home as the point of departure. Round trips by car with or without a caravan and bus trips are examples of this type of travel.

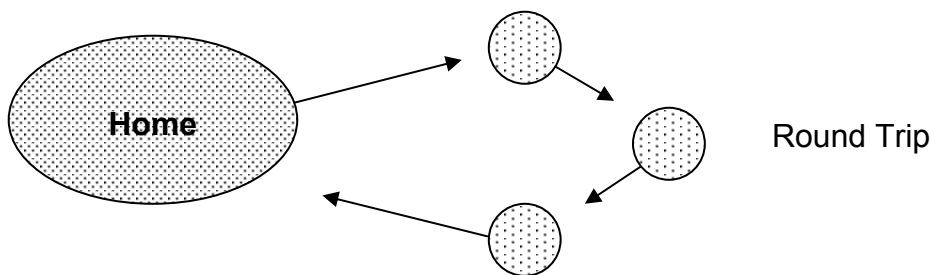


Figure 2. 5 Home Round Trip

Finally, there are many definitions and debates available about what tourism is in the literature but this study aims to explain general definitions and framework of tourism. In fact, it tries to give more information about sustainable tourism in detail.

2.3. Towards a Sustainable Tourism

In recent years the concept of sustainable tourism has taken center stage in the tourism world. It has generated numerous conferences, textbooks and policy statements. So much has been written and spoken about sustainable tourism. There are many definitions available for sustainable tourism development but this section will try to explain in brief about sustainable development before sustainable tourism development.

The concept of sustainable development was concern in the first World Conversation Strategy, 1980, and approved in 1987. In “Our Common Future” report, published by World Commission on Environment and Development (WCED) and is known as the “Brundland Report”, Sustainable development is defined as “meets the needs of the present without compromising the ability of the future generations to meet their own needs.” This report has been appreciated by many governments, which are closely concern with protection and development, social associations and industrial organizations. Moreover, sustainable development has entered as a political agenda of the global world. The Brundland Report mainly provides the following content (Aronson, 2000, p: 34):

- People themselves have the capacity to achieve sustainable development.
- A long-term perspective is necessary. There must be sufficient resources and a good environment for coming generations as well.
- There must be a balance between rich and poor countries, everybody’s basic needs must be provided for.
- We must all, in the rich countries in particular, change our attitude and lifestyles to favor sustainable ecologically adopted development

By increasing the importance of environment and sustainability on the political arena, new messages have emerged for taking some preventative actions for environmental issues. One of the important consequences of these messages is The United Nations Conference on Environment and Development in Rio de Janeiro, 1992. This gathering consisted of a formal conference with 180 governments and non-governmental organizations called the global forum. The most important document that emerged from the conference was Agenda 21. It contains a detailed plan of action for the future but does not have any legitimacy.

According to Naess, there are two approaching sustainable developments. One is based on the view that species and ecosystems have a value in themselves and should be allowed to exist, while the other centers on human beings and implies that even other species have the right to exist. As stated in the Rio declaration; the human being is at the heart of our concern for sustainable development and that each has the right to a healthy and productive life in contact with nature (Aronson, 2000, p: 35).

In general, it is well known that two different aspects to sustainable development are used, conservation and development. For example, conserving variety of species in natural areas and at the same time, trying for development to reach a great welfare for the human beings.

Although sustainable development is not a new theory for tourism planners, this concept has a different meaning between developed countries and developing ones. In developing countries, sustainable development means; remaining high life standards on a high level and renew and consume resources for protecting it. On the other hand, in developing countries, it means: economical development, recycling used materials, and sustainable resources efficiently by appropriate situations (Kanol&Yaşarata, 2000, p: 74).

Since the Rio Conference, many national governments or non-governmental organizations have adopted sustainability as their fundamental development policy. For instance, World Tourism Organization has adopted the sustainable approach to tourism and applies sustainable development policies in all of its tourism planning. Moreover, Green Globe 21 is the only worldwide voluntary organization that is being used to certify tourism companies and communities who implement Agenda 21 principles into tourism development. For example, in Cyprus, Sri Lanka and the Caribbean Green Globe certificate is part of an environmental management program for the travel and tourism industry that has been developed by the World Travel and Tourism Council (WTTC). The Societe Generale de Surveillance (SGS) acts as the agency that verifies certification.

After the Rio declaration one more important conference was held in Lanzarote, Spain in the spring of 1995, which presented relative policies and issues about tourism development that was based on criteria for sustainability. Application of the principles of the sustainable development in to the world tourism development was the main aim of the conference. The conference resulted in two documents; Charter for Sustainable Tourism and The Sustainable Tourism Plan of Action. The first one sets eighteen principles for how tourism should be controlled, while the other outlines the special strategies and proposals for action. According to these reports (UNEP & WTO, 1998, p: 1);

“tourism development shall be based on a criteria of sustainability, which means that it must be ecologically bearable in the long term, economically viable, as well as ethically and socially equitable for the local communities”

There are many available definitions about sustainable tourism but there is not any commonly accepted one. According to WTO, sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is very important management of all resources in such a way that economic and social needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems (WTO, 1993, p: 10). This definition is mainly based on the main sustainability policies of the Rio declaration.

In general, many definitions of sustainable tourism emphasize the environmental, social and economic elements of the tourism system. For instance, sustainable tourism means the tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social structure of the host community (Swarbrooke, 1998, p: 14). Tourism must become part of the natural, cultural and human environment, respecting the fragile balance (Gortazar&Martin, 1999, p: 13).

The lack of widely known and accepted definitions can create some confusion about what sustainable tourism means but some reports includes many examples of definitions, which were offered by tourism academics and practitioners in sustainable tourism education report by the European Union. It is as follows (UN, 1994, p: 21):

“Sustainable tourism is tourism, which develops as quickly as possible, taking account of current accommodation capacity the local population and the environment... the development of tourism and new investments do not detract from tourism itself...New tourism facilities should be integrated with the environment.”

It may be difficult to understand the concept of the sustainability by only the few definitions stated above because sustainable tourism has strong connections with development and management processes. The main principles may also give some perspectives to understand what sustainable tourism actually look like. They relate to how sustainable tourism might be achieved and what the implications are.

The main principles and approaches of sustainable tourism development include following¹:

- Natural, cultural and historical resources for tourism are preserved for continuous use for the future, while bringing benefits to the presents society.

¹ Derived from Swarbrooke, 1998; WTO, 1993; Aronson, 2000; WTO&UNEP, 1998

- Tourism development is planned and managed so that it does not generate serious environmental or socio-cultural problems in the local area. Moreover, it is not only about protecting the environment; it is also concerned with long-term economic viability.
- Environmental quality of the tourism area is maintained and improved where needed.
- High-level tourist satisfaction is maintained so that the tourist destinations will improve their marketability and popularity.
- The benefits of tourism are spread though the society.
- Long-term thinking is necessary rather than short-term.
- All stakeholders need to be empowered by in tourism decision-making, and they also need to be educated and informed about sustainable development.
- The approach generally not anti-growth, but it emphasizes that there are some limitations to growth and tourism must be managed with these limitations. It also consists of small-scale development, which is based on the local community.
- Understanding how market economies operate, management procedures of private sector, public and voluntary sector organizations is necessary in order to have successful organization on a practical level.
- The balancing of costs and benefits in decisions on different situations of action must extend to considering how much groups or individuals will gain or lose.

As stated above, tourism must become part of the natural, cultural, and human environment, respecting the fragile balance that is characteristic of many destinations, particularly on small islands.

Chapter 3

SMALL ISLANDS

3.1. Characteristics of Small Islands

According to Agenda 21, islands are a special case both in terms of the environment and development because they tend to be ecologically fragile and vulnerable (WTO&WTTC&EC, 1996). Further more, islands or SIDS have many disadvantages, which derive from their number or inherent characteristics. The following sections aim to explain these inherent characteristics of SIDS¹.

3.1.1. Smal Size

The size of a country can be measured in terms of its population, its land area or its gross national product. Economically, demographically and geographically, countries are classified as small if they meet any of the criteria outlined by the commonwealth Secretariat of the UN. Those criteria are: (Yorucu, 1998, p: 14)

- Having a surface area of less than 10,000 kilometers square of land
- Having a population of less than 1,000,000 and/or
- Having less than USD 5,000 GDP per capita

North Cyprus, for example, has a population of 177,120 (1993 figures) and 3298 km² land area (387 coastline).

Small size is economically disadvantageous for a number of reasons, including the following:

- Limited natural resources and high import content. Small size often implies poor natural resources and low industry linkages. This makes the economy highly dependent on foreign exchange earnings.

- Small domestic market and dependence on export markets. A small domestic market and the need for a relatively large amount of foreign exchange to pay for a big import bill. It

¹ Derived from Briguglio, 2000, Khaka, 2000, WTO & WTTC & EC, 1996, Annan, 2000

gives relatively high dependence on exports and therefore dependence on economic conditions in the rest of the world.

- Dependence on a narrow range of products. In many cases, small size limits the country's ability to diversify its exports, and this makes the country dependent on a very narrow range of goods and services.

- Limited ability to influence domestic prices. SIDS do not have enough control on the prices of the products they export and import.

- Limitations on domestic competition. Domestic competition tends to be curtailed in small economies due to the fact that small size does not support a large number of firms producing a similar product.

- Problems of public administration. In SIDS, people know each other well, and are often related to each other. This tends to work against impartiality and efficiency in the civil service.

3.1.2. Insularity

All islands are defined as insular, but not all islands are situated in remote areas. Insularity and remoteness give similar problems associated with transport and communication.

- It is expected that transport costs associated with the international trade of SIDS tend to be higher per unit of export than in other countries. The main reason for this is that islands are separated by sea and therefore they are constrained to use air and sea transport only for their imports and exports.

- Uncertainties of supply. Apart from high per unit cost of transport, insularity and remoteness from the main commercial centers may also give rise to additional problems such as time delays and unreliability in transport services.

3.1.3. Proneness to Natural Disasters

Many islands experience natural disasters caused by cyclones (hurricanes or typhoons), earthquakes, landslides and volcanic eruptions. The impact of a natural disaster on an island economy where disasters occur is expected to be larger in terms of damage per unit of area and costs per capita, due to the small size of the country.

In some instances natural disasters threaten the very survival of some small islands. Some of the effects of natural disasters on small economies include damage of the agricultural sector, the wiping out of entire village settlements and the demolition of a high proportion of communication services and injury or death of a relatively high percentage of the inhabitants.

3.1.4. Environmental Constraints

The pressure on the environment arising from the process of economic development in SIDS tends to be much higher than in other countries. In many islands, increased demand for residential housing and industrial production has given rise to a fast depletion of agricultural land. Small islands also experience use of the coastal zone for tourism and marine related activities. They also tend to generate a large amount of waste. The process of economic development also brings with it an increased demand for resources, some of which are non-renewable. Many SIDS have experienced depletion or near depletion of such natural resources.

Apart from the pressures of economic development, SIDS also face problems associated with their geographical and natural characteristics. They tend to have a unique and very fragile ecosystem. The fragility is the result of the low level of resistance of SIDS to outside influences, endangering bird and other endemic species of flora and fauna.

Because of their characteristics and that they are the second most important holiday destinations, tourism is becoming one of the leading economic sectors on most islands. In the United Nations conference, held in Barbados in 1994, tourism was recognized as a strategic development for many island regions. Moreover sustainability was the important point for the Action Plan in tourism development. In fact, with these conditions mentioned above, sustainable development in tourism is needed rather than an option for small islands.

3.2. Tourism Impacts

It is widely agreed that the small islands generally have a comparative advantage that they tend to have tourism-related activities and thus the dependency on the tourism industry more than larger states do. Consequently, the effects resulting from tourism have appeared clearly and more perceived in these countries. Generally, tourism impacts, which become different according to countries or regions, may be classified in three titles; economic, socio-cultural and environmental. Moreover, these titles may respectively display positive and negative features. Among the socio-cultural, environmental and economic factors linked to tourism in small island states environmental issues are very important. This thought is supported by a number of studies, conferences or declarations in various small island nations. For example, the issue of tourism and environmental conservation was mostly emphasized on the agenda of the UN conference on Sustainable development in small island developing states, held in Barbados in April 1994.

In this context, this chapter is divided three sections. Economic, socio-cultural and physical effects of tourism are generally described following this introduction. Moreover, these effects are discussed within the small island examples from several case studies.

3.2.1. Economic Impacts of Tourism

Tourism is often identified as a promising sector in SIDS. It offers one of the few opportunities for economic diversification in many small islands. Basically tourism is an economic activity, which is part of the host country. Thus, it affects many production and service sectors in economic terms. This case is connected to the proportion of gross national product (GNP) and if the ratio of tourism in GNP exceeds 5 %, the country may be called a tourism country (Silaydın, 2000, p: 13).

Understanding economic impacts generated by tourism, the economic characteristics of tourism should be examined in detail. First, tourism is integrated with many other sectors of the local economy. Generally, tourists demand and consume many components. Their expenditures for hotel shops, restaurants, recreational facilities, stimulate local economic activity. Second, tourist destinations require goods and services such as transportation facilities or water supplies. Thus, they have to be created or

imported. The availability of existing supplies in countries and characteristics of tourists mainly determine these goods and services.

Third, tourism is a highly unstable sector. Unpredictable influences and their expectations may alter seasonal fluctuations. Thus, facility owners need to earn sufficient during the peak season for balancing the income. Moreover tourism has an elastic price and income. Small changes in prices and incomes may greatly influence tourist decisions. For example, airline prices generally have significant effects on the volume of tourist travel (Mathieveson & Wall, 1982, p: 54).

Most studies have recently emphasized the economic impacts of the tourism sector. The development of tourism facilities and recreational opportunities, contribution to the national balance of payments and generating incomes and employment, have been viewed as major economic effects on tourism. However, tourism may create undesired negative effects such as over-dependence on the tourism sector. Both positive and negative stated below (UN, 2001, p: 7):

Economic/Positive

- Contribution of foreign exchange earnings and the balance of payments.
- Generation of income
- Generation of employment
- Improvement local economic structure
- Creating revenues for governments of the host country

Economic/ Negative

- Over-dependence on tourism
- Increased inflation and higher values
- Increased amount of import (labor or goods)
- Seasonality of production and so low rate of return on investment.
- Creation of other costs such as garbage collection and disposal

According to Wahab, balance of payments is the systematic records of the direct actions, caused by good and service flows between local and external economies (Wahab, 1995, p: 24). By means of the international tourism, foreign currency is contributed which

is seen as the most important positive effect of tourism. Tourist expenditures on accommodation, entertainment, shopping or transport create these currency flows. However, the direction of the foreign currency may change whether host countries dispatch their residents as tourist or not. Thus, benefits from tourism may decline. In this respect, two important issues should be examined to assess how tourism contributes to the balance of payments (Mathieveson & Wall, 1982, p: 54).

- The effects of tourism within the home country including the countries own residents and visitors.
- -The effects of international tourism on the tourist activities of residents, which take place outside of the home country

Balance of payments may change according to the development level of countries. In developing small islands, in which less tourist dispatching is materialized, generally large proportion of the balance of payments deficit is covered by tourism. In these countries, required good and services that are derived from tourism development are generally met from outside. The ratio of the import mainly is influenced by the size and development status of the countries (Briguglio et al, 1996a, p: 40). Thus small islands, which have limited resources and production in many sectors, often have to import goods and services from other countries. Rising the proportion of importing goods, raw materials and services, which decline the addition of tourism, bring up financial difficulties for the balance of payments. On the other hand, in developed countries they usually respond to required goods and services with their own resources and so they tend to have low imports then compared with the developing countries.

Generation of employment opportunities is widely known as the other major effect of tourism. Because of the feature of the sector that has dense service and labor, tourism renders more employment opportunities when compared to other sectors (Wahab, 1995, p: 25). In tourism facilities, many managers sometimes use more labor to increase the quality of services. For example, sometimes the personnel number per room is 1.1 in five-star city hotels while this number is 0.9 in four-star hotels.

In 15 Caribbean tourist destinations, a total of 77,319 hotel rooms accounted for 88,967 jobs, equivalent to 1.15 jobs per room. With the recent decline in the agriculture

sector, in particular sugar and bananas, the relative share of tourism in employment has risen. In the South Pacific, tourism generated 27,540 jobs in direct employment in 1991 in 10 small island developing states. In the Mediterranean region, overall employment in Cyprus exhibited an upward trend during the period 1980-1992, with the fastest growth occurring in tourism and related services. Employment in these occupations doubled from 33,600 in 1980 to 64,000 in 1992. Hotels, restaurants and retail trade increased their share of employment from 17.9 per cent in 1980 to 24.3 per cent in 1992. In 1993, the total contribution of tourism to employment in Malta was 17 per cent of the labor force (UNEP, 1996).

Generally, tourism required a higher proportion of non-skilled or semi-skilled labor. Developing countries sometimes may expect that they will not require import labor from foreign countries. In spite of this, the inability of the home country to meet the semi-skilled labor domestically, they need to be imported. Sometimes importing labor may exceed the domestic labor. Thus, tourism may not create great local benefits economically. This situation is inappropriate and goes against the sustainable tourism concept (see below definitions), which defends equity of local communities ethically, socially and economically. The majority of the local employment in the tourism sector should be protected.

"Tourism development shall be based on a criteria of sustainability, which means that it must be ecologically bearable in long term, economically viable, as well as ethically and socially equitable for the local communities" (UNEP & WTO, 1998, p: 1)

"Management by a community of the sustainable utilization of its eco-cultural resources up to certain specified limits while simultaneously optimizing the equitable distribution of socio-economic benefits accruing the community" (UN, 1997, p: 7)

In some countries, especially developing small islands, by the investors or entrepreneurs from outside, foreign labor from their countries may be encouraged to be in the tourism sector. Thus, the ratio of the importing labor may increase. Because of that, local communities and countries may not gain expected additions from the tourism industry.

According to many theorists (Wahab, Matthieveson, Wall, etc), the rise of the employment opportunities is the result of the tourist expenditures. In hotels or outside of the tourism facilities, tourists spend money for accommodation, shops, restaurants, travel agencies and entertainment facilities. These expenditures generate, directly or indirectly, employment opportunities. Generally, tourist expenditures and incomes that are generated are illustrated in table 3.1

Table 3. 1 Generation of Tourism Expenditures and Incomes (Sılaydın, 2000, p: 14)

Distribution of Tourist Expenditures	Formation of Tourism Incomes
Accommodation	Salaries and Fees
Food-Drink	Taxes
Local Transportation	Commissions
Tourist Tours	Insurance Dues
Entertainment	Renting Dues
Cultural Activities	Interest
Sport Activities	Amortization
Souvenirs and Gifts	Advertisement
Photography Equipments	Servicing and Repairing
Health Expenditures	Technical Services
Clothes and Finery	Information Services
Drink, Tobacco	Electricity-Water-Gas Prices
Newspapers Magazines	Transportation Prices
Car-renting, Fuel	Equipment Trades
Hunting and Sport	Food-Drink Trades
Antique and Work of Art	Equipment Rents
Other Consumption Goods	Other Expenditures
Gold, Diamond	

The data on average daily expenditures per visitor for 10 countries ranged from \$41 to \$304 in 1992. In 1989, average daily expenditures per visitors for 23 SIDS ranged from \$37 to \$336. The diversity of performance is significant. It is important that countries that want to promote tourism as a growth sector needs to make efforts to enhance the diversity of quality of goods and services they sell to visitors. In 1989, Seychelles tourism provides for about 40 % of the GDP and about 6,000 of 27,000 employees worked in the tourism sector (UNEP, 1996). On average every tourist spends about \$125 per day on the Seychelles. In the case of the Maldives more than 80 % of the currency receipts stem from

tourism and taxes account for 17 to 25 % annually of Maldives state revenues (Briguglio et al, 1996a, p: 72).

In addition to the tourist expenditures, is the creation of the employment capacity, it is generally expanded more by the multiplier factor. "Multiplier means that the effect derived from incomes in specific period is generally more than the income which stated with original numbers in economy". In the tourism sector, the effect of multiplier changes according to the economic structure of the country. In a country, where tourism goods and service components are imported, multiplier effects proceed in low rates. Increasing multiplier effect may increase by meeting services and goods domestically (Wahab, 1995, p: 25).

Another positive-economic effect that derives from tourism is; revenues for governments by tax incomes like the other sectors. Governments occasionally estimate and collect these revenues from tourism enterprises. For example, taxes that are collected from Casino Enterprises. In developing countries, governments sometimes may not collect taxes or legalize exemption to support investors. These applications may cause the decrease of revenues. Tourism investments cost a lot of stable capital but notably these exemptions are very important to support tourism investors.

Another important issue about tourism is the seasonality of tourism and some negative consequences that result from. The seasonality of tourism demand in most countries is reflected in hotel occupancy rates (Methieveson & Wall, 1982, p: 88). Because of the capacity of tourism facilities are not fully used in the off-season, the returns of the capital are generally low. Thus, other sectors of the economy may be found more attractive than tourism to make investment. Moreover, apart from tourism seasons, unemployment that related tourism may increase. For example, in Malta, 60 % of tourist arrived in the June to October period. For this reason, Malta tourist authorities were trying to attract more winter tourists in 1993 for improving employment opportunities (Briguglio et al, 1996b, p: 167).

In addition seasonal negativeness in tourism sector, over-dependency is seen as a different problem. Some destinations may become over-dependent on tourism by the time. Thus, the importance that is given to other sectors such as agriculture and fishing that are able to support local economies, may be less considered or become unimportant. Moreover,

a condition that all resources should be used in a way of supporting tourism development may appear as a dominant tendency. This kind of development process is mostly seen especially in small islands countries, because of factors such as geographical isolation and limited natural resources. On the other hand, this situation may make themselves vulnerable for global economic trends in the tourism sector. For example, price and fashion changes can reduce tourism demand and thus, tourism receipts in the future years.

Increased inflation and higher values are another cost of tourism especially in developed tourism countries and regions. Tourists are generally able to buy expensive items and pay high prices for services. The price of these goods and services may be increased, because of the high tourist expenditures. If local residents want benefits from them, they will face high prices inevitably. This inflation in destination areas may be caused by land values. Growth in the tourist number creates additional demand for land and competition from potential buyers. Moreover, the demand for more hotels, second homes and other tourist facilities may bring sources of income to builder, estate agents and pay more for their homes and larger taxes because of the increased values.

3.2.2. Socio-Cultural Impacts of Tourism

Socio-cultural impacts are the outcome of particular kinds of socio-cultural relationships that occur between tourists and hosts as a result of their coming into contact (Mathieveson & Wall, 1982, p: 135). Tourists and hosts encounters, generally, where tourist are purchasing goods and service from the host or where the tourist find themselves side by side for example, on the beach or at a night club.

The dimensions of these interactions may change according to the features of tourism, host country and tourist pattern. These features relatively indicate the force and direction of the effects, which are experienced by both tourist and host population. Thus there is a socio-cultural interrelation. Inhabitants of destination areas are mostly influenced from that. The main reasons are stated below (Sılaydın, 2000, p: 17).

- Tourists usually stay for limited periods of time. Thus, they find enough time to assimilate these effects when they return to their countries. On the other hand, hosts generally do not find this time because they experience these relations in long period.

- Tourist only interacts with the cultural structure of the host country but host communities may be introduced to different cultures simultaneously.
- Tourist is free to select any destination for holiday. The host does not have the same freedom. Thus, hosts enter the unknown process in which they do not know anything about tourist cultural profiles.

There is a tendency that tourist-host relationship to be unequal. Tourist spending and attitudes may show this situation. Thus, hosts often feel inferior. Moreover, there are inequalities in levels of satisfaction. A holiday for the tourist is sometimes a significant experience but it is generally routine for the host. The first time host meets the tourist and tourism; it may enter a strong introduction process. By the tourism development, local community that works on agriculture or fishing may find themselves a new economic process. While the former generations employee in agriculture new ones do not have the required skills and knowledge for implementing agricultural occupations anymore. They begin to employee in tourism sector. As stated before, because of tourism represents seasonal fluctuations, except tourism seasons, new generation may face with the identity problems because of the unemployment that derive from seasonality.

Tourism may become most important income resource by this time. In this respect, to give best service opportunity and generate high income, local communities try to understand required features of tourists' life style in a short period. They start to improve new tendencies, which are different to daily life. For example, they try to learn different languages to communicate with different cultures. This sympathetic interest to tourist may change with the resentment of hosts by the tourism development. Doxeys tourist irritation index shows tourist reactions process, which based on his Barbados studies (Mathieveson & Wall, 1982, p: 137).

The level of Euphoria

People are enthusiastic and thrilled by tourist development. They welcome the stranger and there is a mutual feeling of satisfaction. There are opportunities for stranger and mutual feeling of satisfaction. Moreover, there are opportunities for locals and money flows in along the tourist.

The level of apathy

As the industry expands people begin to take the tourist for granted. It rapidly becomes a target for profit taking and for contact with tourists.

The level of irritation

This will begin when the industry is nearing the saturation point or is allowed to pass a level at which the locals cannot handle the numbers without expansion of facilities.

The level of antagonism

The irritations have become more overt. People now see the tourists as the harbinger of all that is bad. Taxes have gone up because of the tourists, they have no respect for property, they corrupted our youth, and they are bent on destroying all that is fine in our town. Mutual politeness has now given way to antagonism.

The final level

People have forgotten that what draw the tourist. They allowed the environment to change. They now must learn to live with is the fact that their ecosystem will never be the same again. They might still be able to draw tourists but not like in early years. If the destination is large enough to cope with the mass tourism it will continue to develop.

Host perceptions and attitudes towards continued expansion of facilities and services to satisfy tourist demands may rapidly become antagonistic and may eventually reach xenophobic proportions. Xenophobia occurs when the carrying capacity or saturation point is reached or exceeded. Within this framework, the capability of destination and its population is very important. For example, in London, Paris and New York, which have millions of tourist every year, tourist may absorb by huge tourist complex and large resident populations. On the other hand, in Barbados and the Virgin Islands, tourist arrivals, tourist arrivals greatly exceeded the size of the local population and facilities capacity. Thus small island states may experience these resentments to tourist more than large ones.

Moreover some researches (Brigiglio et al, Akış, Peristianis, Warner, etc), which try to examine the attitudes of residents to tourism development within the social effects of tourism, state that: as tourism develops, the number of negative interactions between residents and tourists will grow. For example, in the case of Cyprus, Turkish residents of Girne, where the tourism is relatively underdeveloped, have more positive attitudes to

visitors than those in Ayia Napa and Paralimni. The research consequences show that tourism changed traditional culture strongly in Ayia Napa and Paralimni, which have great tourism development. (See table 3.2). On the other hand all participates generally agree that meeting tourist is a valuable experience.

According to some interviews in Ayia Napa, residents complained that they felt “invaded”. The experience of living in an area, which is taken over by tourism, means that more negative experiences are likely to occur. In addition to that, the residents do not appreciate visitor behaviors. For example, tourists had a tendency to get drunk and frequently made a lot of noise (Akis & Peristianis & Warner 1996, p: 6).

There is no doubt that the population density during the tourist season, location of resorts and the large differences by per capita incomes of hosts or tourists bring up serious effects on communities. Moreover, prostitution, crime rates and gambling have significant effects on the moral standards of the host population, which derive from these factors (Mathieveson & Wall, 1992, p: 142).

Table 3. 2 Social Impacts of Tourism Development (Akis S., Peristianis N., Warner J., 1996, p: 7)

Issues	Girne			Paralimni			Ayia Napa		
	Agree %	Neutral %	Disagree %	Agree %	Neutral %	Disagree %	Agree %	Neutral %	Disagree %
Meeting tourist from all over the world is a valuable experience	95	4	1	86	8	6	94	4	2
Tourism has led to an increase in the availability of recreational facilities	66.6	31.5	2	72	21	6	62	26	12
High spending tourists have an undesirable effect on our way of life	27	68.5	4.5	60.5	30	9.5	67	28	5
Tourism causes changes in our traditional culture	13	85	2	80	14.5	5.5	89	8	3
Local residents have lower quality of life as a result of living in a tourist area	10.5	88.5	1	55.5	38	6.5	64	28	8

Casinos, especially, are legalized for some expectations such as generating tourist activity generating local employment and economic activity or increasing the income by its

taxes, although gambling attracts organized crime, prostitution and violence. For example, in Tonga and New Zealand, racial tension, violence, alcoholism and crime rates have increased in the end of 70's (Mathieveson & Wall, 1982, p: 152).

In spite of the negative consequences of tourism development, it generally contributes many benefits for local communities such as improving the quality of community life. The main positive consequences of tourism are: (UN, 2001, p: 8)

- Improve the quality of life by widening choice and supply of local services and bringing social contact
- Encourage local diversification through new local business and products
- Encourage benefits of tourism amenities for residents.
- Maximize tourism political benefit to local communities.
- Local tourism enterprises employing local people.
- Introduce the benefits of interactions between people of different cultural backgrounds

Like economical issues, some issues should be discussed such who actually benefits from tourism development or how benefits are distributed. It is very important for hosts if benefits that derived from tourism are distributed equally. Unlike economic impacts, social impacts of tourism are not easily quantified. Thus, the main problems that derived from social and psychological effects from tourism may not be solved.

3.2.3. Physical Impacts of Tourism

In island countries, along with the problems that are derived from their current inherent characteristic, result of the fast economic development there may occur positive or negative effects on limited natural resources and environment. However according to the basis of many investigations, it states that these effects are mostly negative.

In tourism policies, which were constituted in recent years, it is shown in detail that the importance given to the natural environment is increased. Travelers become more interested to the environmental problems. Dead plants, polluted coasts, landscapes with unfinished constructions, noisy construction areas, air pollution and water filled

with algae are the topics that the tourists mostly complain about. In a study, which is done to German and Dutch tourists, half of the German tourists emphasized that the most important reason of their vacation region is to be with nature. They clarify the reason of their vacation choice as to be in attractive view based nature and to acquire a clean environment. Moreover, most German tourists are faced with environmental problems while they are on their vacation such as stated above. In a study, which was done in 1985, it has been seen that one of every three tourists are faced with air pollution, damaged forest, waste or polluted nature views. In 1989, this rate has increased 2:3, especially in the 1985 study, 20 per cent of the tourists clarify that they do not want to go to the same place again, because of the environmental problems of the destination (Kanol & Yaşarata, 2000, p: 79).

Negative events that occur by the effects of tourism activities show differences according to the development level of tourism and the type of tourism activities. For example, it is clear that tourism activity types like water skiing and yacht tourism are more harmful than scuba diving or turtle watching. Especially, in the developed tourism regions that yacht tourism is promoted, tourists that stay in yachts are pouring garbage and other wastes out into the sea, and this occurrence constitutes problems for water pollution. Yacht tourism is promoted for bringing high-income tourists and the tourist that comes with yacht tourism, provides indirect economic contribution with activities such as trade, food and drink or entertaining. On the other hand, this activity may not provide direct economic contribution for the reason of accommodation on the yacht.

It is well known that tourism development usually starts with the construction of hotels, resorts and other places for tourists to stay. In addition there may be restaurants, nightclubs and recreation facilities such as golf courses, tennis courts, swimming pools and marinas. These facilities require a lot of space, and land. Land and resources that are used for tourism sometimes may not be available for other uses. Developers may want to keep local people away from beaches, which are reserved for tourists.

These investors often prefer to build on the coast that is the most fragile and vulnerable area on an island and many tourism activities in small islands generally take place on the coastlines (See table 3.3).

Table 3. 3 Some of the Natural Attractions Found in Ten Small Island States (Briguglio et al, 1996a, p: 62)

Country	Region	Resource	Activities
Barbados	Caribbean	Beaches	1,3,4,5
Dominica	Caribbean	Sea/Rainforests	1,2,3,4,5
Sri Lanka	Asia	Beaches	1,2,3,5
Vanuatu	Pacific	Beaches/forest	1,2,3,5
Madagascar	Africa	Beaches/forest	1,2,3,4,5
Solomon Island	Pacific	Beaches/forest	1,2,3,4,5
Malta	Europe	Sea	1,3,4,5
Trinidad&Tobago	Caribbean	Beaches/forest	1,2,3,4,5
Dominican Republic	Caribbean	Beaches/forest	1,3,4,5
South Cyprus	Europe	Beaches	1,2,3,4,5
1:Water sports, 2:Trekking, 3:Sunbathing, 4: Bird Watching, 5: General Issues,			

The construction of these facilities can have the same kind of impacts such as soil erosion, changes in water circulation and damage for natural environments. If the resort is on the coast, changes in the coastline are needed such as the improvement of beaches, the construction of docks for tourist boats. These changes may affect current coastal ecosystems and make it very difficult to manage in many island destinations. With limited physical infrastructure, the capacity of many small island states is already strained. This is exacerbated by wastes generated by tourism activities. Examples abound of damages caused by the disposal of untreated effluents into the surrounding land and sea. Pollution of scarce inland freshwater resources is one such example. The loss of valuable marine life, the destruction of coral reefs and erosion of coastal beaches, on which island tourism highly depends, are others.

In Seychelles, Malta, Cyprus and several islands in the Caribbean, the previous construction of tourism facilities along their coastlines resulted in the exploitation of the original beauty of these areas. In order to stop the degradation, the governments of a number of these countries have, taken steps through legislation to restrict and control

coastal construction. Limitations of building size, with limits on height and room capacity, and specifications of design and materials used in construction have been constituted in an effort to correct past errors and ensure better harmony with the natural environment. Beach destruction caused by intensive sand mining for tourism-related construction is also a feature of many coastal areas. This practice has recently been decreased in Maldives, Seychelles and Cook Islands, among others. Beaches destroyed by sand mining are not being naturally replenished. Erosion owing to tourism facilities and infrastructures built too close to the coast also contribute to beach destruction and coastal degradation (UNEP, 1996).

Another reason of the negative consequences that coastal areas display is; planning process of the coastal areas, which is not sensitive as it desired and also does not play efficient role, as it required. Like other economic-based resource usages, coastal areas are used as only a tool and this situation is appropriated for only specific community, not for the society (Sılaydın, 2000, p: 27).

The environmental changes resulting from tourism not only include the features of natural structures, but also historical and architectural heritages of the area. Thus, during the tourism development, these heritages may be damaged or harmed. In this context, no protection of the characteristics of local architecture and showing them as protected in new developing areas are underlined as different important problems.

Development of island attractions for tourism normally requires the provision of facilities services and infrastructures. This leads to extension of the built environment of the island. Thus, any environmentally based tourism potential of the island attractions should be related to the provision and the capacities of the support facilities and services. This kind of development also has an environmental impact, which is placed on the islands natural resources for additional demand, especially, supply of energy, water and building materials. In fact, such development may degrade attractions. For example, where sand is taken for the construction process.

There is no doubt that, tourist increase the challenge of managing sustainably islands resources. Large number of tourists may be a threat for the islands resources. Because, in peak periods of the year tourist numbers often double the islands population and this situation also leads to (Mathieveson & Wall, 1982, p: 118):

- Overcrowding increasing pressure on the natural resource environment including demands for service provision such as sweet water.
- Over-development of the built environment as the location and scale of facility service and infrastructure development, normally favoring coastal sites pressurizes the small land area available
- Pollution from sources within the island, degradation and overuse of the natural environment.

Finally, the quality of tourist holiday and the islands' advantage may be lost. It is widely agreed and not forgotten that, combating environmental damage after it has risen is extremely difficult, and includes high costs and requires long time.

Another spatial effect by tourism development is the second-home development, especially which emerges on coastal areas. By means of the region becomes the core for tourism development, the tourism sector may be the main sector that is a means of livelihood. Moreover, the possession of the agricultural and olive-tree lands, start to change owners and are open for building. Perceiving the hills that reach over to coastal areas as common property expands the second-home development. For example, Girne region in TRNC has experienced this process that can be clearly seen.

Generally, through the effect of building and usage density that resulted from tourism development and the manner of political conduct and laws, which support this situation, bring about much negativity against the environments in tourism regions. However, the main aim should be the protection of nature, which is the cause of tourism. Moreover, tourism, should be used as a strong tool for protecting and enhancing not only the economic situation but also social and natural environments. In this respect it should not be forgotten that "natural environment and the historical heritage are the core feature of the small island tourism product".

Today, the great majority, is closely involved in tourism, acknowledges that the time for altering the manner of conducts in this sector has already come (Çelem & Kalem, 2000, p: 319). This perspective renders the rise of new tourism concepts such as eco-tourism, green tourism, soft tourism and sustainable tourism being activated, and their transition stages for being implemented. Moreover, it makes some steps being taken such as

increased environmental consciousness, improving the beauty of the environmental landscape and protection of local architecture. These steps are main indicators of the positive effects of tourism on physical environments. Moreover, these can be added as to contributing to positive consequences (UN, 2001, p: 8):

- Encouraging the environment awareness of local people and business to use environment protection programs.
- Supporting the maintenance and improvement of natural heritage and ensuring its conservation for present and future use.
- Better usage of the environment.
- Providing economic incentive pay for investment in water quality or beaches.

Chapter 4

SUSTAINABLE DEVELOPMENT IN TOURISM

Before starting sustainable tourism development discussions, it is essential to discuss important definitions, features and scope of the concept in detail, which are stated in many references. The main definitions and principles are discussed in the beginning of the study according to the study context. However, sustainable tourism development discussions will be considered one more time within all its perspectives and dimensions again, because the concept often becomes different by many criteria and any definition that can be commonly agreed to, have not been constituted yet.

4.1. Scope of the Concept

Sustainable tourism, is a kind of development model, which administrates all of the resources for the economic, social and aesthetical needs of locals and visitors and prove the same conditions for future generations and meets their needs while protecting the artificial-natural environment and cultural wholeness, proving the continuity of the ecological process, the biological variety; and the life systems, without any changes (WTO, 1998, p: 32).

According to the above stated concept, one of the most important factors that need to be taken into consideration for achieving sustainable development in tourism sector is the condition of local community improvement. Moreover, it is emphasized that additional contribution resulting from tourism is used to protect the totality of the socio-cultural and natural environments of the host and remain their continuity for the future without any degradation. These conditions generally make the concept a threefold model. For example, economic, socio-cultural and environmental dimensions, which include many different goals. These dimensions and goals of the STD are generally illustrated in Figure 4.1.

It is possible to classify these targets as economic efficiency, social equity and environmental conservation. Therefore, sustainability policies should be based on integrated approach, which combine and balance these dimensions in the tourism sector.

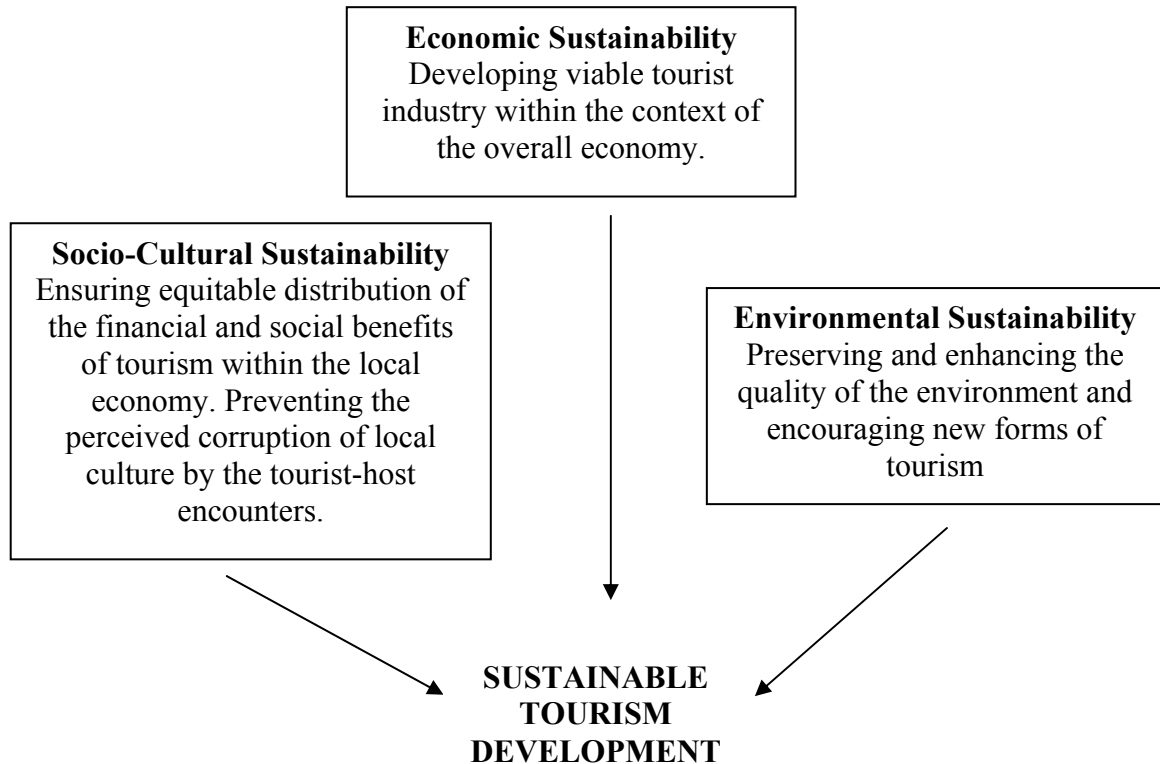


Figure 4. 1 Three Dimensions of Sustainable Tourism Development (Derived from Brigiglio et al, 1996a, p: 75)

According to Swarbrooke, sustainable tourism has a broad scope that encompasses many of the elements. For examples, resource use, tourists, host community, operational tourism organizations, governmental administrations, conservation policies, pollution etc (Swarbrooke, 1998, p: 25). In addition to these elements, there are important issues, which may affect the development process of the tourism industry. For example, different types of tourism (Eco-tourism, alternative tourism, cultural tourism etc) or different types of tourism destinations (urban tourism, coastal tourism, mountain, region tourism etc) may be added. Therefore, sustainable tourism development must constitute policies and strategies, which have the ability for coping with all these elements. In this respect, difficult, long and tiring process is needed to pass for meeting the needs in tourism management.

It is clear that, sustainable development in the tourism sector has complex and broad framework. In this complexity, while being perceived the concept completely, it is possible to occur little confusion. According to Butler, sustainable tourism and tourism in the context of sustainable development are two different things. Sustainable tourism can be defined as a form of tourism, which is able to maintain its viability in an area indefinite period of time. This definition mainly implies economic viability but

nothing about the environment. On the other hand, tourism in the context of a sustainable development can be defined as tourism that it remains viable over an indefinite period and does not degrade or alter the environment in which it exists to such a degree that it prevents successful development (Briguglio, et al, 1996b, p: 78).

In both definitions there is an activity, which has impacts on the destination areas, but, in the second one, activity needs to be controlled and managed in order to protect the environment and community. Moreover, Butler emphasizes that even environmentally sympathetic tourists can damage the environmental features. Many theorists suggest similar definitions. For example Inskeep states that (UN, 1997, p: 8):

“Continuous maintenance of environmental resources and cultural integrity while still bringing equitably distributed socio-economic benefits of tourism to residents of the tourism area is the essence of sustainable tourism development.”

Another definition made by Vassiliou in the same study as follows:

“The basic concept of sustainable tourism is an asset-led growth of tourism rather than a demand-led growth, i.e. the development of tourist facilities and opening up of new areas within a country, taking all the factors into consideration - environmental, social, availability of resources, etc. - rather than simply responding to the requirements of the tour operators.”

Finally, there is no “zero-impact” tourism and therefore the minimum acceptable levels of negative impacts need to be planned. In this respect, for bringing acceptable-negative or positive effects, some limits or tools should be improved and put into practice through the tourism development process. Recently, many studies show that; in order to encourage communities and move to tourism in the way of sustainable development, many instruments, guides and principles have been created. For examples, Sustainable Tourism Charter, Principles for Sustainable Tourism, Cultural Tourism Charter-Icomos (aimed to conserve heritage), Tourism Charter and Tourist Code adopted in Sofia 1985 by the WTO, Berlin Declarations on Biological Diversity and Sustainable Tourism (1997), Agenda 21 Tourist and Travel Industry (1996)

These declarations and meetings generally aim to promote a new perspective in tourism management. They represent many elements that addressed general issues in tourism, specific destinations and different players in sectors. They basically recommend to use resources sustainably, reducing over-consumption and waste, maintaining diversity of tourism types, integrating tourism into planning, supporting local economies, consulting stakeholders and the public. Moreover, they recommend

training and preparation for the traveler himself not to have a negative impact on local communities or environment, act responsibly during their journey that showing respect for local customs and buying local productions. For example, in Galapagos Island, International Tour Galapagos Operators Association (ITGOA) calls on their customers to behave in a way that is compatible with the quality of the island (Gortazar & Martin, 1999, p: 26). They also encourage government to protection in the islands, especially in marine areas, by reducing population pressure in the area in order to guarantee low impact tourism. Moreover, they try de-marketing the destination by collecting taxes from visitors in the destination areas, which discourage tourists to visit the same destination.

These may be increased with other examples from many small islands or islands destinations but they are generally seen in countries, which have saturation in tourism development. Because they have enough advancement in tourism, they may not want to increase their tourism development in order to prevent negative impacts. Moreover, they want to integrate local communities, increase the benefits for them and identify environmentally compatible practices. In addition to the level of tourism development, examples are intense on the countries or organizations, which support different tourism types such as eco-tourism, alternative tourism, green tourism etc.

4.2. Is Eco-tourism or Alternative Tourism Means Sustainability?

According to Şenlier these kinds of tourism types may be derived from the alternative tourism concept. The concept of alternative tourism has been emerging as the antithesis to conventional mass tourism, which has endured and sustained criticism over the past 20 years on economic, socio-cultural and environmental grounds. This concept, which is broadly considered and discussed recently, mainly emphasizes; improving the tourism types that are compatible with and sensitive to ecological, natural and cultural values (Şenlier, 1995, p: 350)

In addition to alternative tourism, eco-tourism has emerged as an important type of sustainable tourism and been recommended and presented as an effective vehicle for sustainable development in SIDS. Eco-tourism means that the main motivation for travel is the desire to view ecosystems in their natural state, both in terms of wildlife and the indigenous people. In other words, it is concerned to see conservation of wild life and lives of the local people improved through the impact of tourism (Swarbrooke, 1998, p: 322)

One of the differences between nature-based tourism and eco-tourism is; nature-based tourism is just to travel to natural places, eco-tourism provides local benefits environmentally, culturally and economically. A nature-based tourism may just go bird watching. On the other hand, eco-tourist goes bird watching with a local guide, stays in locally operated lodges and contributes to the local economy (ASTA, 2002).

According to the tourist eco-tourism is fashionable, more attractive and a high status type of holiday. Therefore its market proportion may increase day by day. Meanwhile, some destinations may use eco-tourism for differentiating themselves from their competitors. On the other hand, unfortunately, many bad examples of eco-tourism abound, some of which are environmentally and socially unacceptable.

In the debate of sustainable tourism, it seems that these types (eco-tourism, alternative tourism, green tourism, etc) of tourism are viewed inherently more sustainable than others. According to many theorists (Swarbrooke, Butler, Martin & Gortazar, Brigglio) mass-market coastal-based tourism is not suitable with the concept of sustainable tourism because of its characteristics. These characteristics can be seen in the table of the comparison mass tourism and alternative tourism (See table 4.1)

Table 4.1 Mass Tourism versus Alternative Tourism (UN, 1997)

VARIABLES		MASS TOURISM	ALTERNATIVE TOURISM
Accommodation	Spatial Pattern Scale Ownership	Coastal, High Density Larger-scale, Integrated Foreign, Multi-national	Dispersed, Low Density Smaller-scale, Home style Local, Family, Small
Market	Volume Origin Activities Seasonality	Higher One dominant market Water/Beach/Nightlife Winter High Season	Lower No dominant market Nature/Culture No dominant season
Economy	Economy Status Impact	Dominant Sector High Import Sector Repatriated Profits	Supplementary Sector Low Import Sector Retained Profits

Furthermore, there is a similar comparison between mass and eco-tourism types (See Table 4.2). Eco-tourism, recently has become popular, is acknowledged as more sustainable, and has acceptable impacts or less negative consequences when compared with mass tourism.

In addition to eco-tourism, tourism types such as; small scale rural agro-tourism which brings income to farmers, cultural tourism that involves visitors learning about the history and culture of the destination area and conservation holidays where tourists do conservation work during their vacations, may be acknowledged as the most compatible tourism types with sustainable development.

Table 4. 2 Mass Tourism Versus Eco-Tourism (Swarbrooke, 1998, p: 18)

VARIABLES	MASS TOURISM	ECO TOURISM
Scale	-Large Scale, inappropriate to location	-Small scale, in keeping with ability of destinations to absorb tourists without change
Impact on the physical Environment	-New, aesthetic unattractive buildings -Over-building of the infrastructure leading to pollution and traffic congestion	-Little new buildings -Little extra demand on infrastructure
Impact on the Socio-Cultural Environment	-Transforms local culture -Immigration of labor from outside the destinations	-Minor impact on host culture -Labor needs are met from local community
Economic Impact	Much tourism income is lost to enterprises based outside the destination -Tourism becomes the dominant economic activity	-Most tourists income from is retained in the local economy -Additional income from tourism complements traditional economic activity
Tourist Behavior	-Insensitive to local culture and traditions	-Sensitive to local culture and traditions -Interested in life of local people

These comparisons may create an idea that mass tourism is “bad” and on the other hand alternative tourism is “good”. Although, these tourism types appear to bring about positive impacts for host, destinations and tourists, inevitably some negative effects in terms of social and environmental occur in practice. If eco-tourism were to grow in an area without some scheduled programs, it could be easily harmful as other tourism types because of the eco-tourism tends to take place in fragile and rare areas.

Finally, having green focus and good intent sometimes may not be enough for achieving STD.

In this respect, it seems imperative that probable negative or acceptable effects as a result from tourism activity should be well defined and then some tools should be developed for preventing undesired endings and implementing policies and strategies with this perspective.

4.3. Achieving Sustainable Tourism Development in Small Islands

“In small islands and other islands which have reached maturity without adopting sustainability criteria, problems which are difficult to resolve tend to arise in connection with the congestion of the tourism product, the poor economic integration of tourism in the country, the increasing degradation of the environment and growing social intolerance towards and imported labor” (UNEP & WTO, 1998, p: 2).

Achieving sustainable development in the tourism sector appears very difficult. Furthermore, it may be thought that it would be impossible to implement this kind of tourism development within the framework of the small islands phenomenon. In this respect, defining the sustainable tourism policies according to the main characteristics and the level of tourism development in each small island is required first. Main policies for managing and achieving sustainable tourism development in small islands¹ are:

4.3.1. Integrate Tourism Planning

First, tourism managers should keep in mind the inter-relationship of sustainability, planning, tourism development and the island concept. From there it is possible to consider how these may be integrated in order to achieve efficient practices of planning which can lead to sustainable tourism development. Careful planning and assessment are the most important parts of this process. (UN, 2001, p: 19)

In the tourism planning process, integration of goals, objectives, programs, projects, and resource use are needed to establish required strategy for the integration of tourism in the island system. For example, conservation of main ecosystems, bio diversity and natural resources, requires the integration of tourism in regional planning and development. Moreover, creating economic efficiency, balancing social equity and proving environmental conservation are the most emphasized and integrated goals of

¹ Derived from Farsari & Prastacos, 2000; UN, 1994; UN, 2001; WTO, 1993; UNEP& WTO, 1998

this process. Therefore, it is important to develop preventive and flexible planning which contribute to the maximization of the integration of tourism in the island systems.

4.3.2. Using Natural Resources in a Sustainable Way or Sustainably

In addition to integrated planning processes, resource use is the most important issue, particularly for sustainable tourism development in small islands, because it involves the relationship between economic development and the conservation of natural resources.

Natural resources generally include water, energy, landscape, biodiversity etc. It is clear that these resources have a great impact on the tourism development. Furthermore, water and energy are key elements in small island states, because water is scarce and tourist centers and accommodations are large energy and water consumers. Because of the small size and geological, topographical and climatic conditions, SIDS face severe constraints in terms of quality and quantity of freshwater (UN, 1994).

In most islands, the development of tourism in many small islands has increased consumption levels that are above the water availability and inevitably. Thus, desalination of the seawater is becoming a normal option for long-term management. Ensuring water quality, saving and reuse should be done in such a way with respect to this issue. Moreover, using renewable energy (solar, wind) according to countries locations or proving energy savings by promoting low energy pattern for tourists should be done for the energy sector.

In addition, water and energy issues, land using, coastal and protected area management should be considered. Because of the fragility and openness of these areas, tourism needs to be carefully planned and integrated within the cultural and environmental constraints and potentials presented by small islands.

4.3.3. Educating and Training Sufficient or Qualified Human Resource

For successful tourism development, a qualified personnel to work in all fields of tourism is essential. For example, hotel and catering management, tour and travel operations or government tourism management include planning and development, marketing, application of industry standards (WTO, 1993, p: 44). Therefore, local authorities should assess the needs in their areas and increase the availability of qualified personnel when required during the tourism development process.

In many small islands, sometimes, because of insufficient qualified personnel for the tourism sector, required labor has to be imported from other countries. Thus, the

distribution of economic benefits that are derived from tourism may not be increased through the local community. This result may be derived, because of the indeterminacy of illegal or unregistered employment in tourism facilities. In small islands people know each other well and are often related to each other. Thus, they tend to have administration problems such as controlling or auditing. Because of that, local governments, especially in developing small islands, often are not able to determinate the illegal or unregistered employment. Even the required qualified personnel can be met from local community, tourism entrepreneurs may prefer unregistered employment that can work more economically. Finally, government and private tourism organizations should analyze current programs for required personnel, open new institutes or schools if needed for educating and training well-qualified and professional persons or groups in order to solve the problems stated above.

4.3.4. Reducing Over-Consumption and Management of Wastes

Another important principle that is related with the resource use is reducing over-consumption and management of wastes. Reducing over-consumption and managing wastes has two dimensions; saving the resources used by tourism production and consumption of other goods, and reducing the pressure on the environment resulting from waste treatment and disposal.

In most small islands, the shortage of land areas and resources available for safe disposal and increase in import demand for polluting substances are important issues. Because the dependence very narrow range of goods or service, the import content may be increased by tourism development. Increased waste should be disposed on worthless and distant areas from tourist destinations of the small island. Moreover, increased waste (solid or liquid) can create a significant damage on the environment if they are not disposed of in a suitable way. Tourism infrastructures and their methods that are used for safe waste (solid or liquid) and regional disposal facilities should have adequate capacity and methods for preventing undesired effects on the environment in the beginning. In addition, encouraging local products used in tourists accommodations and limiting some imports may create efficient results in this respect.

4.3.5. Maintaining Diversity

Small islands are famous with their species diversity and endemism, but these are the most threatened in the world because of the isolation and the fragility of the islands ecosystems (UN, 1994). Diversity, generally, may be classified as biodiversity, socio-cultural diversity and diversity in tourism products and types. Biodiversity resources of the small islands should be identified or measured before tourism progress in undeveloped areas. For developed destinations, it may be difficult to measure changes in biodiversity and determine losses. Information and data that present the past may not be available for assessing this degradation or loss in biodiversity as a result of tourism impact. Therefore, local community information and knowledge about biodiversity are useful for the past. For maintaining biodiversity environmental inventory should be established about species patterns, threatened species, flora and fauna of the tourism region, etc.

Diversification in tourism types and products is another important issue for maintaining diversity. Tourism policies need to be integrated with socio-cultural and environmental constraints and opportunities, presented within small islands. Tourism types like special-interest tourism, eco-tourism or adventure tourism should be given and managed according to cultural, environmental and historical potentials. This is essential for the future, while bringing benefits to the present society.

4.3.6. Establishing Feasible Accessibility and Sustainable Transportation

There is no doubt that poor access brings about inequality while competing with other tourism destinations. Traveling to island destinations often seems expensive when compared to other journeys. This situation may result from the limited capacity of air and sea services. Moreover, sometimes, many island airways are not able to make direct flights or journeys and thus transports cost may be inevitably increased. Thus, in some cases islands are served by poor quality ferries that discourage tourists to use this form of transportation.

Basically, to sustain or develop tourism market need feasible accessibility but this may bring environmental problems. For example, long distance journeys generate an environmental bill for CO₂ emissions and other gases with significant greenhouse effects (UNEP&WTO, 1998). Therefore it is necessary to apply environmentally friendly transport policies. In many small islands, especially developing ones, local governments are interested with the feasibility of the transport systems before the

sustainability. On the other hand, there are some small island countries, which support sustainable transportation systems such as Malta. The significant examples will be discussed at the end of chapter four.

4.3.7. Involving Community in Tourism Development

Tourism factors may benefit from the local communities by involving them into a development process. Because of the local communities knowledge about of the features of their areas and societies, detailed information and good ideas may be collected from them. It is well known that in order to achieve sustainability, maintaining the biodiversity of small islands is needed. In most small islands, the lack of information about biodiversity of regional areas benefit and problems of tourism may be collected by local communities' perspectives. In this respect, meetings should be held with inhabitants and leaders of the community.

Community involvement is one of the widely accepted principles of sustainable development. Tourism can only be sustainable if the local community is involved. This principle should be considered because of some problems while trying to reach a consensus with the community. For example, there may be many interest groups and different individual views.

In small islands, this process may end with positive results because of the small population and few groups in tourism development. However, even if compromised on consensus with all local participators in these countries, controlling tourism development in developing small islands may be limited. Because, tourism entrepreneurs are mostly foreign individuals or organizations and thus they have a strong voice and great impact on controlling local tourism development (Farsari & Prastacos, 2000)

4.3.8. Supporting Localness

Tourism must consider its effects on the local heritage and traditional elements, activities and dynamics of each local community. Recognition of local factors and support of them are necessary for the equal sharing of economic social-cultural and environmental benefits derived from tourism. Thus, identity, culture and interests of the local community must at all times play a central role particularly in developing countries. Managers should know that supporting the natural heritage, cultural values and local economy is essential in any region for becoming successful tourist destinations.

4.3.9. Marketing and Promotion of Tourism Responsibly

In developing small islands, efficient promotion of tourism sector on the international level, marketing tourism product even though powerful competitors are needed for economic viability for tourism development. In this respect, competitors' tourism product and marketing strategies should be assessed according to their location and tourism types. In addition this, same products should be performed for tourists cheaper than others' or differentiated tourism product strategies. It is important to develop and present an appropriate "image" of the area so that travelers.

There is no doubt that tourism product should be improved within the framework of small islands' potentials and constraints. Nevertheless, the changing trends in tourism world day by day should be well analyzed. Moreover, working together with international organizations such as WTO or WTTC, will be appropriate decision.

4.3.10. Forming a Successful Partnership Among Government, Private and Other Stakeholders and Undertaking Researches

It is most widely agreed that, in the tourism sector, research, monitoring, effective data collection and improving suitable analysis techniques are needed for solving problems, creating new products, making efficient use of the resources and implementing a sustainable tourism development. These activities especially implementation of s STD are the responsibility of the both government and public sector. Thus, public and private associations or organizations should form a successful partnership and need to be well defined in the implementation process.

Generally in most countries, the private sector is expected to play the lead role in tourism development. However, in developing tourism destinations the private sector capacities are limited. Thus, the government should play an important role in development and management of the tourism sector. Government should be viewed as a catalyst in the development. In addition to maintaining coordination and cooperation between the public, private sector and non-governmental organizations (NGOs) through planning and implementation process is essential in order to achieve sustainable tourism development principles such as stated in below (WTO, 1998, p: 39):

“Governments, industry, authorities, and tourism-related NGOs should promote and participate in the creation of open networks for research, dissemination of information and transfer of appropriate knowledge on tourism and environmentally sustainable tourism technologies”

NGOs are involved in the aspect of tourism such as conservation of natural, historic, and cultural resources that tourism may use. They may prove an important role in developing tourism, especially in the village and rural areas. Therefore, NGOs may be encouraged by government to be involved in the development process.

4.4. Tools and Methods for Managing tourism Development

In recent years, a number of ideas have developed for balancing the development and conservation in tourism such as community involvement. Likewise, techniques have been developed, as tools for helping to achieve sustainable tourism development, like the carrying capacity. Other tools, include environmental impact assessment (EIA), limits of acceptable change (LAC), visitor impact management (VIM) visitor experience and resource protection (VERP). These tools generally bring about limits for using levels. They offer more practical applications and focus managing the visitor and managing the impacts. Moreover, some of them identify some goals and standards for improving tourism industry in destination areas. However, in fact, they may not have enough perspective in order to deal with the diversity and complexity of tourism assessment of the tourism industry as a whole. For example, EIA is generally used for assessing the impacts derived from simple projects or VIM is used for managing impacts in park areas or some small scaled-rural coastal areas (Hall & Lew, 1998, p: 80).

Another example is carrying capacity, has emerged as a tool to be used in a way of managing resources and preventing negative effects. Carrying capacity is often mentioned as one method of controlling the consequences of development. Moreover, it is stated as an excellent instrument for tourist management of the protected areas. Nevertheless, the classical formulations of carrying capacity from the scientific world have had serious practical problems when they are applied to islands. It is emphasized that this situation is mainly caused by the very complexity of the island territories and societies (Gortazar & Martin, 1999 p: 23).

The concept generally deals with few variences. For example, population numbers, density of tourist beds, water consumption per capita etc. On the other hand, tourism activities depend on different types of environments. Each activity has its own

different level of use. Different types of uses have different impacts. Hence the concept of carrying capacity is not an ideal concept for assessing the impact of tourism on the environments. The simplistic concept of carrying capacity involving identification of a single threshold value is inadequate for tourism management. An approach should reflect the sensitivity of the different attributes of the environment to various types and levels of use (Swarbrooke, 1998, p: 30).

Therefore, this situation may bring about new necessities in order to monitor and assess the tourism structure of the country as a whole and to make decisions required for sustainable tourism. Tourism managers need usable information or measures corresponding to socio-cultural, economic and natural environments in the tourism sector. Thus, they need policy indicators, which can help to provide this information, measures, regulations, and standards that the managers may use to control tourism industry.

4.5. Indicators for Sustainable Tourism Management

Indicators have been used for many years to provide the brevity and clarity parameters, which might be of interest. Although they have been used for many years, particularly in describing the state of the economy, their use has mushroomed recently because of the need to compare and monitor changes through time.

Their advantages could include the immediacy on the presentation and evaluation of different parameters, the guideline on matters, which are considered to be important and therefore should be taken under consideration in planning and the developmental process, and the comparableness of the results. Their functions are several and include a description of a situation, identification of potential problems, support to decision making, and monitoring and evaluation of actions to be taken.

Sustainable tourism indicators are tools, which could be used for sustainable tourism development. Resulting from the expansion of the notion of sustainability and the need to implement it in practice, indicators are being developed for evaluating choices which are being made during the developmental process and impacts made upon the natural and socio-economic environment. They provide a framework for evaluating existing situations, as well as, future developmental activities in the field of tourist service production.

According to the International Institute for Sustainable Development (IISD), an indicator quantifies and simplifies phenomena and helps us to understand complex realities (IISD, 2002). There are information that summarizes the characteristics of

systems or highlight what is happening in a system. Moreover, they generally depend on the context. A careful selection process is needed to determine what is a relevant indicator in a given context. For example, it may be a region, an institution or a sector of the economy. During the process, indicators are selected according to some criteria. These are stated Table: 4.3

These criteria may be multiplied, but the important critique is; determining indicators related to the availability of the required data. Thus, many indicators are eliminated or generalized during the selection process.

Table 4. 3 Indicator Criteria (IISD, 2002)

CRITERIA	EXPLANATION
Policy Relevance	Indicators should relate to several issues around which key policies are formulated.
Simplicity	Indicators should be understandable. Even complex issues & calculations should clearly presentable information that the public understands.
Validity	Indicators should reflect the facts. They should include scientifically defensible measurement techniques.
Time-Based Data	Indicators should reflect the trend of the indicators over time.
Comparability	Indicators should require information that is able to make comparison with other local or regional areas.
Sensitivity	Indicators should detect a small change in the system. The process generally needs to determine small or large changes that are relevant for monitoring.
Reliability	Indicators should be obtained from reliable data resources such as government statistics.

Resulting with the expansion of the notion of sustainability and the need to implement and measure it in practice, indicators have been developed for evaluating choices. They are being made during the development process and impacts, which vary according to natural and socio-economic environment (Farsari & Prastacos, 1999). They

are similar to the sustainability indicators are about integrating tourism to its environmental and socio-cultural context. Furthermore, indicators should be formulated in a way that the weak points where action must be taken and must examine the sector's relationship to the rest of the activities and the environment to achieve overall sustainability for the area (Farsari & Prostacos, 2000).

Recently, organizations and associations such as WTO, WWF and OECD, has produced many indicators and methods in order to achieving STD. Many governments or private administrations often benefit from these indicators and methods while they forming their tourism policies and strategies. They select them among the number of indicators readily available, or use some methods for constituting them. OECD' PRS model is the most popular among these methods.

The PSR model was first proposed by Canadian researchers in the early 1990's, and was improved by OECD and UNEP, while used for research of environmental indicators in 1995. In 1996, the model was adopted for establishment of sustainable development indicators by UN Commission on Sustainable Development and UN Department for Policy Coordination and Sustainable Development (Wenjun, 2001, p: 9).

Many tourism studies show that these indicators are useful in many island countries for managing sustainable tourism development (Tobago, Balearic, Caribbean, England, New Zealand, Malta, and Barbados etc.). The use of indicators for sustainable tourism development provides operational and cost-effective means of supplying tourism managers with the information they require. They can be used as an early warning system for planning and management strategies and also undesired tourism impacts.

Chapter 5

TRNC AND TOURISM DEVELOPMENT

5.1. General Information about TRNC

The Island of Cyprus is located in the southeast of the Mediterranean Sea. It is the third largest island of the Mediterranean with a 9,251 km² land area. The island is located 65 kilometers south of Turkey, 112 km west of Syria, 267 kilometer west of Israel, 418 kilometer north of Egypt. Because of its strategic location, The Island of Cyprus has a central location on its north-south and east-west axis (Himmetoğlu & Korzay & Özer, 1998, p: 4).



Figure 5.1 The location of Island of Cyprus

In 1974, Cyprus was separated as North and South by Turkish intervention within the framework of the Zurich agreement. Then, TRNC was established in 1983 and only recognized by Turkey. TRNC, with 3355 km² land area, forms 38% of the island. The total population of TRNC is determined as 188,662 according to a census performed in 15 December 1997.

Since TRNC is in the subtropical climate, the weather is hot and long in summers and tepid and rainy in winter. Spring season is so short in TRNC that, it can be said that there is only a hot summer season and tepid winter season.

Basra low-pressure system (BLPS) shows its effects from the end of April to the beginning of October (and sometimes November), air temperature increases over 40⁰ C and relative moisture decreases to 5-10 %, in the internal parts, because of hot and dry air masses carried by this system. Usually there is stable weather along the summer. Besides a mass of chilly weather coming over the region causes heavy rainstorms in the summer period as a result of BLPS.

The warmest month is July and the coldest months are January and February through the year. The rainiest month is October according to the norms; however, it has been very arid in last few years.

5.1.1. Economic Structure

As stated before, the economy of TRNC has the characteristics of a small island country economy with limited resources, transportation difficulties, small domestic market and low industry linkages. Furthermore, except Turkey, other countries do not recognize TRNC diplomatically. This situation has caused to establish strong connections and relationships between the two countries. For example, Economic Cooperation Protocol (1997) or Turkey Coast Pact (1995).

After 1974, the economical activities were by means of improved economic connections with Turkey, especially suitcase trade and other tourism activities. Somewhat, because of the receding suitcase trade caused by free foreign trade politics of the Turkish government and production loss in agriculture activities between 1989-1991 contributed to increasing the waves with growing speed.

Stagnant economy that was caused by the Gulf Crisis and rapid decrease in worth of Turkish lira reveal a lot of structural problems. Overextending in the employment of public service and difficulties in labor force market are some examples.

Generally speaking TRNC does not have many rich natural resources, except clean air and an unpolluted sea. The country mostly has had to import goods and manufacturing products from abroad. Main exportable products nowadays are citrus fruits %26.6 and clothing %24.4. The small industrial capacity of the country is generally integrated with Turkey and the United Kingdom. Nevertheless, export

earnings are not enough to cover import expenditure, so that the TRNC economy has a growing trade deficit every year. This can be seen clearly as follows:

Table 5. 1 Foreign Trade (State Planning Organization, 2001, p: 12)

FOREIGN TRADE (\$)			
Years	Imports	Exports	Balance
1995	366,100,000	67,300,000	-298,800,000
1996	318,400,000	70,500,000	-247,900,000
1997	356,600,000	57,700,000	-298,900,000
1998	430,500,000	53,400,000	-377,100,000
1999	412,700,000	52,400,000	-360,400,000
2000	424,900,000	50,400,000	-379,500,000
2001	407,800,000	48,000,000	-359,800,000

Many small island states do not have an independent economy even if it is an independent country. For example, not having an independent currency and autonomous monetary policies. TRNC uses the Turkish Lira so that inflation in Turkey directly affects the TRNC economy. Another way in which small islands are dependent on other countries is foreign aid. TRNC is largely financed from Turkey to cover the deficit in their trade imbalance. In a word, on a large scale, TRNC is economically dependent on Turkey. Because of the economic embargo of most European countries and the dependency on another country economically, generally TRNC does not have the ability to control prices of its imports or exports. In the agricultural sector, for instance, citrus products are generally exported at a low price, which is estimated by the merchants come from Turkey.

TRNC, unlike the south, has not been able to integrate with the world, which is necessary in order to exceed these constraints discussed before. Despite its close political and economic connections with Turkey, TRNC has not been able to attract significant investment from Turkey. Foreign and Turkish investors have not found the north as attractive due to its small domestic market, high cost production and political uncertainty.

5.1.1.1. Economic Growth

National income of the TRNC has increased from the level of 3,815.5 to 8,170 million Turkish liras since the republic was established. In addition to slow economic growth, it shows fluctuations. From 1983, when TRNC was established, to 1989 the average yearly growth had reach the speed of 6.7 %, however, after the First Gulf War and the economic crisis that came into being in Turkey effected this growth negatively. Within 24 years, the population has reached 145,000 by 1.2% ratio. Finally, GNP per capita decreased to \$ 3,561 from \$ 1,444 (State Planning Organization).

5.1.1.2. Sectoral Dispersion of the Economy

The largest part of the sectoral dispersion of the national gross outcome belongs to the public services with 17 %. Trade-tourism, industry, agriculture and transportation-communication follow the public services in order. The contribution in whole and the retail trade is 13.2 %, and hotels and restaurants 2.8 % in comparison. This means that, public services, wholesale and retail trade, industry, agriculture, transportation and communication have a big role in the formation of the national gross outcome (State Planning Organization).

Another important issue is public administration. In SIDS, people know each other well, and are often related to each other. This tends to work against efficiency in the civil service. In TRNC, because of the small population and small area people know each other well. In addition, the share of public service has a great ratio in GDP. Thus, they may cause possible problems in public administration.

It is clear that TRNC economy has not been growing steadily. It exposes the scene, which includes some negativeness derived from limited resources, and political nonrecognition. Moreover, a small domestic market and dependence on export markets, limited ability to influence domestic prices, limitations on domestic competition, problems of public administration and higher transportation costs related with in trade than other countries may create problematic conditions.

5.1.2. Socio-Cultural Structure

Partly because of today's condition partly because of the past, TRNC has a different socio-cultural structure that includes multi-cultural features. Cultural and

social characteristics of English, Greek and Ottoman communities that occurred in the past and still exist.

After 1974, perceptible changes have occurred and immigrants from Turkey append new dimension to these changes. Some Turkish people have found TRNC attractive an economic view by the incitements of land and work. Thus, the ratio of Turkish people has increased for years. They have brought socio-cultural characteristics of their regions and created new sub-cultures in their new settlement area.

Immigrants from Turkey constitute one of the non-native groups in TRNC. This group has become widespread through time. Along the coastlines of TRNC, you may meet Turkish people from the Karadeniz region. These people have still kept their living standards, traditions and cultural characteristics. A part of the other immigrants come from the south and southeast of Turkey, experienced new established areas. Another part of the group is temporary laborers. That group has not completely set up social relations with the other part of local community yet (Himmetoğlu & Korzay & Özer, 1998, p: 46).

On the other hand, English people have selected Girne and its surroundings as a settlement area. For example, Karaman, Ilgaz and Beylerbeyi villages. In these areas, typical Anglo-Saxon cultures have been developed.

After 1974, some Greeks still reside in Northern Cyprus. In addition to Turkish and English social groups, there are a few Greeks in Karpas, Sipahi, Koruçam settlement areas and they live together with other Cypriots. This situation presents a multi-cultural social structure. These different groups, with members of Christian and Moslem religions, show a colorful cultural mosaic within their respect limits.

In addition to these differences, other social groups such as students from foreign countries and soldiers seem like a different part of the society. They have not integrated completely with the local community yet. Moreover, sometimes troubles and arguments may happened between locals and these groups.

There are some socio-cultural differences among the Cypriot population. Cypriots, who have English citizenship and double passports, generally reside in the United Kingdom and they come to TRNC on vacations. Generally speaking, the Anglo-Saxon structure is dominant in this group.

In summary, it is possible to be encountered with many layers that have different socio-cultural features. However, these layers of the community have not

integrated with each other yet. Within their differences they are able to protect themselves in their social unity.

5.1.3. Environmental Features

TRNC have significant features in terms of bio-diversity in the Mediterranean region. The following statements include the main part of this bio-diversity.

5.1.3.1. Flora and Fauna

TRNC have also a very rich flora and fauna and have 17 endemic species of plants. There are also some species of orchids and Mediterranean plants in TRNC, which are seen rarely on the world.

In addition to endemic plants, 150 birds use this region to immigrate in spring and autumn and they stay especially at the Karpaz Peninsula. Karpaz is the best place to observe the bird species that are rare in the world. Bird species, which include Audousin's Gull and is protected by the European Protection Association, set up their homes onto the Klidhes Islands at Karpaz (Department of Environment). Moreover, the most important turtle blabbing areas of the Mediterranean are located in TRNC. For example, the *Caretta Caretta* and *Chelonia mydas* blabbing areas are located on the north and northeast coasts of TRNC.

5.1.3.2. Scenery and Landscape

For a small area, TRNC offers a very varied landscape. The Girne/Besparmak mountains area has a high rugged appearance by its closeness to the sea. The cool wind from forested mountains tops to the shore have a wonderful character. Notably, the unspoilt beaches of Karpas and Girne are rare in the Mediterranean region. Moreover, some of the artificial landscapes, olive groves round Girne, and the small fields such as in Kaleburnu area of the Karpaz peninsula. All this scenic wealth that is enhanced by castles, ancient villages, churches and mosques, describe the rich and varied history of TRNC.

There is no doubt that TRNC has an extraordinary wealth of landscape types concentrated in a small area. The activity of tourism and associated economic development pressures, which has overwhelmed so many other parts of the region, has just only begun to be felt. This situation is worrying and the threats to nature and landscape are growing rapidly. TRNC owes its unspoilt area to its political and

economic isolation. This may present an important problem about the future. There would be more pressures on the environment and create new challenges for TRNC if a political statement of the “Cyprus problem” were achieved.

TRNC have had many environmental challenges until now. The main threat to the natural and man-made environment is derived generally from unsustainable development practices with the form of irreversible damage. For example, large number of quarries in open positions of the south side of the Girne/Besparmak mountains, poor examples of the conservation presentation of archeological sites or uncontrolled waste tipping and dumping in important sites and into the sea. Likewise, these statements are dramatically emphasized in the report named “Protected areas: A challenge for Cyprus 2001” by Philips and Bracewell. Moreover, Gokcekuş (2001) has discussed many environmental problems in varied papers and studies. These statements and other problems that influence the natural environment and also the tourism sector will be discussed as follows:

The excessive absorption of water from wells located in plains or beaches provide the entrance of seawater and also salination in fresh water. According to many theorists that kind of water, which do not flow regularly in the winter season, cannot even be used for agriculture. The consumption unavoidability of same water is a very important issue that influences the visitors in a negative way as well as the local community (Gökçekuş, 2001a).

Because of the insufficient refinery systems in the tourism sector untreated effluents, from hotels and other establishments, are released into the surrounding sea. This creates not only damage in the sea ecosystems but also the appearance of negative situations for tourists (Himmetoğlu & Korzay & Özer, 1998, p: 61).

Increase of illegal development in coastal areas (see Figure 5.2). According to Coastal Protection Law, buildings cannot start 100-meter from the coast, but most establishments have been built in that space. Moreover, inside of the sea filled for the construction some of them. In recent years most the coastal region has been opened for settlement. It is considerable for the future that this situation may create acceleration in the process of vanishing its flora and fauna.

Deformed urbanization. Due to ineffective physical planning management in settlements, individual arrangements in the height of the buildings constitute negative appearances in the urban image and landscapes.



Figure 5.2 Illegal Developments in Coastal Areas

Irreversible negative influences derived from CMC Mine enterprises in Lefke-Gemikonağı region are (see Figure 5.3); pollutions in sea and coasts of the region and gathered acidic waters. According to Gökçekuş, in this region, liquid wastes from CMC spoils ground and underground waters. Moreover, this pollution not only affects Gemikonağı and Lefke but also the Mediterranean region.



Figure 5.3 Sea Pollution in Lefke CMC Coastal Area

Negative conditions stem from the release of industry wastes like Noro waters to the environment without pre-treatment. As visual pollution, contaminated smell and harmful insects cause concern. Furthermore, ground and underground water resources are influenced (Gökçekuş, 2001a).

Not having sufficient benefit from wastewaters in a country, which has a high water shortage, is reveals another negative situation (Gökçekuş, 2001b).

Perceiving a negative image of the unrehabilitated sand and stone pits by tourists (see Figure 5.4). Production in the sand and stone pits, which more than the demand of TRNC, means that destructions of many areas. Extremely damaged areas, after explosion and digging process, cause appearance of the terrible view (Gökçekuş, 2001c).



Figure 5.4 Unrehabilitated Sand and Stone Pits

The Teknecik Power Plant. It generally meets the major electricity demand of the country. The plant generally pollutes the air excluding several environmentalist and ecologist; nobody pays sufficient attention to this problem. Moreover, sometimes plants can be more dangerous for marine ecology. A few times, because technical mistakes while loading fuel to the plant, whole fuel leaked into the sea and caused degradation

for kilometers. This area is very close to the famous blabbing areas of the Caretta Caretta (Alagadi region). For this reason, more attention and technical support should be given, because blabbing areas are very important for the special interest tourism in TRNC (Gökçekuş, 2001c).

Dikmen garbage area (see Figure 5.5). Not only the Dikmen region but also most settlement liquid and solid wastes are poured into the Dikmen garbage area. It seems like a huge environmental disaster. On windy days, most wastes such as cartons, nylons or plastics spread out the area. Moreover, wastewater leaks from sewage trucks into the roads and other areas constitute another negative impression on visitors (Department of Environment, 2001).



Figure 5.5 Dikmen Garbage Area

Negative conditions on the region that the Kıbrıs Türk Petrolleri establishments are located in; Revealed leakages in the unloading process of fuel tankers make the sea and especially the coasts of this region polluted.

Solid and liquid wastes that poured into dry valley channels, empty small lake and other plain areas in summer seasons, not only had a bad influence on the tourists but also ground and underground fresh water resources.

Wastes left from foreign ships to in the Mediterranean (see Figure 5.6). Landing of solid wastes sometimes creates serious healthy problems and visual pollution on the coasts.



Figure 5.6 Wastes From Ships

Haspolat treatment refinery (see Figure 5.7); in addition to the four million ton of wastewater, which is not viable for agriculture use, disgusting smell spread that cannot be eliminated for years. Because of the closeness of the airport to that refinery, most visitors experience their first bad impression about the country (Gökçekuş, 2001c).



Figure 5.7 Useless wastewaters in Lefkoşa Haspolat Treatment Plant

Piecemeal destruction of some remarkable ancient olive groves east of Girne and some poor examples of the conservation and presentation of archeological sites (Bracewell & Philips, 2001, p: 11).

It is clear that much work has been done on the plants and birds of TRNC, but there is absence in basic environmental knowledge and inventory. For example, little is known about the marine environment. Moreover, archeological knowledge is not enough for planning decisions in regional plans.

5.1.4. Planning Structure In Turkish Republic Of Northern Cyprus

In the Turkish Republic of Northern Cyprus, the most important association is Central City Planning Department in Nicosia. In addition to this, there are three planning subsidiary that are related to the central planning department in Girne, Magosa and Güzelyurt regions. Decisions and practices about the planning process are made the by City Planning Department's sights and controls. The main responsibility of the City Planning Department is; making plans for each settlement, which support the goals of the development plan. Moreover, controlling the practice, communicating with persons or institutions, which is related to planning process and participating with the United Committee for voting in approving processes. At the same time, the subsidiaries are not able to create or approve the plan. They are responsible for inspection.

There is not any permission to establish private offices or corporations. Furthermore, local administrations do not have an authority to create plans because most authorities are under the control of the City Planning Department. In general, when we look at the planning process we can see that most plans are approved by the United Committee in Northern Cyprus.

The United Committee is formed in the approval process of the plan. Moreover, it is formed by the agents of municipalities, government and headman posts, which is in the plan region. The Planning Department is represented in the United Committee too. The main responsibility of the United Committee is, approving the plan by a voting process. The voting process about the plan scheme or alteration proposal is completed in 45 days after the plan is represented to the United Committee. After the voting, if there is an equal vote, the planning department uses its own distinctive vote right to determinate the decision and the planning associations start to implement the plan.

5.1.4.1. Laws and Plans Orientated Physical Planning

The main decisions of the physical planning are applied according to T.R.N.C. Architecture Law has become a valid on 12 June 1989. According to the law, planning department aims to create plans for each settlement based on the main goals of the development plan. The law generally includes these components as follows:

-Countrywide Physical Plan

-Master Plan

-Preferential Area Plan

-Peripheral Plan

Countrywide Physical Plan

In the framework of main aims and objects, the planning department is obliged to make a countrywide physical plan. First, usage of resources on the country level, priorities determined in the development plan and all environmental components should be evaluated before making the plan. This plan should be looked over with the development plan simultaneously because the development plan is changed every 5 years. Countrywide physical plan also needs to be renewed by these changes derives from the development plan.

The countrywide physical plan aims to encourage and inspect the progress by taking into consideration investments of the development plan. It contains the main politics about industry, commerce, tourism, transportation, infrastructure, social services and agriculture. Furthermore, it is made to determinate the most important areas, which are social, cultural, historical and architectural. It is prepared in two years by the planning department. After completed, the Council of Ministers approves and implements that plan.

Master Plans

In the framework of the main aims of the development plan, the planning department is obliged to make a master plan for each settlement if there is not Countrywide Physical Plan. The master plan is created for 20 year periods. The planning department organizes surveys that continue for 5 years. After that, it prepares a variation report about the changes and reorganizes the plan. In addition, the master plan can be changed in less than 5 years but this application can only be done by the control of Municipalities and Ministry. United Committe approves the master plan project or its variation. Master Plan mainly aims to:

- Improve the quality of the area that contains one or more settlements,
- Increase the health, amenity, comfort, standards of city-dwellers,
- Inspects the progress that derives from the urban or rural factors,
- Protects specific areas that contain historical, cultural, architectural or social components.

Preferential Area Plans

Planning department can create a Prior Improvement Limits anywhere that has rapid development by a command that will be published but it can be created on condition there is no master plan. Therefore, in these areas the planning department is obliged to make a Preferential Area Plan to bring a solution for problems that arise from rapid growth. These are prepared by the directions of the aims and scope of master plan.

Peripheral Plans

In the important areas, which contain historical, cultural, architectural or social components, the planning department makes a plan to take precautions for problems that are new. These areas are peculiar. It is not necessary to have a master plan in these areas. In addition, the areas or settlements can be outside of the master plan boundaries. Furthermore, the United Committee approves these plans.

5.1.4.2. Environment Regulations in TRNC

It is prepared by taking Turkish Environment Law as a basis, 21/1997 counted environment law defines organizing provisions like protection of environment and most appropriate uses of natural sources being included by targets of the sustainable development plan. Special protection areas included by this law can be established for protecting urban environment. For example, in 1998, Alagadi Special Environment Protection plans.

In constitution, also there are important laws concerning the environment. These are; a) Protection of coastal areas (Paragraph 38), b) Protection of historical, cultural and natural presences (Paragraph 39), c) Protection of environment (paragraph 40). For gaining more implementation, in 1989, the Environment Protection Department and Environment Protection Council were established.

Protection of coastal regions is made with the help of 38th paragraph of the constitution. This paragraph includes that, coasts are in the possession of the government. The coasts in the 100-meter inside stripe, which are out of municipality

borders, are only used for the public. Protection of the coasts in the municipality borders and condition of constructions and establishments, which will be built, and which had been built in the region in the coastal stripe, are regulated appropriate for the benefit of the public and a requirement of city planning laws.

In regulations, the Environment Impact Assessment report is wanted from touristic establishments for preventing natural areas messed up by development of tourism. These reports are prepared by Cyprus Turk Engineering and Architect Society Association. In these reports, mainly economical, social and environmental effects of establishments will be constructed to the examined regions. However it is stated that, there are no regulations in EIA reports for preventing this kind of tourism development, which is able to have harmful effects on important ecosystems (Himmetoğlu & Korzay & Özer, 1998, p: 68).

In addition, according to some interviews, EIA reports of some tourism projects, which are in the agenda, are exposed that they are not in the required level in environmental terms. For example, EIA report of Port Barbados establishment that is planned to be built in Yeni Erenköy region does not make environmental effects clear enough. Environmental effects of marina facility on coastal ecosystems with 531 boat capacity, which becomes a part of an activity with this project, are not performed comprehensively (interviews with Dervis Yuksel from State Planning Organization). From this point of view, it is clear that, progression and quality of EIA reports are not at the desired level.

5.2. Tourism Development in TRNC

North Cyprus is a small island country where political problems affect tourism. The war of 1974 necessitated the emergency evacuation of tourists from the island. While the economy, and along with it the tourism industry, in the southern (Greek) sector was quick to recover, the northern (Turkish) sector has grown slowly. The lack of international recognition of the TRNC and the Greek Cypriots' categorizations of the North as being 'inaccessible owing to Turkish military occupation, has retarded tourism growth.

The events of July and August of 1974 precipitated by the enosis forces, against the Makarios Government, broke the tourist season. The Turkish intervention came from the north, also broke upon the areas that were favored by the tourist such as Girne and Magosa. Therefore, the tourist of 1974 suffered little physical harm during the intervention and they quickly evacuated.

The government of the Turkish and Turkish-Cypriot (from 13 February 1975 Turkish Federated State of North Cyprus), which controlled the north, was faced in its area with reduced substantial stock of tourist accommodation without tourists. The loss in Magosa District was concentrated in Maraş, but Girne district lost accommodation mainly on small hotels in the north of the island. Maraş was receiving more than 250,000 tourists annually from all over Europe. But after 1974 Maraş was abandoned as a "restrict zone" until both sides can find a bizonal solution.

The administration's main task was to make repairs to existing tourist installations and to carry out a small amount of traditional building. Most of the installations from the Turkish Federated State of Cyprus had been in Greek-Cypriot/foreign ownership and under the control of Greek-Cypriot management. The administration in North Cyprus started to solve the problem of the temporary expropriation of these so that tourism could start up again without delay. It was sought to the remedy the Turkish Cypriots lack of experience in tourism by setting up a Cypriot/Turkish company, to control a number of hotels, generally the larger ones. The company name, which was the run by the Ministry of Tourism, was Cyprus Turkish Tourism Enterprises. It has continued up to present time. Although government policy now aims to encourage entirely private enterprises in tourism, the company, still runs small hotels, hotel apartments, bungalows and Girne Marina (including The Salamis Bay, the largest hotel in North Cyprus). It operates hotels with private investments.

In 1973, some figures show that, accommodation capacity of Magosa and Girne districts are approximately 10,200 beds. The total bed capacity for 1973-1975 must be compared in order to understand the loss of accommodation in these areas of the islands after the fighting.

Table 5. 2 Total Tourism Establishments 1975-1980 (Dodd, 1993, p: 346)

YEAR	TOTAL BED CAPACITY 1975-1980	GROWTH OF HOTEL INSTALLATIONS 1975-1980
1975	2,952	16
1976	3,525	19
1977	3,265	21
1978	3,292	22
1979	3,488	24
1980	3,488	24

Table 5. 3 Provenance of Tourists 1975-1980 (Dodd, 1993, p: 347)

YEAR	FROM TURKEY	FROM OTHER COUNTRIES	TOTAL	PERCENT FROM TURKEY
1975	67,486	6,685	74,171	90.99
1976	85,298	7,772	93,070	91.65
1977	108,016	5,130	113,146	95.47
1978	104,738	8,172	112,910	92.76
1979	95,115	13,286	108,401	87.74
1980	69,806	14,703	84,511	82.60

The figures for tourism above show an increasing drop in Turkish Tourism from 1977-1980. This coincides with the political and economic crisis in Turkey (Army takeover of 12 September 1980). During these years, even travels to TRNC were prevented. These situations reduced the tourist accommodation other than in hotels after 1976 and also drop the number of bed-nights spent in Cyprus by tourists from Turkey.

Table 5. 4 Bed-Nights Spent by Tourists from Turkey as Per Cent of Total Bed-Nights (Dodd, 1993, p: 348)

YEARS	PERCENT
1976	92.76
1977	92.61
1978	88.39
1979	81.77
1980	70.05

In the 1980's, Turkish tourists were staying for a short time, either because of the emergency in Turkey, or because a great proportion of tourists from Turkey were staying only long enough to make their purchases on the island for "suitcase trade". Indeed, most holidaymakers from Turkey used to come to TRNC more for the opportunity to buy cheap electrical goods (as duties in the TRNC are less than on the mainland), rather than to sit on beaches. We have seen that this market has declined rapidly in recent years.

It was enough to rebuild tourist industry in TRNC by using relations and connections that based on the Turkish market. The dependence on the Turkish tourism market in these years set from that it has proved difficult to change or create new tourism types. In the early post-intervention years, it was argued that: without tourists from Turkey, there would have been no tourism.

By the years, tourism from Turkey is affected by up and downs of a single economy. Leisure tourism from Turkey bursts in summer seasons, but not creating great economical benefits. The liberalization of the Turkish economy during the 1980s has made "visit and shop" tourism activity which is less attractive. Moreover, the suitcase economy is unlicensed and creates standard accommodation often very cheap.

During the years, 1978-1982, tourist arrivals from Turkey decreased from 104,738 to 62,660 in 1981 and from other countries grew erratically from 8,172 to 1982 by annual increases of 63 %, 11 %, 5 %, and 46 %. In this first Five-Years Development Plan the main aim was to raise the number of tourists from Turkey by 15 % per annum and from other countries by 50 % per annum.

Table 5. 5 Provenance of Tourists, Planned/Actual 1978-1982 (State Planning Office, 1979, p: 93)

YEAR	FROM TURKEY		FROM OTHER COUNTRIES		TOTAL	
	Planned	Actual	Planned	Actual	Planned	Actual
1978	110,000	104,738	10,000	8,172	120,000	108,401
1979	126,500	95,115	15,000	13,286	141,500	84,401
1980	145,475	69,808	22,500	14,703	167,975	78,134
1981	167,296	62,660	33,750	15,474	201,046	87,629
1982	192,390	65,018	50,625	22,611	243,015	98,934

Table 5. 6 Accommodation Planned/Actual 1978-1982 (State Planning Office, 1979, 94)

YEAR	HOTELS		HOTEL APARTMENTS		BOARDING HOUSES		TOTAL	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
1978	2.546	2.493	450	397	400	412	3.396	3.922
1979	2.789	2,639	689	437	400	412	3,878	3,488
1980	3,717	2,639	984	437	400	412	5,101	3,488
1981	4,188	2,609	1,478	434	400	415	6,066	3,458
1982	5,586	2,661	2,112	750	400	371	8,098	3,782

The years 1983-1986 are referred to as the Transition Period between the First and Second Five-Years development plans. During this period, tourist arrivals from Turkey were rising again, but, arrivals from other countries showed stable growth from 1985 to 1986 and last year rose by 20 %. Furthermore, due to the rising tourist arrivals in TRNC, net tourism income rose 17.6 % per annum and reached 52 million dollars in 1986.

Table 5. 7 Provenance of Tourist 1983-1986 (State Planning Office, 1988, p: 128)

YEARS	FROM TURKEY	TOTAL %	FROM OTHER COUNTRIES	TOTAL		ANNUAL CHANGING (%)
				%	Number	
1982	65018	74.2	20611	25.8	87629	10.3
1983	78467	79.3	20467	20.7	98934	12.9
1984	93413	82.4	19905	17.6	113318	14.5
1985	103791	83.0	21284	17.0	125075	10.4
1986	105729	80.4	25763	19.6	131492	5.1

Table 5. 8 Net Tourism Incomes 1983-1986 (\$) (State Planning Office, 1988, p: 131)

YEARS	NET TOURISM INCOMES		ANNUAL CHANGING %
	Planned	Actual	
1982	35,000,000	27,200,0000	N/A
1983	40,000,000	37,100,000	36.4
1984	45,000,000	40,300,000	8.6
1985	50,000,000	47,300,000	17.4
1986	55,000,000	52,000,000	9.9

The second Five-Year plan, which took the year 1978 as its base and covered development from 1988 to 1992, represents the need for more positive action to improve North Cyprus tourism. The need of adequate legislation to encourage private sector investment in tourism, the law for the promotion of Tourism Industry was legalized by law 16 in 1987. Therefore, in 1987 there were a total of 3,779 beds in hotels and hotel apartments. By 1991, this number had increase to 6,012 an increase of 59 % while beds in hotel and hotel apartments and similar establishments grew to 2,470.

Although the negative impact derived from the first Gulf War, by the Second Five-Year process the net amount of tourism incomes raised more than two times of the total export incomes. Besides the law for the promotion of the tourist industry in 1992, the government had supported with redistribution investment funds agreement, which stated in the 1992 Annual Program that tourism was the locomotive in the economic growth of the T.R.N.C. Finally, the second Five Year Plan targets for 1,759 people employed in tourism in 1992 and the plan reached that number of people in 1990 (State Planning Organization, 1993, p: 329).

In the First and Second Five Year plan periods, although the government had suggested many proposals and put them into practice to remove the factors that have negative impacts on tourism, the sectors have had important problems, which still not solved, yet. The lack of a National Physical Plan and Tourism Master Plan was creating negativeness on tourism development in these periods. Besides that, due to the inadequate marketing and nonrecognition in foreign countries, taking progress on the required level was not proved. Due to these situations, in the third Five Year developing period, the main targets of the State Planning Department were not achieved. Therefore, tourism development had only the 1.7 % growth and 65 % the rate of net tourism incomes to foreign trade.

The limited political situation and other disadvantages have encouraged TRNC to have agreements and integrations with Turkey for many years. Instead of having its own tourism policy, TRNC have been trying to become identical with Turkey's tourism and has been assuming these policies for 28 years as follows:

- The appropriation of the running politics with an eye to render service to inhabitants of Turkey those come for shopping.
- Intentions to the group tourism with development of the sea and sun tourism, and leave individual tourism as a second plan.
- Although a large section of the population live in the rural zone in Northern Cyprus, the government does not have the policy to appropriate this type of tourism development and make plans for activities on this subject of agro tourism with citizens that work in agriculture.
- With the restriction of the shopping potential, Gambling has been gaining a accelerating significantly.

According to many theorists, North Cyprus appropriates the non-differentiated marketing strategy and all tourism products are presented to all of the market place. In the Mediterranean, many countries have a strategy, which divided their tourism proportions in different segments. Moreover, many associations and governmental organizations emphasize that non-differentiated policy may be the end of Northern Cyprus tourism development.

Decision by the Islamic government in Turkey to close all the casinos on the mainland from 1996 led to a search for new locations by the Turkish gambling industry. North Cyprus enjoys the advantage of proximity. By the summer of 1998 there were 18 casinos operating in T.R.N.C., and the Turkish Cypriot government had received 22 applications for more casinos. To begin with, hopes were high that gambling would be the salvation of the tourism industry in North Cyprus. Gambling Tourism will be discussed in detail in the following sections.

In the last ten years, as shown in the Table 5.9 below, tourism development seems to be stagnating, despite the increase in tourism establishments or bed capacity.

Table 5. 9 Tourism Statistics (Ministry of Tourism, 2001, p: 7, 17, 25)

YEARS	TOURIST (TOTAL)	TOURIST (NON-TURK)	ACCOM. UNITS	BED CAPACITY	OCCUPATION RATE (%)
1992	97,853	33,678	68	6,63	31.6
1993	125,993	46,520	74	7,017	36.8
1994	146,234	73,546	78	7,469	37.3
1995	157,647	70,893	78	7,453	37.5
1996	126,799	56,208	81	7,821	32.5
1997	166,842	56,863	87	8,504	34.8
1998	183,279	61,946	93	8,972	37.3
1999	209,663	64,627	102	9,557	37.5
2000	233,927	65,321	103	10,520	37.6
2001	231,523	66,047	120	10,798	31.2

It is clear that TRNC tourism has not been developed enough. Many theorists support this thought (Basel and Yorucu, Akis, Warner). According to Basel and Yorucu, TRNC tourism still proceeds development stage of the Butler's Tourist Area Cycle model. This means, TRNC need to complete an adequate infrastructure for tourism to steer the tourism industry towards the consolidation stage of Butler's model from the development stage. The level of the TRNC tourism according to Basel and Yorucu within the Butler model is shown in Figure 5. 8

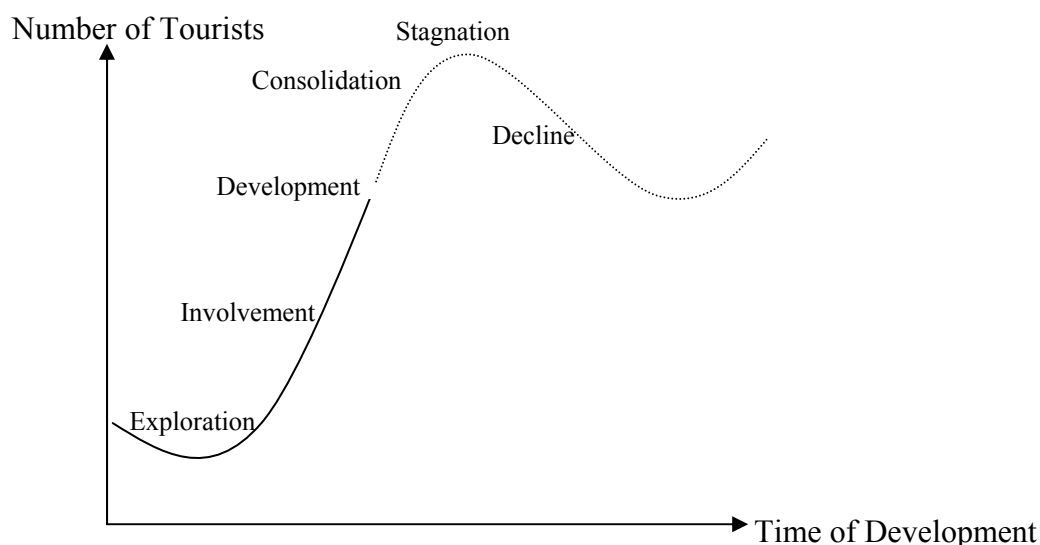


Figure 5. 8 TRNC Tourism Tourist Area Cycle Evaluation (Yorucu, 1998, p: 91)

According to Butler, a small number of visitors discover the destination (exploration). By the time local entrepreneurs begin to convert existing facilities or provide new ones for visitors (involvement). Then, establishments of the infrastructures for tourism appearance and smaller locally controlled facilities replace by non-locally owned facilities (development). After the first initial growth is completed, the destination has the control of all marketing, development and visitor services in all tourism areas and also marketing with the maximum number of visitors (consolidation). After these stages, the sector has little or no growth. Problems relating to the physical and human environments can be expected by this stage (stagnation). If the capacity levels are exceeded and hence environmental degradation occurs, reduction in attractiveness and competitiveness will appearance as decline in visitor numbers (decline). If quality and appeal can be kept constant, sustainable development can result in this stage.

5.2.1. Impacts of Tourism on the TRNC Economy

The direct contribution of tourism to the economy can be measured in terms of its contributions to GDP, to the balance of payments and to gainful employment. According to some many five-year development plans, tourism has been defined as the priority sector and one of the main factors of economic development. Unfortunately, TRNC tourism has not reached the expected level yet, as the tourism statistics show.

Table 5. 10 Tourism Revenues by Years (State Planning Organization, 2001, p: 26)

YEARS	% OF GDP	NET TOURISM INCOMES (\$)	THE RATIO OF NET TOURISM INCOME TO THE TRADE BALANCE (%)
1993	3.0	224,600,000	72.6
1994	3.3	172,900,000	74.1
1995	3.3	218,900,000	73.3
1996	2.7	175,600,000	70.0
1997	3.0	183,200,000	61.3
1998	3.0	186,000,000	55.2
1999	3.1	192,800,000	53.5
2000	3.2	198,300,000	53.0
2001	2.8	105,900,000	41.5

As it can be seen from Table 5.10, in recent years, tourist expenditures directly contributed around 3 % of the TRNC GDP. Although these GDP values have been stable, between 1996 and 2000 there was a favorable increase in tourism incomes. Moreover, tourism revenues seem promising with the effect of covering the trade balance deficit, which is very important for the TRNC economy.

Tourism also contributes employment by means of accommodation establishments and other tourism services. Tourism statistics officially show that the tourism sector contributed approximately 6,000 employees in 2001. This value only includes employment in accommodation establishments, casinos, guesthouses, restaurants and travel agencies (Ministry of Tourism, 2001, p: 57). Generally speaking, it is not easy to measure this employee contribution totally, because tourist expenditures generate employment in most economic sectors. Thus, revealing this value completely seems difficult. Moreover, the ratio of unregistered employment is another issue for measuring total employment, especially developing countries.

5.2.2. TRNC Tourism Organization and Tourism Policies

There is a central structure in the organization of tourism in North Cyprus. The tourism authority is represented at the State ministry and Prime minister level. In addition, it depends directly ministry and the component of the upper rank. As shown in the Figure 5.9 the Tourism Organization, the internal structure includes initially the undersecretary and then the Planning Promotion and Marketing Department and Planning Department. Moreover, there are 3 tourism agencies in Magosa, Girne and Lefkoşa, which are local tourism associations. All organization units work within the respect of the law of work.

Due to lack of organized tourism master studies, many organizations and individuals that concerned tourism development encouraged and oppressed TRNC governments to prepare tourism master plan by the years. The main tasks of the tourism master plan are; revealing tourism potentials that TRNC have, identifying the level of tourism development, determining how to use these potentials and translate them into the physical planning process. Within this framework the national physical plan has been studied to be completed by many departments in TRNC.

In most policies that recommended by the State Planning Organizations, Sustainable Tourism Policy has been emphasized and mentioned as a tool, and should be implemented with the Tourism Master Plan simultaneously. Moreover this policy has parallelism with the Tourism Master Plan. This plan completed in 1999, Boğaziçi University, Eastern Mediterranean University and North London University. The main policies of this plan and also the tourism sector as follows (Kanol & Yaşarata, 2000, p: 78):

- Cumulative tourism product, with changing its competitors and based on superiority.
- Determining tourism development, based on different regional diversity.
- Adopting special interest tourism rather than mass-tourism development.
- Long-term usage of the natural environment of tourism.
- Creating a tourism model forming small and medium scaled tourism enterprises.
- Private, NGOS, Local authorities and universities should construct tourism development simultaneously.
- The model should be relatively connected and become an united whole with other sectors of the country.

TOURISM ORGANIZATION

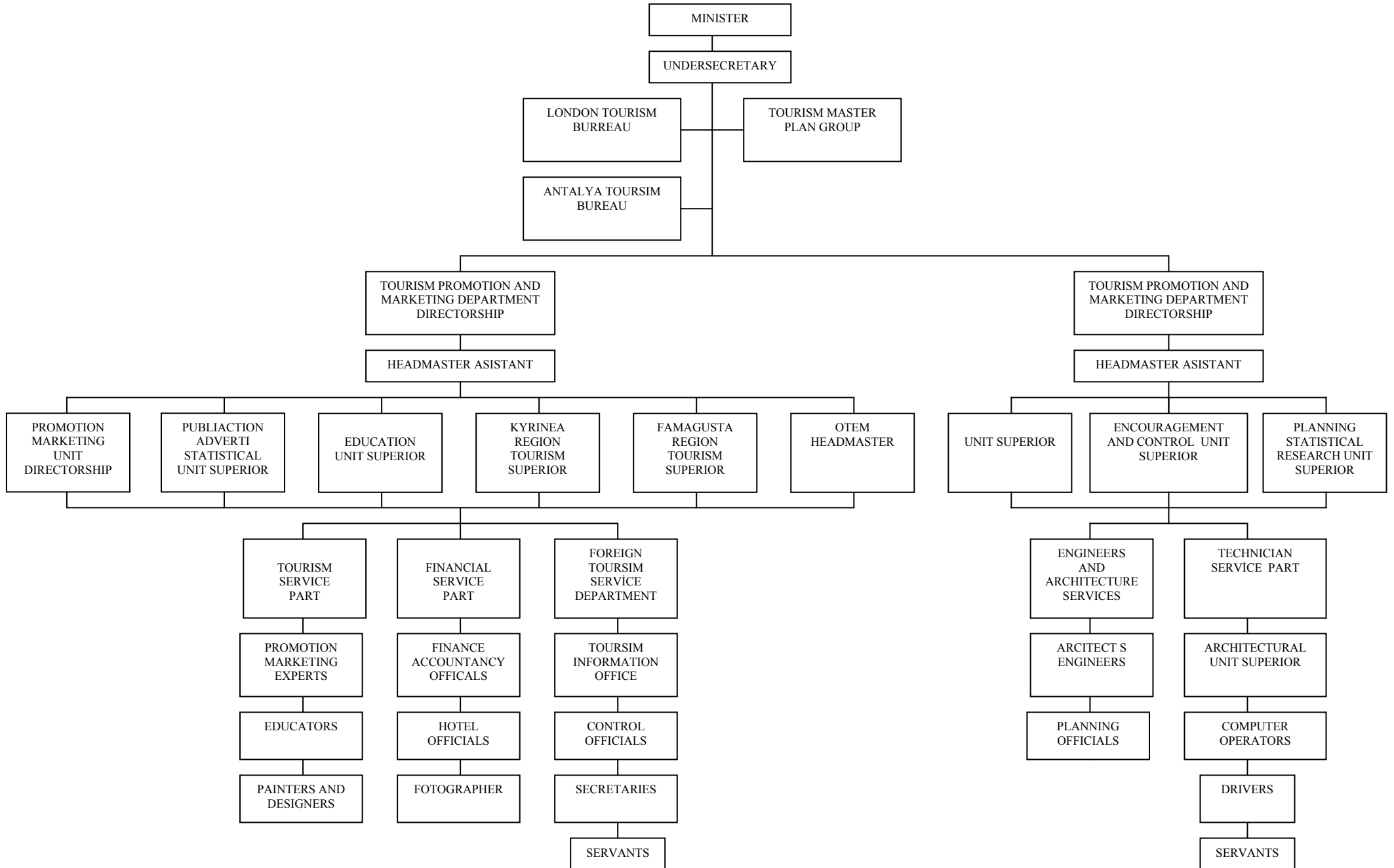


Figure 5.9 Tourism Organization in TRNC (Himmetoğlu & Korzay & Özer, 1998, p: 43)

- Social, physical and economical capacities should not be exceed by tourism development.
- Decision-making in tourism should have independency from Government policies.

These basic policies have a vital importance in current tourism destinations and new investment regions. In this respect, investments should be evaluated and implemented by tourism related organizations and associations. This process is related to the responsibility of them. Although policies and goals have been recommended for years, putting them into practice has not been achieved yet. Moreover, these policies have some contradictions with implementations in practice. Plan, for instance, emphasizes the application of the model that is appropriate for the carrying capacity of the country and based on small and medium sized tourism enterprises. However, Port Barbados project, which is planned to be implement in Yeni Erenköy region, consist of a holiday center with a population of 3,000. According to TRNC Water Department, the water capacity of Karpas does not have sufficient resources to meet the water demand of the Port Barbados Project. With these characteristics, the Port Barbados project is not appropriate for the regional carrying capacity and small or medium sized enterprise concept. Further more, second homes, which will materialize by the project, may not create the demanded economic benefits. It may be the starting point of spreading second homes in Karpas peninsula too.

Another example is the Bafra project, stated in TRNC master plan 2001. The project is planned to be implemented in the Bafra Region with 5,000 bed capacities. Master plan generally aims to develop special interest tourism rather than mass-tourism. However, Bafra and Port Barbados project do not seem harmonious to the master plan policies. These examples may be increased within the sustainability concept. However, these arguments mostly are made in Chapter 6.

5.2.3. Tourism Product of TRNC

The tourism product can be identified on the large scale like natural resources, historical heritage, hotels, restaurants, entertainment centers, traveling agencies, tour operators and transport terminals etc. Generally, T.R.N.C. can be divided into five administrative regions as; Lefkoşa, Gazi Magosa, Girne, Güzelyurt, Yeni İskele.

General dissociation of these tourism products by these regions is tabulated in Figure 5.10 as follows:

TRNC Lefkoşa Tourism Products I	
•	Historical Heritage
•	Trading
•	Government and Political
•	Old City

TRNC Karpaz Region Tourism Products II	
•	Natural Beaches
•	Rich Flora and Fauna
•	Natural Park
•	Accommodation Est.
•	Ordinary Restaurants
•	Monastery and Churches

TRNC Gazimagosa Region Tourism Products III	
•	Rich Historical Heritage
•	University
•	High Potential Hotels
•	Natural Beaches
•	Gambling Games

TRNC Güzelyurt Region Tourism Products IV	
•	Citrus Fruits
•	Churches-Monastery
•	Small Othantic Villages
•	Fishing
•	Soli Ruins

TRNC Girne Region Tourism Products V	
•	Harbour
•	Restaurants
•	Hotels
•	Small Othantic Villages
•	Historical Heritage
•	Shopping
•	Gambling Games

Figure 5. 10 Tourism Product of TRNC by Regions (Himmetoğlu & Korzay & Özer, 1998, p: 109)

In TRNC, there are many natural and artificial attractive features. Generally, coasts form the most important portion of the natural attractive features for tourism. Because of being an unrecognized state and also slow tourism development, these features can be defined as unspoiled or undamaged. However, unspoiled nature, which

has a promising advantage, exception of intense settlements like Magosa and Girne, has not become economically an important part of the tourism product yet. Coasts are the main potentials of the sea, sand and sun tourism that shows seasonal patterns in TRNC. They become dense in Karpaz, Girne and Akdeniz regions.

In addition to natural beaches, a rich historical heritage and flora and fauna patterns are the other features that form tourism products as a special interest and nature-based tourism. These features and the main tourism types in TRNC are mostly discussed in the following section.

5.2.3.1. Gambling Tourism

Northern Cyprus has had casinos since 1976, and the casino-opening permission was given by the Tourism Ministry. It is counted as a part of a source of government revenue. Because the government collects taxes from casinos and takes permission fees. Also casinos were opened in order to increase the amount of tourists and create another kind of entertainment in the tourism sector.

The first permission was given to the casinos that were Palm Beach, Dome and Celebrity in 1976. Dome casino is the one that first entered the sector in 1977. It is opened during the period of Çağlar Yasal and Nail Asafhan. They were in the position of Tourism Minister. The casino sector in North Cyprus has been in operation for 25 years.

As it can be seen in the Table 5.12, most of the permissions were given in 1996 and the casinos were opened after 1996. Sometimes the permissions are given for personal interests. For example, Şerif Hotel had only 24 beds in 1993. There were some laws and regulations that were set for giving permissions for opening casinos in this period as well. For example, a hotel must have approximately 200 beds and 4 stars to have permission to open a casino. But the permission was given to this hotel without obeying the laws concerning casinos. This law has changed today and was raised to five-star with a minimum of 500 beds (Ministry of Tourism).

Table 5. 11 Active Casino Establishments as Opening Dates (Ministry of Tourism)

NO	NAME	DATE
1	CELEBRITY HOTEL LTD.	1977
2	DOME HOTEL	1977
3	JASMINE COURT (EMPERIAL)	1993
4	LIMAN HOTEL	1987
5	L.A. HOLIDAY CENTER	1993
6	GRAND ROKCS HOTEL	1987
7	PALM BEACH	1979
8	SALAMIS BAY HOTEL	-
9	SARAY HOTEL	1994
10	SEMA HOTEL	-
11	OSCAR HOTEL	1992
12	CLUB LAPETHOS (SANPA TURISM) LAPTA	1992
13	ACAPULCO	1993
14	HOTEL LAPETHOS NICOSIA	1995
15	MERİT CYPRUS GARDENS	1996
16	GREEN KARMI TATİL KÖYÜ	1996
17	PARK HOTEL	1997
18	ŞERİF HOTEL.	1997
19	DENİZ ROYAL HOTEL	1997
20	RIVERSIDE HOLIDAY VILLAGE	1998

According to tourism statistics, most of the casino openings were given before 1996. There are 9 casinos, which entered into the casino sector and they have been in operation since 1995. In addition to this, 14 casinos obtained casino-opening permission before 1995. Today the number of casinos is 19 in North Cyprus. Two more hotels received permission in 1998 for opening casinos and they opened their casinos in the same year. After 1995, 11 hotels opened casinos and Salamis Casino was closed (Ministry of Tourism).

The main aim of permitting casinos according to defined special law is to provide additional revenue to the tourism sector and country's economy. Today, the

number of casinos has reached to 20 and they supply an additional revenue to the tourism sector. These revenues are shown in Chapter 6.

The laws prohibiting the functioning of casinos in Turkey has created new employment and supply opportunities in Northern Cyprus. In order to see the changes in the casinos and customers of Northern Cyprus, the condition of casinos before February 1998 must be carefully analyzed. So the comparison can be possible between the condition of the casinos of today and before.

Most of the casinos are located in the Girne region. The reason for this is that most of the hotels are located in this area. Because of this reason, many tourists prefer to stay in Girne. Moreover, it is more developed than other cities in Northern Cyprus in the tourism sector. This is the policy of the government for developing tourism in Girne.

There were a total of 17 casinos in Northern Cyprus before February 1998. The Salamis Casino is not taken into consideration as it was closed by then. Eleven of the casinos are located in the Girne region, 5 in the Magosa region and 2 of them are in Nicosia. Investors of the casinos are from Turkey and Northern Cyprus (Ministry of Tourism).

Before 1997, TRNC investors owned the hotels and casinos. But after 1997, the Turkish investors wanted to open casinos in Northern Cyprus. According to the law, an investor who wants to open a casino must have a hotel that has a minimum 250 bed capacity and 4 stars grade. Because of this obligation, they cannot open casino easily. There are also two ways to own a casino in Northern Cyprus. First, one is to rent a casino for a specified period from the hotel owner. The second way is to buy some of the shares of the hotel. For example, an investor can buy 50 % of the hotel shares and he will be half owner of the hotel and casino as well.

The amount of casinos in Northern Cyprus did not increase much after the closure of casinos in Turkey. According to the opening dates, there are only two casinos, which have been opened. So, there is unused capacity in this sector. Before the closure of casinos in Turkey, there were many casinos in Northern Cyprus above the potential. These casinos were operating but they were not earning much. But after the closure of casinos in Turkey, most of the casinos changed hands. They ran the existing casinos and did not open new casinos. They are utilizing the unused capacity. Most of the investors hired casinos from hotel owners. And they made necessary changes in the casinos. Some of the investors bought shares from the hotels and they became the

owners of the hotel and casino as well. By this way, they are earning both from the hotel and casino.

In the short run, the building of casinos and the restoration of hotels would give a considerable boost to the local economy. In the long run, however, this type of development has its drawbacks. Gambling tourism generally adds little to the economy of the host country. Most of the tourists arriving come all inclusive packages, meaning that all accommodation and food costs are paid before they arrive. As the casinos are foreign-owned, the profits are repatriated.

Most of the existing casinos in Northern Cyprus use mainland Turkish workers, rather than locals, for all but unskilled work, and the amount of tax paid to the government is minimal. As a result, local opinion on the benefits of casinos is divided, as the evidence suggests that they contribute little to the local economy.

Despite the legal requirement that a minimum of 70% of the casino personnel should be local, research carried out by the Ministry of Tourism in 1998 indicated that this requirement was honored more in the breach than in the letter. Thirteen out of 18 casinos surveyed employed fewer than 50% local staff, and four employed fewer than 20%. Only two either met or exceeded the 70% target (Ministry of Tourism, 1998). The majority of the staff is from either Turkey or Eastern Europe. (The nationality distribution of employees in casinos and hotels and also economic benefits to local community are discussed in Chapter 6)

On the one hand, according to some casino owners the casinos had raised the demand for hotel accommodation and would potentially increase the demand for other tourism services, such as travel agencies, restaurants, car hire, entertainment, etc. Even some of the smaller hotels that did not have a casino claimed they had improved their low occupancy rates by accommodating the overflow from the big ones.

On the other hand, gambling tourism may create some negative effects such as increased crime and rates of problem in gambling. In addition, there are the possibility of the number of negative impacts on existing tourism and its future prospects. These criticisms had two major themes; first, the benefits of casino tourism were exaggerated and distributed; and second, casino tourism was distorting the tourism product and introducing a dangerous element of dependency on the casinos.

5.2.3.2 Special Interest and Nature-Based Tourism

Apart from the many delightful beaches, Northern Cyprus has a number of natural assets that could be an attractive feature for visitors to the island. Northern Cyprus is one of the few remaining areas in the Mediterranean where the loggerhead turtle (*Caretta Caretta*) and green turtle (*Chelonia mydas*) come to lay their eggs. Over the past few years, teams of students from Glasgow University (Scotland) have come to TRNC to record the number of nests, and the number of hatchlings that reach the sea, and so have been able to produce estimates of the number of turtles in the region (Warner, 1999, p: 136). These areas perform the eco-tourism potential of TRNC, which have not been marketing efficiently yet.

As stated before, TRNC is also an important staging post for migratory species heading north in the spring, and then south again in the autumn. In addition, there is a small number of endemic species, and records of sightings of rare birds, such as the griffon vulture.

In addition, the feral donkeys of the Karpas peninsula add significant value to the wildlife of TRNC. These animals are probably the descendants of ones released by their Greek Cypriot owners in 1974, and provide an interesting opportunity for scientists to observe the ability of the population to adjust to life in the wild, after centuries of domestication. Unfortunately, the government plans the exportation of them instead of using them as an eco-tourism potential.

TRNC is also home to numerous species of flowers, grasses and trees, including 15 species unique to the TRNC. As spring arrives, the green of the Central Plain turns to yellow with the profusion of flowers. Elsewhere, considerable numbers of orchids are found, with concentrations near Alevkaya (in the Girne Mountains) and Avtepe (in the Karpaz Peninsula) (Department of Environment). A severe fire in June 1995 destroyed many trees on the northern slopes of the Girne Mountains, but the endemic species (most of which are found there) appear to have survived. In recent years, the popularity of walking holidays has grown considerably. The mountains of the Girne range, rising to around 3,000 feet at Mount Kornos, offer spectacular views south over the Central Plain and north over the Mediterranean towards Turkey.

In addition to these influential features, underwater activities (scuba diving), carting and paintball shooting can be stated as other special interest activities, which have recently become more popular in TRNC.

5.2.3.3. Historical Heritage

Cyprus has been a settlement and haunt for many different cultures and civilizations for years, because of its strategic location. It has been influenced by Christianity, Islam and Judaism religions. Thus, in Cyprus there are many valuable historical and cultural heritages. The areas around Magosa and Girne are particularly rich. For example, the crusader era castles of St. Hilarion, Buffavento and Kantara, the Lusignan/Venetian walls, and churches, harbors, Roman Salamis Ruins, the Ottoman tombs and houses and the examples of British colonial architecture. Department of Museums is responsible for the protection, restoration and promotion of historical heritage.

Some monasteries, located in Karpas and Girne, are in demand by foreign tourists. They have potential that may be able to improve religion tourism. For example, Apostandrea Andrea's Monastery and Bellapais Monastery.

These sites, stated above, are one of most important elements of the tourism industry in terms of diversification of tourism products. The control, promotion and marketing viable for them are the fundamental process for the quality by-product of TRNC tourism. Unfortunately, according to visiting statistics, the attract attentions of tourists have decreased for the last 8 years. The decrease by years is extensively discussed in the next chapter. Inappropriate of opening/closing times of the museums for tourism, usage of worship places for different religion purposes, and leaving historical sites for unconscious public use can be defined as the main reasons for this situation.

5.2.3.4. Conference and Education Tourism

In recent years, there has been the explosion of universities in TRNC, largely demanded by Turkish students who each year fails to find a place at universities at home. Moreover, the universities have been able to attract students from foreign countries in the region. The five currently operating universities have 22,924 students, who put significant amounts of money into the local economy (State Planning Organization, 2001, p: 27). As long as the Turkish higher education sector is unable to cope with demand, the number of foreign students in TRNC is likely to grow.

In addition, as the universities in TRNC develop, the prospects for conference tourism improve. A concentration of academics increases the demand for conferences, rather than send their staff overseas, universities tend to find it cost-effective to organize conferences locally. Many conferences have been organized by universities for the last 6 years, for example, EMU has organized two international conferences on Cypriot studies, and in 1997 the Near East University in Nicosia hosted a large conference on the problems of water supply in Mediterranean countries.

5.2.3.5. Second Homes

Any non-national who provides a net inflow of money into the country who are visiting or living in for an extended period, provide a positive flow to the balance of payments. Long-term residents in a country who meet their living expenses by bringing money to the country can, in a purely financial sense, be as beneficial to the country as more conventional tourists. The Island has attractive climate and British influence have made the island an attractive place for retirement, both for colonial civil servants and for British military personnel, who know the island from their service in the two military bases Britain retains. Long-term visitors include those who originally visited the island for a holiday, but later decided to stay for an extended period. Other people have bought second homes in TRNC and live for a part of the year on the island. The increasing attractiveness of the island to other nationalities is shown by the fact that only about half of the 'population' of Karaman, located in the Girne Mountains above Lapta, is British.

Foreign residents also invite their friends from abroad to visit, and thus increase their impact on the local economy. They also tend to be a force for environmental preservation. Many of the environmental non-governmental organizations in TRNC were established with cooperation between foreign residents and the local people. Generally, the market for holiday and retirement property is likely to expand. In TRNC, growth can be expected, especially if the unspoilt nature of the state is preserved.

On the other hand, by the development of second homes, some environmental problems have appeared. The possession of the agricultural and olive-tree lands, start to change owners and open them for construction. Moreover, changes in the landscape, especially in the Girne region and increase in waste amount in the summer seasons are another consequences of second homes.

5.2.3.6. Accommodation Establishments

When the situation of touristic accommodation establishments leading to elements of tourism products are investigated, it is determined that; these establishments are mainly located in Girne region 74 % according to bed capacity (see Table 5.12). Gazi Magosa follows this region. From 1974 to 2001, it is seen that; touristic accommodation establishments reach 120 facilities. However, bed capacity also increased from 2,952 to 10,798. (These values include bed capacities of pensions (boarding houses) and guesthouses).

Table 5. 12 Number of Accommodation Establishments and Beds by Regions (Ministry of Tourism, 2001, p: 17)

REGIONS	NUMBER OF FACILITIES	BEDS CAPACITY	
		NUMBER	%
Girne	94	7987	73.97
Gazi Magosa	8	1718	15.91
İskele	11	690	6.39
Lefkoşa	4	293	2.71
Güzelyurt	3	110	1.02
TOTAL	120	10798	100

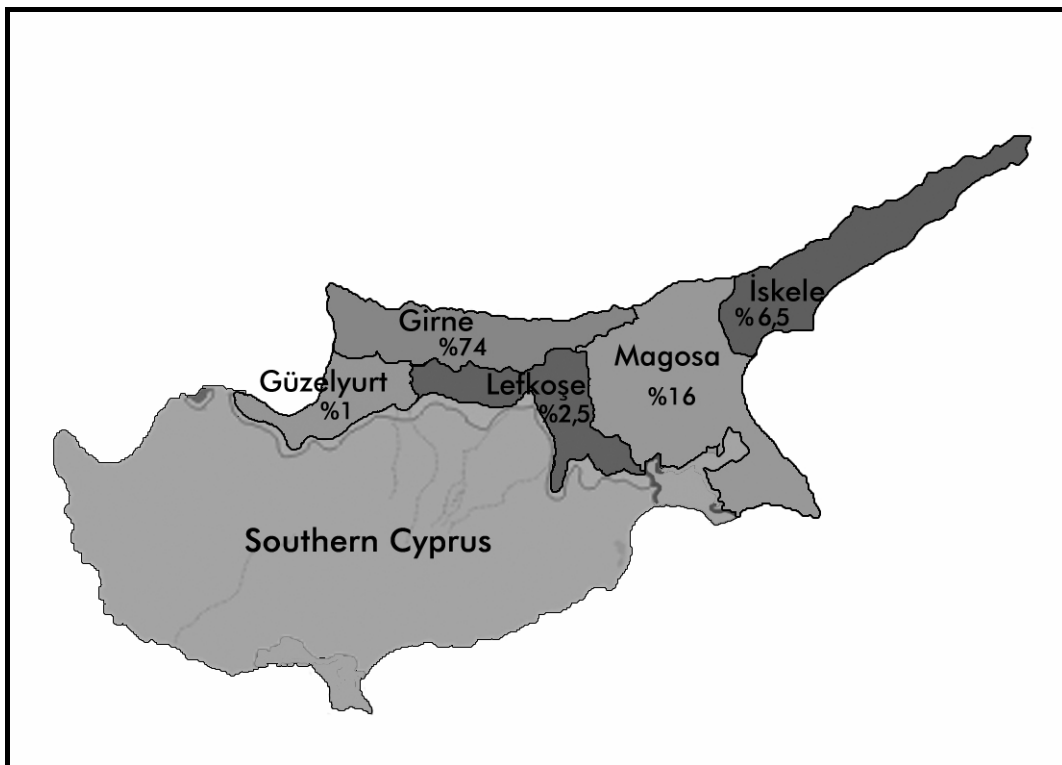


Figure 5. 11 Distributions of Accommodation Establishments by Regions in Northern Cyprus

General data and dissociation are shown in Table 5.12 and Figure 5.11. Main dissociation of establishments is in three stars establishments and lower quality of them. When customer profile of these establishments is evaluated, suitability of them to visitors with intermediate income is noticed. On the other hand, when the occupancy rate is investigated, between 1990 and 2001, the average of bed capacities is seen as 35.4 %. In periodic differences; although occupancy rate is 44.3 % during April – September, it decreases to 27.3 % during January – March period (with respect to data for 2001). From this data, the tourism product of TRNC is seasonal.

In addition, (with respect to data from 2001) although the occupancy rate in respect to establishment types are 37 % in hotels, it decreases to 20 % in pensions. By the way occupancy rate with respect to situations of hotels is 37 % in Girne and the same in Magosa. Lefkoşa, İskele and Güzelyurt regions follow respectively these regions by occupancy rates.

Occupancy rate of touristic establishments is counted as from Turkey 50 %, foreign countries (English and German), and T.R.N.C. 6 % with respect to provenance of tourist profile. But while the investigating average length of stay, it is seen that; the average stay of foreign tourists is nearly more than double the average length of stay of Turkish and native tourists. Also in occupancy rate of pensions, Turkish tourists make up most of the population with a rate of 61 %. After that, native tourists have a rate of 38 % and foreign tourists come with a rate of 8 %. Details the data of provenance of tourists and theirs characteristics are discussed in the following sections.

5.2.4. Tourist Characteristics

It is important that an amount of people that visited TRNC does not use accommodation establishments or choose touristic establishments for accommodation. They approximately constitute of the 42 % of total visitors. This situation, which causes the main problem for the tourism plan proves that; effective and detailed information is required for the collecting statistic data. (For example; questioning the staying place etc.)

Sixty-three percent of the visitors that come from abroad and stay in T.R.N.C are citizens of Turkey and % 28 of them is other foreign visitors. The visiting intensity of Turkish visitors becomes higher during April – October. On the other hand, the visiting intensity of foreigner visitors increases specially during August – September. Totally, clear decreases are seen on from November to February months.

By investigation of the bednights of visitors in T.R.N.C, it is seen that; bednights in Girne comes first with 82 % Magosa follows it with 15 % Lefkoşa takes the last place with 1 %.

With the help of the examination in terms of length of stay of visitors in T.R.N.C, it was investigated that; in spite of the Turkish visitor's length of stay is on the average 3.5 days, the length of stay of visitors coming from other countries is between 8-10 days. The average length of stay is 5 days in terms of all visitors. In general, visitors prefer hotels instead of guesthouses. It is seen that; other foreign visitors also use bungalow type accommodation establishments partly different than Turkish visitors.

Domestic tourism is another important potential for tourism in T.R.N.C. According to the statistics, domestic tourism takes third place after Turkey and England with 8.3 %, which takes an important place. T.R.N.C citizens that stay in touristic establishments are 4.9 % of total visitors. They make their accommodations mostly in Girne 55 %, after that they prefer Gazi Magosa 30 % and finally they stay in Güzelyurt Region 1%. Like foreign tourists excluding Turkish visitors, bungalow type accommodation establishments are in demand.

Chapter 6

ESTIMATION OF SUSTAINABLE TOURISM INDICATORS

The aim of this chapter is to perform a pilot study and attempt to assess TRNC tourism from a STD perspective by using STD policy indicators. Within this framework, first, the followed methodology for selecting indicators and the estimation of them will be explained. Later the author will assess findings concerning TRNC tourism.

6.1. Methodology Followed For The Definition of Indicators

The approach chosen in the research for defining the indicators for sustainable tourism is to relate them to the principles of STD. Therefore, the indicators are proposed for each principle. The set of principles stated in Chapter 3 were chosen as a guideline for the definition of indicators' policies. In other word, the proposed indicators are generally selected on the basis of the approach of Farsari and Prastacos (2000). Moreover, they are varied with other indicators constituted by W.T.O. and U.N. The result was a set of indicators for each principle representative enough to cover the different parameters, which each principle may include.

From the set of indicators, proposed many theorist and organizations, a selection was made for this pilot study based on their representative and suitability for application in TRNC. Potential data availability was another factor that influenced the choice of indicators. Several indicators could not be estimated since no organized databases were available. In these cases, new indicators were proposed in order to replace or supplement other studies.

The spatial level, local, regional or national, was another factor considered during the definition and the selection of indicators. This was addressed because some impacts of tourism are localized, while some others affect the whole region and not just the examined municipality. Although indicators mostly were estimated at the national level to give the ability for comparison with other SIDS or small islands, some of them were estimated for both local and regional level.

Finally, another problem encountered relates to the vagueness that the concept of sustainable development implies as long as its prerequisites, parameters and criteria are concerned. This is even more apparent when dealing with a local scale of application where specific measures are necessary. Inevitably, this vagueness is projected to the indicators as well. However, it is believed that further research on defining the criteria of sustainability would result in better formed indicators. Conversely, because of the interrelation between

indicators and criteria, further research on the topic of sustainable tourism indicators would have a positive impact on this definition. In any case, as long as a local scale of application is considered, the need for a thorough analysis of the parameters, which define sustainable practices, becomes apparent.

6.2. Proposed Indicators and their Estimation

The results of the indicators estimation are shown in Table 6.1. The indicators are grouped according to the guiding principle in order to clearly present the definition methodology, as well as, the thematic field on which each one refers. It includes explanations and on the results of the estimation and some comments on the functionality and the characteristics of each indicator. Although, data availability was considered when choosing indicators and thus influenced their selection to some degree, the major importance was the persistency on the notion of sustainable development. Therefore, despite the possible need for better indicators, it is believed that the present methodology and the approach followed are contributing to the establishment of a framework for the definition of sustainable tourism indicators for TRNC.

One of the most striking problems estimating the indicators was the lack of proper data. This is relatively common in TRNC since no special provision has been taken regarding the availability and quality of necessary data other than those resulting from certain official surveys. Although tourism is one of the major economic activities in the country, lack of data about tourism, especially at a local scale, is striking. In addition to the tourism department, other departments have similar conditions. Because of the sustainable development indicators need different data, which is gathered for classical statistics, the problem becomes more difficult. Thus, first, the need for identification and systematization for data for sustainable tourism development is necessary.

Some of the indicators are given with the purpose of understanding the situation about the main constitutional and institutional features of the country, seen in Table 6.1. They try to explain related to issues about different fields related to tourism development and organization in TRNC, while others give more general statements. Therefore, some indicators only include different comments instead of the numbers.

Table 6.1 Estimation of Sustainable Tourism Indicators

POLICY	INDICATORS	ESTIMATION/ EVALUATION	COMMENTS AND STATEMENTS
INTEGRATED TOURISM PLANNING	Existence of Tourism Master Plans for the country, which contribute to maximizing the integration of tourism in the island system	+	Three important tourism plans, the North Cyprus Tourism in 1996 and the Tourism Master Plan in 1997 and 1998, have been prepared from 1983 to 2001. Especially the Tourism Master Plan brings important policies and aims for the tourism of the TRNC in a structural sense. This plan also forms a basement for the policies and aims that has formed in the following years.
	Existence of physical planning studies that support tourism development in the country	+	Main planning studies that have done in the period of 20 years to back the tourism development are: Lefkose Public Improvement and Environmental Protection Plan Girne Public Improvement Plan Girne Environment Protection Plan White Region Plan Magosa Public Improvement Plan Lefke Public Improvement Plan Karpaz Public Improvement Plan Alagadi Zone Special Environment Protection Plan
	Existence of studies that is compatible with Tourism Master Plans	+	Similar to the previous one.

USING RESOURCES IN A SUSTAINABLE WAY	Renewable resources (solar, wind, etc.) used in tourist accommodations as a percentage of total fuels used in the country	In 2001 Below of 0.3 %	It is an indication of measures taken to protect the natural resources and the impacts from the use of nonrenewable resources of energy.
	Number of tourist businesses, which have renewable energy sources, compared to all tourism businesses in the country	2/120 (1.6 %)	Similar to the previous one. Additionally, offers an indication of responsible management of the tourist businesses compared to other economic activities.
	Amount of water recycled as a percentage of total water that could be potentially recycled	0 %	Offers an indication for sustainable resources management
	Amount of seawater desalinated as a percentage of total water that could be used in the country	2.4 %	Similar to previous one.
	Water consumption per tourist (liter per tourist per day)	In 1997 734 In 2001 800	Similar to previous one. According to TRNC Water Department data, 220 liter of water has been serving per tourist at the put up at establishments. This numeral however shows the amount that hotels take from the water reserves that belong to the state. The rest of the water need has met by the water communities. Some of the water reserves are managed by the freelance water communities, which serve to the need of water in most zones. Consequently, hotel administrations can use water as much as they need except of 220lt. of water.

USING RESOURCES IN A SUSTAINABLE WAY	Energy consumption per tourist (kWh per tourist per day)	In 1997 15 kWh In 2001 26 kWh	Similar to previous one.
	Percentage of water consumption in total water consumption of the country	2.5 %	It indicates the competitiveness over the resource from different activities. The available official data from do not permit to distinguish the consumption between the different uses.
	Percentage of energy consumption in total energy consumption of the country	6.45 %	Similar to previous one
	Existence of regular procedures for continuous monitoring of the quality of water supply and swimming water	Existing but irregular	Municipals are responsible with sending samples of drinking and seawaters to the laboratories to be analyzed. Village chiefs or head officials of districts do the same job where municipal doesn't exist. Geology and Mine Department is responsible from the new wells where as Water Management and Basic Health Services Departments (BHSD) are responsible from the existing wells. There have no coordination amongst those Departments. Inspections can't be done in a steady way because of this discord. In other words there isn't a routine and systematic sampling study about this subject. In the tourism season, municipals, (BHSD), Environment Department and Private Beach Managements sends samples from almost all beaches.
	Existence of regular procedures for continuous monitoring of the quality of sea water	Existing but irregular	There isn't a steady time interval in those sampling studies. As a result of this condition, legal procedures about the inspection of drinking and seawater haven't been applied entirely.

USING RESOURCES IN A SUSTAINABLE WAY	Number of samplings of swimming waters exceeding safe limits, as these are defined by the EU	Two Samples in Girne Region and Lefke Region last year	It is a measurement of the quality of the swimming water related to EU standards. Although the samples are not enough, results of laboratories analysis are generally standard. Researchers who studies on this subject have different opinions about this condition. For example, according to Gökçekuş, the quality of water that is used for drinking and agricultural watering is much under the standards that World Health Organization and Turkish Standard Institute have determined.
	Number of beaches with Blue Flag or similar awards	None	It is an indication of the quality of swimming water and of the beach management as well as rising environmental awareness of the visitors.
	Square meters of beach or other sites per tourist (average and peak)	N/A	Indicates the dominant perception on landscape as a natural resource as well as the quality of tourist experience.
REDUCING OVER-CONSUMPTION AND MANAGEMENT OF WASTES	Methods of waste dispose	None	There is an unhealthy and primitive storage in the existing situation. All kind of solid wastes are collected in some garbage areas such as Dikmen Garbage area (see Figures 6.1, 6.2, 6.3, 6.4). Lefkoşa, Magosa Güzelyurt and Girne are four regions that have maximum population in TRNC. Furthermore there are 24 municipalities. They threat the health of environment by burning the garbage of all of those settlements. It is illegal to burn the garbage as described according to the Law of Environment (the Law of Environment 21/1997/24/2). Furthermore, the municipalities at some zones haven't collected garbage. At those zones Chief of the village or compatriots collects garbage with their own possibilities. However, this effort is insufficient. There haven't done a ground study or zone preparation at the areas that the garbage has thrown away, thus underground resources have damaged.



Figure 6.1 Animal Remains in Dikmen Garbage Area



Figure 6.2 Scrap Irons and Metals in Dikmen Garbage Area

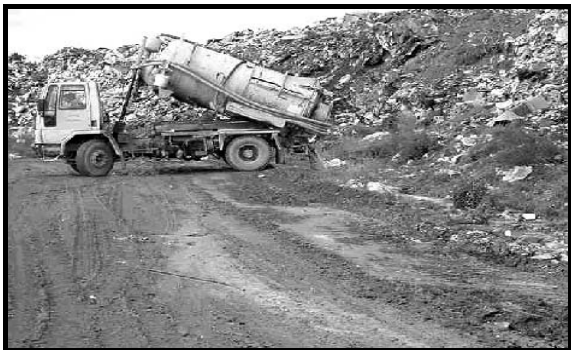


Figure 6.3 Wastewaters from Dikmen Garbage Area



Figure 6.4 Plastics in Dikmen Garbage Area

REDUCING OVER-CONSUMPTION AND MANAGEMENT OF WASTES	Summer / winter waste generation ratio in peak seasons	1/1.5 in popular tourism destinations in peak seasons such as Girne	It is obvious that waste generation during the summer is much higher than the one during winter months accordingly to the growth of population. In general, 424 tones/day and 150000 tones/year of solid wastes come into existence in TRNC. Briefly the amount of garbage per person is approximately 2 kilo/day, where as this data is 0.8-1.2 kilo per day in İzmir and İstanbul respectively. This shows that the amount of consumption is very high at TRNC. Dispersion of solid wastes per communes has given in Figure 6.5. In addition to these, % 28 of solid waste has been collected at the country. Garbage has been collected orderly only 144 of the 200 settlements.
	Quantity / quality of waste generated by the tourist industry (kg)	3,170,000	The available official data from do not permit to distinguish the demanded data. However, according to some case studies (Ellul, 1996, p: 91), this amount can be averagely 2,3 kilogram per tourist per day. From this assumption, it can be said that total solid waste generated from tourist industry is approximately 3,000,000 kilograms (it is estimated with annual tourist number*average length of stay*average solid waste consumption)
	Percentage of solid wastes which can be received this kind of treatment	0 %	This is an indicator of action taken towards reduction of the waste generated.
	Number of hotels, and restaurants services that have enacted environmental sound systems for eliminating waste production	N/A	The available official data from do not permit to distinguish the demanded data.

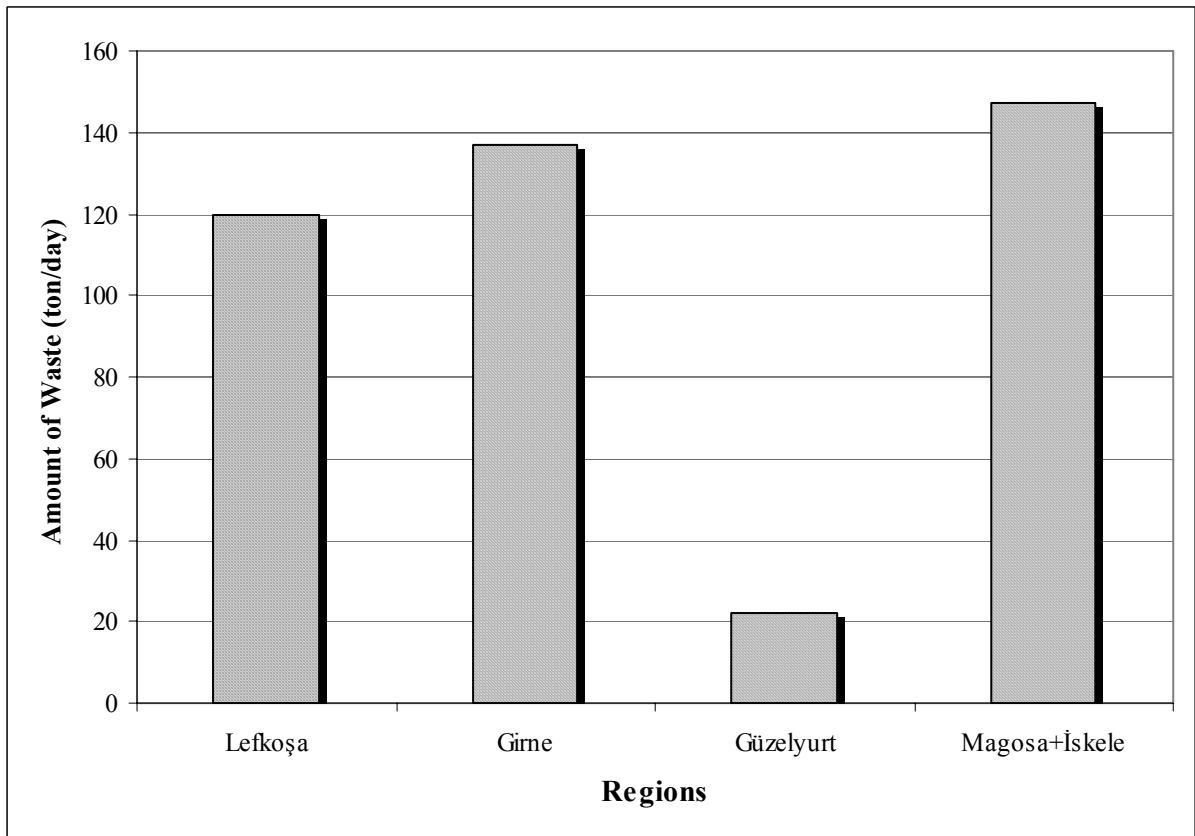


Figure 6.5 Dispersion of Solid Churns by Regions

REDUCING OVER-CONSUMPTION AND MANAGEMENT OF WASTES	Percentage of solid waste treated with the landfill method	0 %	The indicator reflects the solid waste management.
	Percentage of solid waste in dump	0 %	Similar to previous one
	Percentage of treated wastewater in total waste water in tourism sector	40 %	This is indicator of action taken towards reduction of the waste generated (less impacts on the environment). Number of the establishment and percentages of, which have treatment plant, sewage systems or absorbent well by regions, is given next page.
MAINTAINING DIVERSITY	Number of special interest natural sites under protection vs to those without any protection.	For terrestrial ecosystems: N/A For marine ecosystems: 0	It is an indication for action taken. There are several special interest natural areas has been identified by Environment Department that need to be protected, as nesting areas of Caretta Caretta and Chelonia Mydas turtles in Karpas peninsula and Akdeniz. For example, Ronnas Harbor is the third important nesting areas for Chelonia mydas in Mediterranean, take a part of these regions. Although Environment Department made an application to council of ministry, but no action has been undertaken yet.
	Existence of legislation for species protection	+	The law about species protection is Environment Protection Law based Bern Convention, which is in 1997.
	Category of site protection in TRNC according to the International Union for the Conservation of Nature and Natural resources (IUCN) index	No systematic categorization that matched with IUCN	This is a comparison TRNC and International categorization for protection strategy and policies. According to 1997 Environment Law, by the Environment Ministry proposal, ministry council, on national scale, establishes and declares the regions have ecological importance and/or regions that sensitive to environmental pollution and/or environmental corrupting as Special Environment Protection Area for protection of natural wealth and ecological balance of some special environs and for inheriting of them to generation next. In addition to this, by this law, Environment Ministry proposal, ministry council can supply arrangements of these regions as national parks..

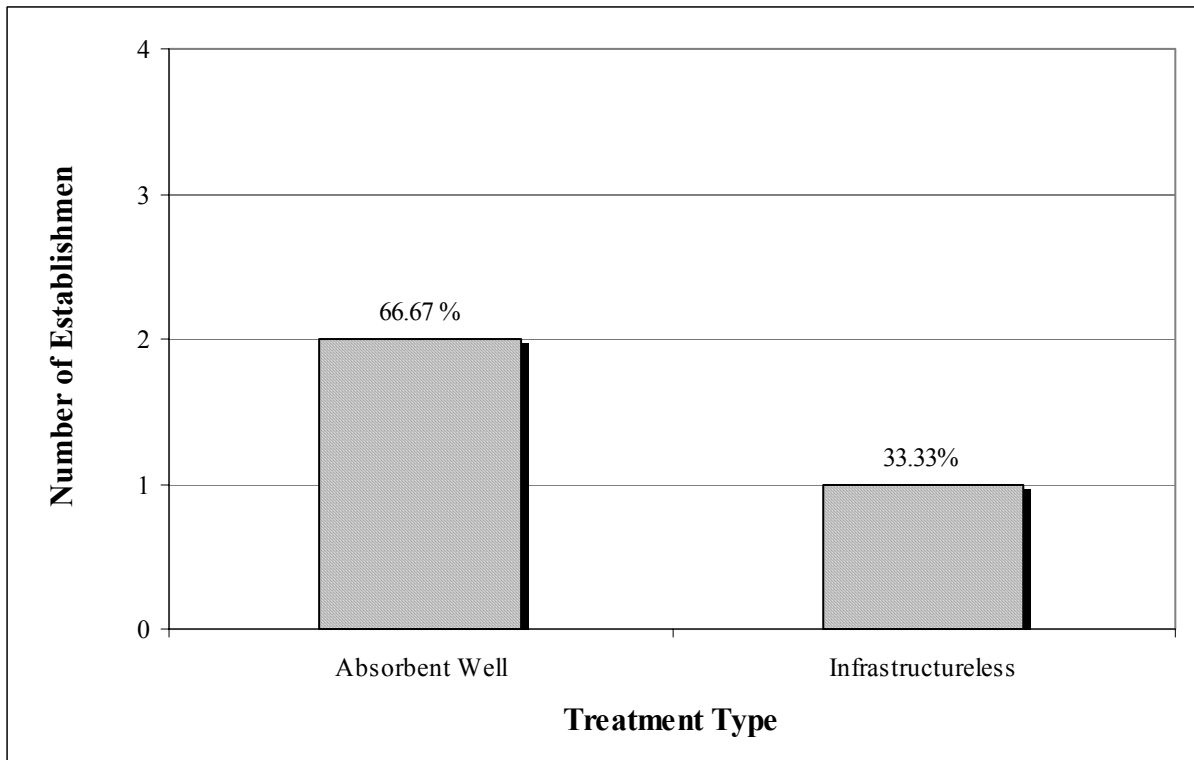


Figure 6.6 Percentage of Tourism Establishments have Infrastructures in Güzelyurt Region

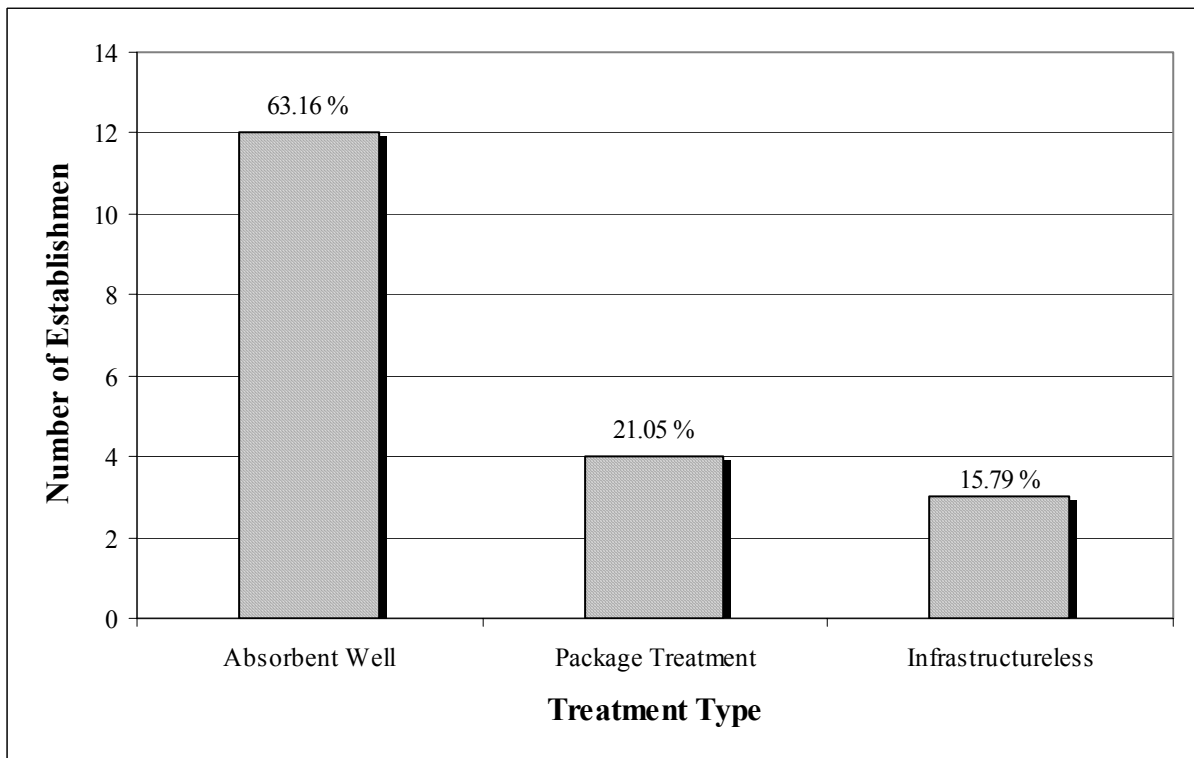


Figure 6.7 Percentage of Tourism Establishments have Infrastructures in Magosa Region

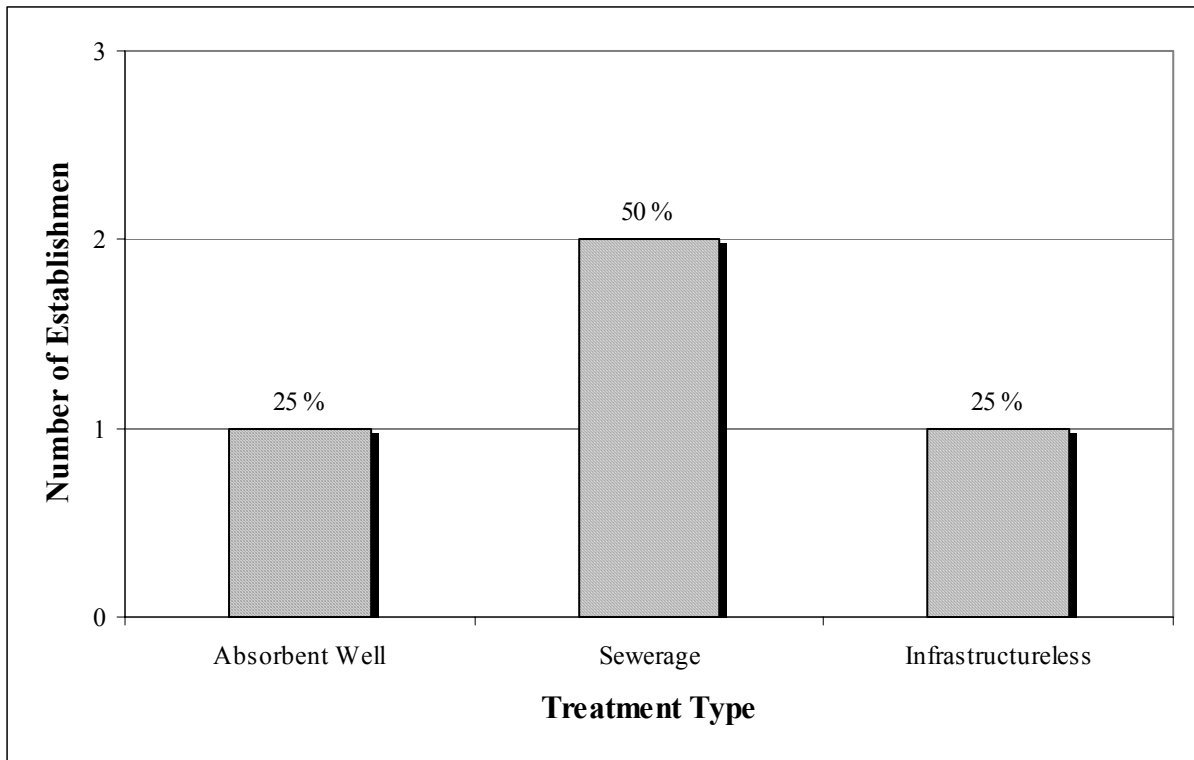


Figure 6.8 Percentage of Tourism Establishments have Infrastructures in Lefkoşa Region

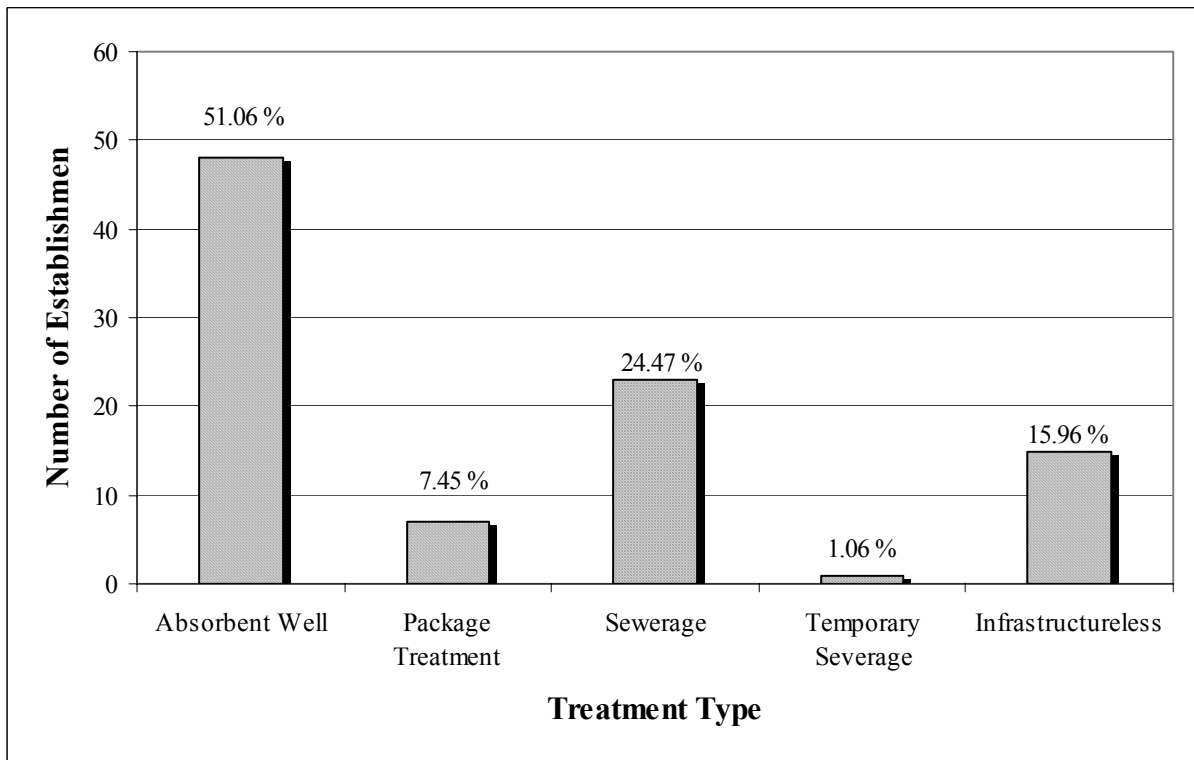


Figure 6.9 Percentage of Tourism Establishments have Infrastructures in Girne Region

MAINTAINING DIVERSITY	Number of endangered or threatened species on the country	For Flora: 24 For Fauna: N/A	Numbers of endangered or threatened species on the country are given Appendix X. The 1997 Environment Protection Law protects these endangered species. It is stated that, tourism development cannot be on of the main reason for being endangered or threatened these species. Moreover, TRNC inherent environmental problems generally influence these species.
	Number of species existing before.	1	Merely and the most evident example is <i>Griffon Vulture</i> . Although this kind used to be in TRNC, there is not any at this time. There are few amounts in South Cyprus and studies are done for non-extinction of them. It is supposed that, Griffon Vulture have not existed since 1980. There are not any scientific researches about causes of nonexistence of this type in TRNC. But, according to opinion of specialists from Environment Department, it is known that, results of faulty usage of agricultural drugs and especially poisonous meat method that is used for fighting against crows, cause extinction of them. In a lot of meeting, affect of tourism on extinction of this type is not emphasized.
	Number of comprehensive research projects concerning the area's natural environment (For ex. Environmental Master Plan, Environmental Inventory)	0	This is an indicator for the interest for the natural environment. There is no comprehensive research project about TRNC environment but some research about protected areas and natural sites have been prepared by foreign researches such as Protected areas in North Cyprus.
	Loss of landscape	Recently in Girne region	Vanishing of olive grove areas located in Girne Region that has especially secondary residence development and residence development in foot of Başparmak Mountain have changed small island settlement identify. Apart form visual pollution that was created by secondary residence development and accommodation establishments that are not match to local architecture, negative effect of tourism on local landscape was not observed.

ESTABLISHING FEASIBLE ACCESSIBILITY AND SUSTAINABLE TRANSPORT.	Type of accessibility options for the country	2	There are two types of accessibility options available for the country. By Air: Cyprus Turkish Airlines, Turkish Airlines and Istanbul Airlines provide an important network from international airports to Ercan via Turkey. Due to the lack of international recognition it has higher prices than competing destinations. By Sea: There are scheduled ferryboat services from Mersin to Magosa three times a week. There are daily sea-bus and ferry services from Taşucu to Girne. Also from Alanya, Antalya and Anamur services are organized during summer months to Girne.
	Ratio of tourism arrivals by type of accessibility	N/A	It is an indication of accessibility
	Number of investments for transportation	4	Main road projects have materialized after 1983. Lefkoşa Magosa Çevre Project 1999 Girne Lefkoşa Project 2000 Yeni Erenköy Project 2002 Girne Karpaz Project 2003
	Number of transportation systems that can be used renewable energy resources	0	This is an indicator of the interest for the sustainable transportation applications
	Number of applications that is environmentally responsible in transportation	0	Similar to previous one.

MARKETING AND PROMOTING TOURISM RESPONSIBLY	Tourists perception for the place they are visiting	No official comprehensive survey	This indicator reflects the existence of planning and responsible tourism marketing. There is a Tourism master research in 1997, which included a few relevant questions, but with a small sampling and no extended questionnaire related to this subject.
	Number of different products activities supplied locally or the ratio (historic, cultural tourism, conference etc)	10 %	It is a measurement of the diversification on the product offered. The available official data from do not permit to distinguish different tourism activities. In many countries these ratio generally acknowledgement as 10 %.
	% of beds operating during winter and summer seasons	Summer seasons generally doubled of the amount of winter seasons	It is a measure of the diversification on the product offered as well as of the extension of the tourist season. This ratio generally less than last 6 year. Especially, by the spread of Gambling Tourism, occupancy rates in winter season have increased in Celebrating day and Christmas. According to these ratio, it can be said that TRNC tourism is seasonal as seen in Figure 6.10
	Number of tourists and moved by independent vs those moved by tour operators.	By tour operator: 93,134 By individual 138,182	Approximately 60 per cent of tourist visits TRNC by individual ways. This ratio is shown in Figure 6.11 by years.
	Percentage of tourists arrivals with charter flights vs total arrivals	10	It is an indication for interest promotion tourism
	Number of information bureaus in foreign countries	5	It is an indication for interest promotion tourism. The main tourism information bureaus in foreign countries; Turkey (3) England (1) and Germany (1). The promotion activities in other countries are limited.
	Number of tour operators in foreign countries that support TRNC tourism activities and products	65	Generally most tour operators promote TRNC tourism product in foreign countries. 4 of them try to organize tours for nature based and eco-tourism such as Bird watching.

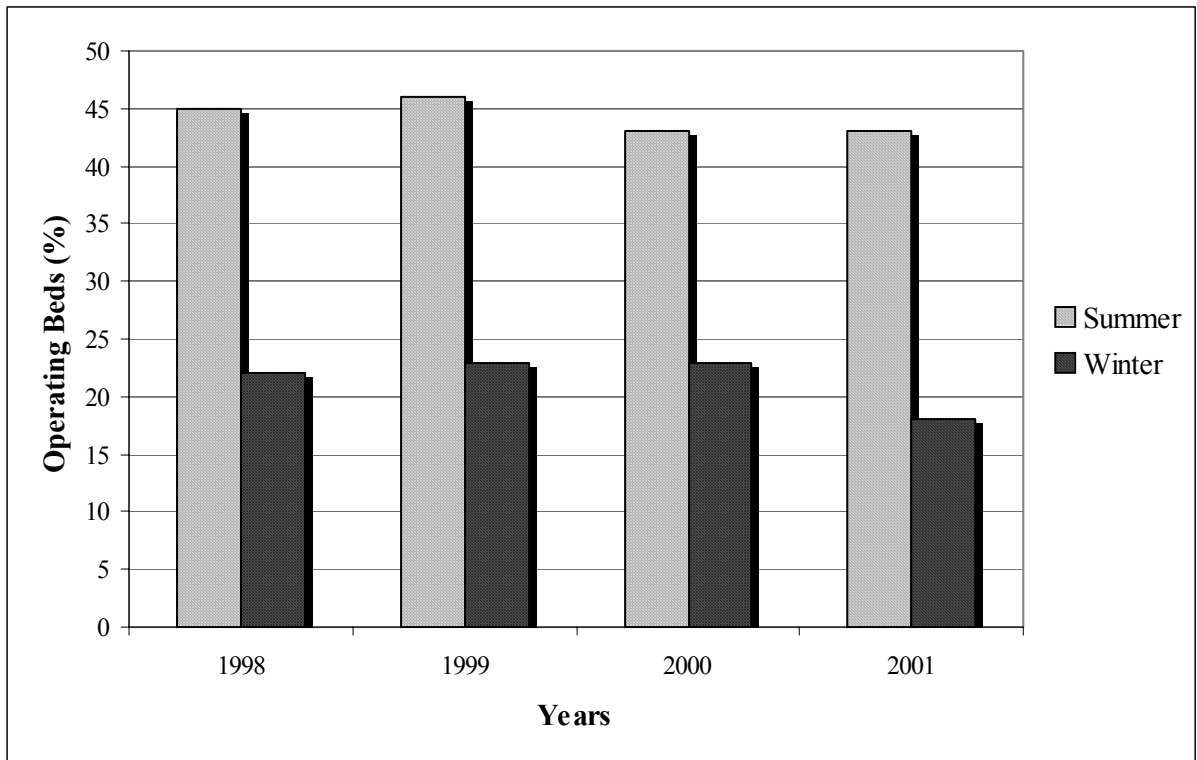


Figure 6.10 Percentage Of Beds Operating During Summer vs Winter Seasons

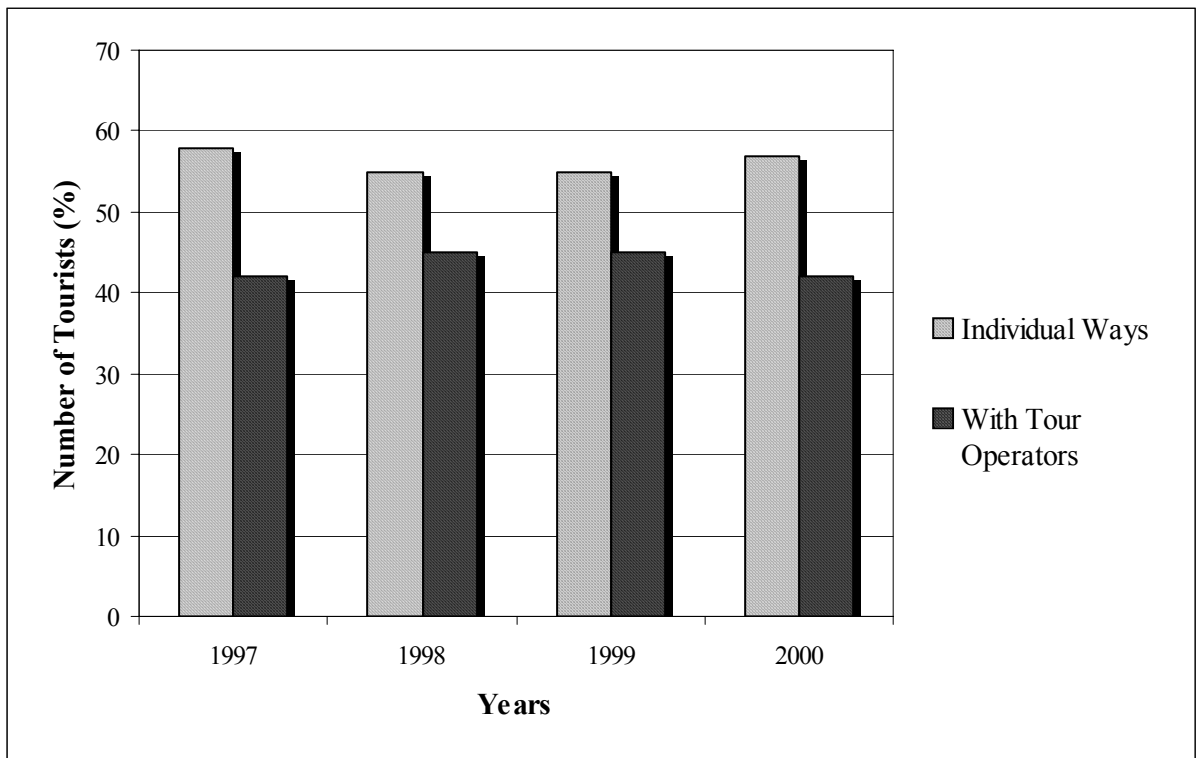


Figure 6.11 Percentage Of Tourists Moved By Individual Ways And By Tour Operators

MARKETING AND PROMOTION	Existence of the available of sufficient and correct information about the region or tourism product in foreign countries.	-	In past, the sufficient and correct information about TRNC is very difficult. Because TRNC had been promoted as an occupied are by south tour operators. However, today correct information available about TRNC and tourism product especially in foreign countries, which have TRNC' information bureaus.
SUPPORTING LOCALNESS	Employment in tourism as a percentage of total employment	6,6 % of total employment	This indicator illustrates the local economy's profile and its dependence or not on tourism.
	Number of "locals" employed in tourism as a percentage of total employment in tourism.	32 % of total employment in accommodation est. 28 % of total employment in casinos	It indicates the local retention of tourism related income. In TRNC, according to the workmanship law, foreign workers can only constitute 30 percent of total workers in accommodation establishments. In other word, local workers in these establishments should be 70 percent of total employee. According to governments statistics, 42 % of the employment in accommodation establishments, is seen as unregistered. With respect to these conditions, number of "locals" only constitutes 32 % of total employment in accommodation establishments.
	Percentage of revenues generated by tourism in total revenues generated of the country	37 %	This indicator reflects the relative weight of tourism compared to other economic activities on the area. The ratio is shown in Figure 6.12 by years.
	Visitor/Resident ratio in peak seasons	Approximately doubled of local population	It is an indicator of the pressure on the society. As seen following values the ratio generally stable. With respect to 2001 values, the ratio in Girne region, which have maximum tourist number each year, is doubled (See Figure 6.13)

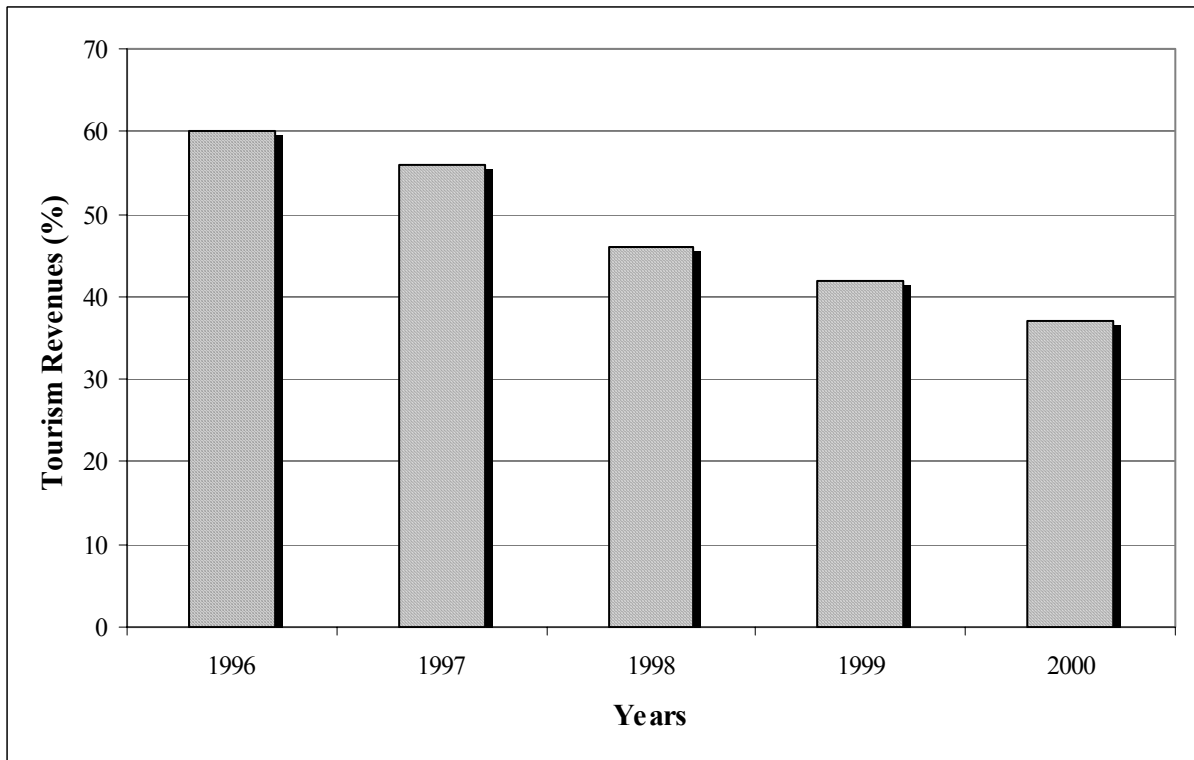


Figure 6.12 Percentage of Tourism Revenues in Total Revenues

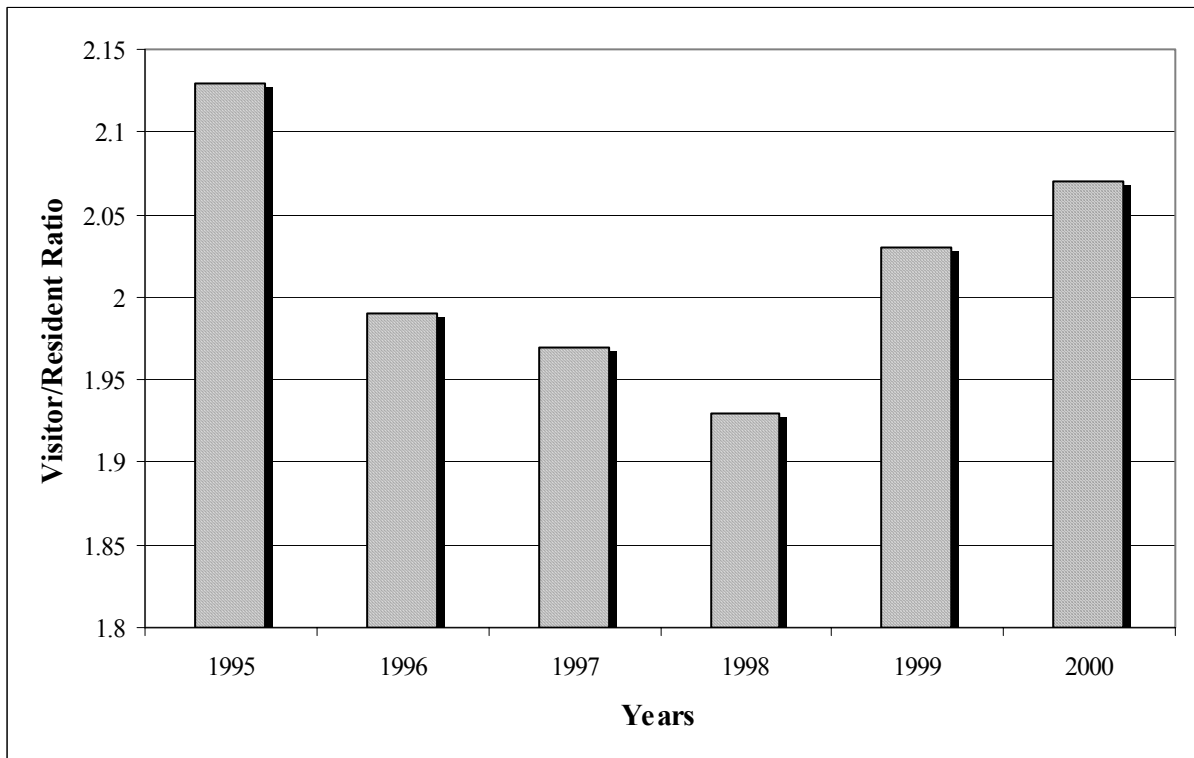


Figure 6.13 Visitor/Resident Ratio in Girne Ragon by Years

SUPPORTING LOCALNESS	Percentage of tourist expenditures to Maintenance enhancement of historical and cultural heritages	0.3 % of total expenditures	To bring up the interests of visitors to historical inheritance; statistics of visits of museums and ruins and the revenue that obtained from these places were investigated. As of 2001, total of these revenues constitute approximately % 0.3 of the total revenue that obtained from tourism. (340,537 US\$/ tourism revenues: 105,900,000 US\$).
	Contribution of tourist expenditures for cultural products and services (goods and services)	22 % of total expenditures	If we look at the distribution of the tourist's expenditures, reunion is coming the first place with a rate of %45. Market expenditures %22, agency expenditures %21 and at last accommodation expenditures %12 are coming afterwards. The distribution of the market expenditures is; %30 foods, %23 drinks, %25 tour and reunion, %20 gift and %2 visit. As of conclusion, it can be said that large part of market expenditures is consumed for local services and goods as seen Figure 6.14 and 6.15
	Number of attitudes of the community to tourists For example, Crime caused by visitors or against visitors	0	From the information, which is taken from police headquarters, there isn't come across any crime event from local community to tourists who came from Turkey or other foreign countries or from tourists to local community in last five years.
	Tourism establishments offering tourist services and owned by locals as a percentage of all business establishments	89.5 %	It indicates the local retention of tourism related income. For Accommodation Establishments; 8 % of the establishments owned by foreign entrepreneurs and 2.5 % of is operated by cypriot and foreign partners. Local managers operate the rest of them, 89.5 %.

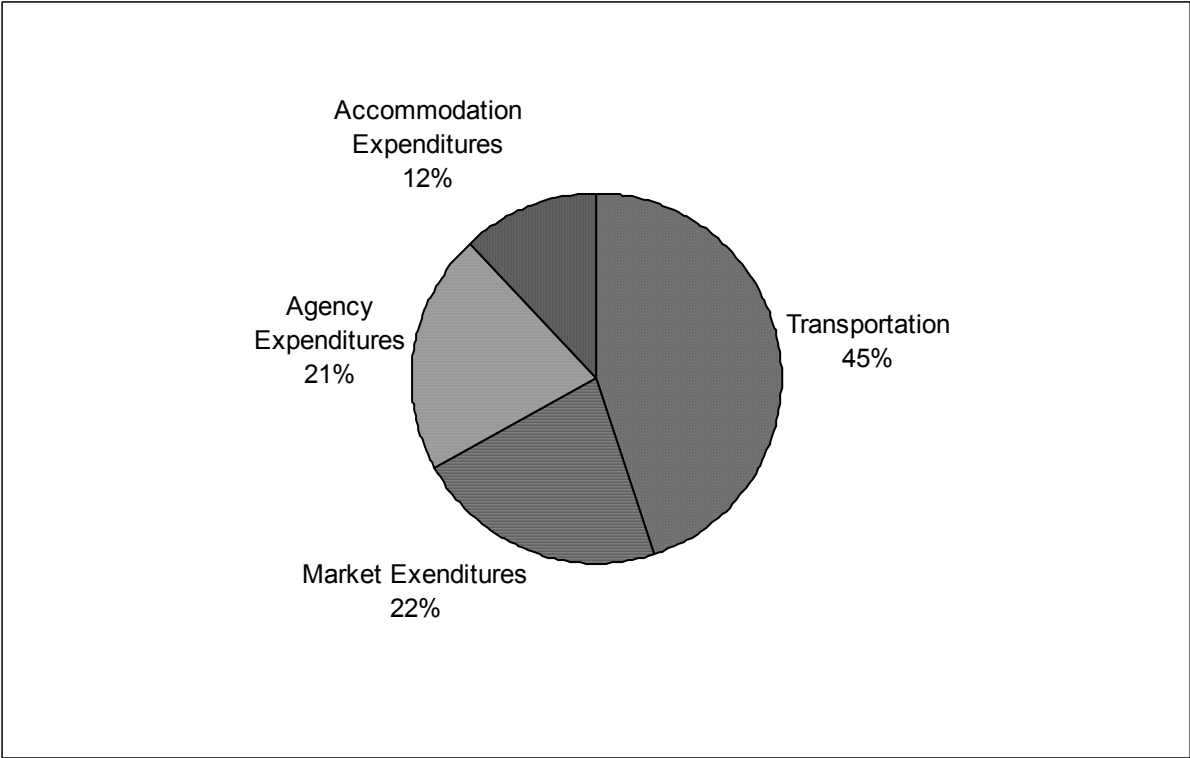


Figure 6.14 Distrubiton of Tourist Expenditures by 2001

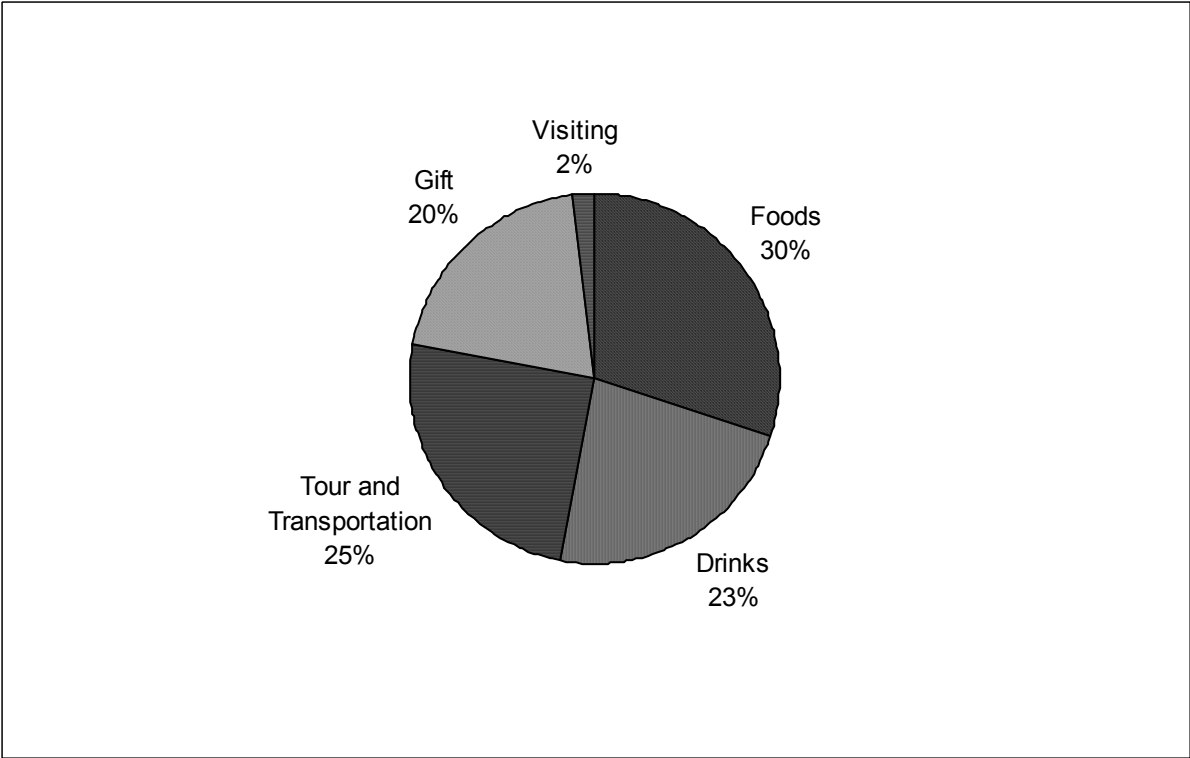


Figure 6.15 Distribution of Market Expenditures by 2001

EDUCATING AND TRAINING SUFFICIENT OR QUALIFIED HUMAN RESOURCE	<p>% of employees that are graduates of tourist schools or (educated employed ratio)</p>	<p>7 %</p>	<p>This indicator measures the educational level of those involved in tourism services. According to Tourism ministry, only 7 % of total employment in tourism is graduated from tourist schools. Educated staff is generally graduated from Universities' tourism faculties, tourism high schools and TRNC OTEM school.</p>
	<p>Existence of the tourism courses that materialized by tourism ministry and with local universities</p>		<p>The courses that Tourism Ministry arranges are given below;</p> <ul style="list-style-type: none"> Goods servicing basic training course Goods producing basic training course Floor services course Bureau basic training course English and German occupational language course Tourist guide training course Special interest tourism course Sea accidents and first aid courses Advertiser of historical richness programs which are aimed at Primary schools Curpier training course Administrator training course Efficient marketing techniques Computer and Internet usage and English language courses <p>Training section of Ministry is develop these training programs, which are aimed at tourism sector, for the necessity of the sector and is constitute these training programs by the help of sector establishment's demand and opinion like KITSAB, KITOB and KITREB and by the help of the university's tourism departments.</p>

EDUCATING AND TRAINING SUFFICIENT OR QUALIFIED HUMAN RESOURCE	The ratio of employee participating	It is changing between 70-80 %	It is clarified that, they are left no choice but stop the entering for obstruct participate; because of the higher participate ratio for the Ministry courses. For example, participate demand of tourist guide training course is very high. The basic reason of this is some of the courses have very wide embrace and local community want to join these courses to be informed. 70 percent of the people who join the course can be finished the courses.
	% of courses in new forms of tourism compared to courses offered in tourism in general	50 %	50 per cent of courses include special interest and nature-based tourism forms in general, which materialized officially by tourism ministry.
INVOLVING LOCAL COMMUNITIES AND CONSULTING STAKEHOLDER	Number of educational or informational programs for the public	0	This indicator reflects implementation of procedures for involving, advising and informing the public. Officially Ministry has no information programs. By oneself the courses that the tourism ministry opened, presents rather information for environment and tourism in TRNC.
	Percentage of local meetings to discuss issues before policies are implemented	85 %	Similar indicator to previous one. Local meetings are arranged for many decisions, which are planned to be applying. Envisaged projects are debated by participate of local community and entrepreneurs of private sectors. The meetings, which are made for the legal arrangements, that will make under the headings of announcing of Karpas as a national park or “Supporting the Hotel Management Project” can be shown as examples.
	Public-private partnerships and investments	0	It is an indication of awareness and joint problem solving. There are only two public establishments. Dome Hotel and Saray Hotel. The rest of them established by private investments.

INVOLVING LOCAL COMMUNITIES AND CONSULTING STAKEHOLDER	Number of official organizations of community based tourism projects such as village tourism and ecotourism.	0	According to some investigators, bird watching or Alagadi turtle nesting areas bear an eco-tourism potential. As for some other investigators these areas are one each private interest tourism destinations. These kinds of activities found in TRNC for years. When we look at the tourism politics of the master plan we can obtain the talk about to become prevalent these kinds of tourism. Moreover, in some fields of the country it is aim to develop the village pension operators but in practical there is only sample Arch House projects for sampling village tourism and boarding houses.
FORMING SUCCESSFUL PARTNERSHIP AMONG GOVERNMENT, PRIVATE AND OTHER STAKEHOLDER AND UNDERTAKE RESEARCHES	Number of survey made by all private and public stakeholders together or with local universities	1	TRNC Tourism master plan 1998.
	Number of surveys made concerning tourist preferences and perceptions	1	A survey contacted in 1998 by Boğaziçi University, government and Eastern Mediterranean University, there were a few questions concerning tourist preferences and perceptions. Moreover, Ministry of Tourism sometimes materializes questionnaires at entrance gates of the country but these questionnaires are not arranged regularly.
	Number of surveys made concerning locals' perceptions for tourism	1	Similar to previous one

FORMING SUCCESSFUL PARTNERSHIP AMONG GOVERNMENT, PRIVATE AND OTHER STAKEHOLDER AND UNDERTAKE RESEARCHES	Number of seminars that are viable options for education and awareness	No formal seminars	There are no official or regular seminars. However local universities generally organized many of conferences and seminars about tourism development.
	Conferences and other activities attracting interest in sustainable development research	0	Similar to previous one
	Number of research studies on the profitability of the industry / number of research studies on the impacts of tourism	3	North Cyprus Tourism Plan 1996 Tourism Master Plan 1997 Tourism Master Plan 1998, These studies generally have not quantitative data. They only qualitative comments about the issues.
	Number of information technologies such as GIS, used as a tool for planning policy setting or management in SIDS	0	

6.3. Malta and Southern Cyprus Tourism Planning

Before the comparison of the three countries within the sustainable tourism development concept, it is essential to investigate tourism planning, tourism development processes and approaches to tourism planning of Malta and Southern Cyprus. The following chapters will explain tourism planning of Malta and Southern Cyprus explained briefly.

6.3.1. Malta's Approach to the Tourism Planning

Republic of Malta is an independent country in middle Mediterranean south of the island of Sicily. The country consists of the Island of Malta, Gozo and Comino, and it is 316 kilometer squares. The population with an amount of 378,000 is concentrated in Malta. The country has a long history with very interesting archaeological places, villages belonging to the middle ages, with ancient city regions and large buildings. With its mild Mediterranean climate, Malta includes nice beaches and some zones have fine views for tourism. In addition to the big archaeological and historical places the traditional village life has a big cultural charm. The country is near to the important European countries, which have touristic markets. All of the tourists usually arrive here by airlines.

Tourism mostly focused on the Island of Malta. But there is also tourism in Gozo. The country has drawn nearly 1,182,200 tourists in 1999. Most of the hospitality foundations are self-catering and small holders hotels. It has just a few big hotels. Malta the biggest of the islands has 96 % of the national bed capacity. Smaller islands Gozo and Comino have the capacity of 3.5 and 0.7 percent respectively. Tourists are usually the British Market and little spending ones (Lockhart, 1996, p: 153). Through the end of 1980s, the government targeted to develop the tourism in order to increase the income and internal volume. But at the beginning the uncharmness, economical/industrial and physical/universal approaches in designing had created environmental, cultural and social problems rather than developing the tourism (Briguglio, 1996a, p: 174). Then the government aimed to arise the quality of tourism and to charm more spending tourists. Another target of the government was to slide the tourism from crowded seasons to uncrowded seasons.

Tourism planning also was to change the tourism development of the country for the existing founded potential tourist targets and to guide further extension. World Tourism Organization was called for help to direct the government and to develop the tourism industry. Finally a pre report had been submitted to the government in 1989 for exploring and designing and Horwarth and Horwarth (H & H) was commissioned for beginning the work of

tourism master design. This company was financed by World Tourism Organization and United Nations Development Program (Kanol & Yaşarata, 2000, p: 86).

This tourism designing approach of Malta was founded in a very large frame including environmental and social subjects. The tourism development targets, which were based on general targets belonging to the government, were defined clearly. An environmental analysis in detail has been made first time for Malta in this design. This is an especially important procedure due to restricted natural regions of Malta and because Malta is small. Following is defined sensitive environmental regions, which have to be protected in environmental analysis (Kanol & Yaşarata, 2000, p: 87):

“Agricultural land” that has to be left for agriculture

“Ecological land” including important flowers and plants that have to be protected

“Geological land” which has geological specialities that have to be protected

“Entomological places” where the insects live

“Ornithological Land” that the birds live

Detailed explanations have been made in the plan for the permission license to be given with pedantry for any construction in places where they have the capacity of water sources and underground water reserves that might be damaged or polluted due to these constructions. The most important subject while preparing this plan was to develop and to increase the variety of the tourism product. It is very important for increasing and making variety in the tourist markets which is one of the targets of the plan. Another target is the recovery of the product standards for developing the tourism sector, which is a big economical sector. The two major islands of Malta and Gozo were divided to 12 regions due to the designing. Ten of them are in Malta and 2 of them are in Gozo. This division provides the systematic analysis of the homogen land for suggestions. Many suggestions have been made on the special policies about the tourism development in order to establish the necessary provisions and develop the regions in each region. Tourism Planning Units were designed as special "keep out" regions. It is stated that these places cannot be permitted for new developments-until the details have been prepared and they direct the future development. The two tourism regions were separated as priority regions for development. Detailed planning and some design development belonging to cities have been applied to the priority regions as a part of planning project.

Detailed planning designing and development programs were prepared for facilitation of the guests in the selected big archaeological and historical regions. This

plan being in processing program has been making suggestions for an effective institutional approach and review and taking measures for any further development projects at the hotels and recreation places suggested by the private sector.

It is a necessary procedure in order to apply the suggestions of new development projects and planning and in order not to create any environmental or social problem. At the same time, it gives possibility to the effective progress of the project suggestions. The approach of Malta to apply this plan has included a specific work manner and project development program. An important factor of this planning work is marketing plan and related product development program. Market planning indicates the close relationship between the development of tourism product and the development of tourist markets. In this master plan of Malta the suggested strategy originated with three policies (Lockhart, 1997, p: 162):

- Variation of market,
- Quality development
- Extension of the tourist season.

After that they have suggested the necessary activities and related special manner for coordinated product development and promotion of it in the Planning Action Plan for 1990-1994 and the marketing policies derived from this strategy. They stated the various actions for long and medium period in the product development program. For example, to apply the product development plans in touristic regions, increasing the quality of the hotels and the other possibilities by promoting packages, promoting the development of the high quality hotels and the other possibilities in relation to private aimed markets, promoting the development of the entertainment possibilities such as marina, sport complexes, furry places, submarine national park, cultural inheritance areas, etc.

Tourism master plan of Malta is a nice example for rather extended tourist targets necessary for promotion due to economical reasons. The country also aims to direct the tourist markets to the various places where more spending can be made. Another target is to extend the visit of the tourists to all seasons along the year. The principle here is, in addition to more spending of more tourists, the more spending tourist coming along the year will provide more income per tourist. Target income is to charm more spending to fewer tourists rather than less spending to more tourists. This will reduce the negative environmental and social affects created by high tourist flow. As it can be understood to here Malta is trying to take the necessary measures tending more to environmental and social

subjects in this plan. That is, it is trying to change the image of Malta accepting cheap and many tourists.

Following are necessary in order to reach these targets the main subjects of the plan

- As being a tourism product the amount of bed, the other possibilities, attractive places to be recovered and having multiplied and to be extended at the same time
- Changing the marketing strategy and the development techniques

Mainly, the plan focuses on considering the tourism products and varieties of market together as main principle. The plan also defines these changes to be processed in a specific physical plan frame and development of the foundations and programming.

It is important to point out that Malta is including a detailed environmental analysis. It also considers the restricted land use and water sources of the small island. It is a necessary approach for getting the sustainable development. It is also important to understand the examples of land using while choosing the tourism regions. It would be appropriate to tell about the tourism plan, the small island to be integrated to a wide content of the development plan. It would be a well integration of the tourism to all of the development examples of the country. It is an important planning principle to divide the country to the homogen tourism regions. These regions consist of a geographically acceptable basement in order to analyze and formulate the development policies and prepare physical plans in detail. Marketing plan approach to be promoted from general targets to strategies, policies and showing all policy and progress plan in detail is acceptable. Product development is being programmed carefully and supporting techniques are being diagnosed.

It is stated in the note that there will be need to reach the desired changes and the plan warns Malta for being patient and insisting in order to reach the tourism targets.

6.3.2. Southern Cyprus' Approach to the Tourism Planning

Tourism has long been identified as an important means for achieving economic and social growth and development in Southern Cyprus. As a result, tourism development policy, with respect to nature and scope of the tourism has been integral element of national economic development plans, in particular since 1974. In these years a series of five year economic plans were set to reactivate the Southern Cyprus economy through tourism. By the early 1980s, it was realized that the development of tourism was becoming too successful. In particular there was a growing concern about rapid development of accommodation in coastal areas. The government and Cyprus Tourism Organization (CTO) began to review their

strategies being conscious of the negative affects of the uncontrolled development (Sharpley, 2001, p: 78). Southern Cyprus with the help of World Tourism Organization, in the period of beginning from the United Nations Development Programme to the year 2001 has taken financial help for preparations to "Comprehensive Tourism Development Plan for Southern Cyprus" in 1988. This study was undertaken by the consultant company Shankland Cox. United Nations Development Programme suggested the product amount to be controlled in environmental development and existing regions. It is stated in the plan as it has been seen the real difficulty was environmental up to date (Kanol & Yaşarata, 2000, p: 88).

A completement of Shankland Cox plan ran into the period of the establishment of the new government in the president of Mr. George Vassiliou. The prior decision of the new government had been to give directives to the Central Planning Office for preparation of a new five year development plan for the period between 1989-93 rather than the fifth extraordinary economical plan of 1987-91. CTO had played a convincing role for formulating the tourism division of new national development plan taking support from the study of Shankland Cox (Kanol & Yaşarata, 2000, p: 89).

The presentation passages of the tourism division are reflecting the state clearly and strictly (EIU, 1992, p: 46):

"Rapid development has been in one direction in a big extent... These developments had leaded the tourist product to a progressing degeneration. In case today development velocity goes on, it will have adverse affect on our competitive feature of our tourist product in comprehensive market"

The report then established an eight article Action Program summarized in the following as "the formulation of the long period strategy of controlled development":

- To slow down the development in a big extent in the frame of existing braking projects and to slight this slow down in the frame of economical possibility.
- Multiple tourist product together with sun and sea to be raised with other charming activities in harmony with the environment
- To deliver the tourism development according to potential of all regions and to give soul to Lefkose and mountainous summer house places
- The necessary substructure to be completed for the integration of the kinds of services of the mass development with the integrated tourist product. The balanced development of all the markets having the speciality of charming quality tourism. The contribution of the tourism to the economy to be increased without creating much dependence on the economy.

- The balanced development of all the markets having the speciality of charming qualified tourism
- The contribution of the tourism to economy to be increased without creating much dependence on the economy
- The interest area of the tourists to get more charmed and to create possibilities for hem to spend more and the income per tourist to be increased.
- Holiday and journey possibilities to be created in Southern Cyprus for the Cypriot people including the classes having less income.

This newcomer government wanted to take the rapid and crooked development under control. The Council of Ministers (the Cabinet) had put a moratorium to the applications for building new hotels the coast in June the 1st, 1989. The government had published this moratorium with a political agreement in detail in order to be applied for the tourism projects as 1972 Town and the Country Planning Law. The tourism elements of the Southern Cyprus Town and the Country Planning Law are as follows (Kanol & Yaşarata, 2000, p: 90):

- Application of far less density than previous development in all the new development processes (main rates, high unrestricted, and desired open use area). The policies related to the product quality and environmental subjects, the measurements targeting to restrict the amount of the facilities in the entertainment houses in various regions.
- The aesthetical control of the area and the materials used and the style of the structure in the social and the environmental speciality of the structure.
- Detailed region works on the scene, substructure possibilities, beach convoy and access and the other main substructures.
- Application of the protection rules and protection and beautification of the cultural inheritance at the protected sub-regions
- Renovation projects for the centurms in order to restoration of the functional places and promotion of the traditional entertainment activities in trade centers
- Protection of the natural environment and enhancement of National Parks.

The Tourism Organizations and CTO prepared a new program (New Tourism Policy) between 1989 and 1990, which will provide the controlled development. The Council of Ministers approved the 'New Tourism Policy' in November 1990. It gives the decision for Town and the Country Planning Law to be applied to projects and it removes the moratorium that has

been applied. In addition to this, the Council of Ministers approved the decision for a Ministerial Committee to be established in order to review and check whether all the projects after that had been applied according to the plan and measurement decided, or not. CTO issued a report in 1990, which includes much information in detail about how to apply this new policy. Some of the subjects were as follows (Kanol & Yaşarata, 2000, p: 91):

- The moratorium in tourism development which is not in the content of local plan in Municipality regions to be applied
- Two regions to be stated in the beach areas as urban and rural area. The desired type and the minimum size of the new tourism enterprises to be stated.
- The requirement of the increased area in order to provide better hospitality quality and service in new entertainment houses: 220,000 square feet (20,000 square meter) for the hotels
- 166,300 square feet (15,000 square meter) for touristic holiday villages. A special policy that is being applied to size of the area in the frame of development boundaries to be applied to the foundations which do not obey the new general restrictions such as family units of some beach areas
- Using the Controls of extension of existing foundations which do not obey to the current tourism strategy and the traditional buildings to be used for tourism
- Hotel apartments to be discouraged and rather touristic villages to be founded.
- The tourism possibilities to be investigated in mountainous and village places.
- The number of tourists staying in the hotels to be increased by the extension of the tourist season taking the winter tourism possibilities due to the mild climate conditions into consideration.
- Correction of the unbalanced tourism distribution by facilities and creation of new encouragements.
- Encouraging the enterprises and the buildings of "luxury villa" type village groups, which include further possibilities such as tennis courts and swimming pools for the needs of tourist families.

Special elements have restricted the size of the area of the new hotels minimizely. These encouraged the additional facilities such as golf links. It established capacity standards to the beach quality and targeted building of new small-scaled tourist hospitalities and charming foundations in rural areas. The new law and strategy consists of elements targeting the more

sustainable tourism industry which do not cause degeneration in the other parts of the economy and taking environmental tolerance into consideration. The rural tourism started by CTO in 1991 targets the following articles:

- Building Alternative tourist hospitalities in hill settlement places
- To promote the attention of the guest to rural tourism rather than beach tourism.
- To have the country economy active and the traditional small scaled buildings to be protected and restored in order to process the main activities such as tourist hospitality, exhibition of art/hand made materials.

The second and related program arising from the new law and strategy focused on the unique undestroyed empty area that isolated from the other areas of the country, the Laona peninsula in the west of North Cyprus. Most villages of Laona were affected by low qualified agriculture, due to lack of water and low qualified soil and possibilities are getting decreased because the agricultural products are few. The retail shops, health services and club and societal association is few Most of the buildings need restoration. The government of north Cyprus decided to act due to the press of development and the mistake experiences in the past. A local plan was prepared for larger area of Laona in 1988. Strict certification regulations were made described as Countryside policy under the New Planning Law. The following three articles of this local plan are particularly related to the tourism (Kanol & Yaşarata, 2000, p: 92):

- The first national park of Cyprus will be founded in this peninsula taking the natural environment and the protection of the view into consideration. The advise of the IUCN to be followed in order to protect the nature by being inspired by principles of it including tendency towards cultural and entertainment features. But the reason of the delay of the last decision have been the political lobby related to the opinions in favor and against of it.
- Investment enterprises similar to those applied to rural tourism in the mountainous fun houses to be put in life in Laona villages in order to get the society active
- The application of Private Program to be started in order to protect the various ecosystems which are not in the planned boundaries of the park but having the same importance due to ecological specialities of the area

Although the government and CTO do not believe that these activities would bring dramatic changes in short term, they believe that those will bring the tourism development to the levels providing consistency with existing sources and cause a general development in the tourism product. Both the government and CTO believe that the planning and management

enterprises based on new tourism variations will cause a more sustainable economical development.

If the new development enterprises will protect its aimed character and unless it will transform into giant tourism complex like the other places, the mistakes in the past should be analyzed carefully and care be taken not to repeat them.

6.4. Comparisons

In the following chapters, the comparison of the three countries about integrated tourism planning, using resources in a sustainable way, management of wastes, marketing and promotion and supporting local economy will be examined and evaluated.

6.4.1. Integrated Tourism Planning

Selected indicators and their values about integrated tourism planning of three countries are shown in Table 6.5.

Table 6.2 Comparisons of Northern Cyprus, Southern Cyprus, and Malta for Integrated Tourism Planning.

INDICATORS	NORTHERN CYPRUS	SOUTHERN CYPRUS	MALTA
Existence of tourism master plans that are compatible with the characteristics of the Small island states	+	+	+
Existence comprehensive projects or plans that based on the country's tourism development	-	+	+
Existence of semi governmental tourism organizations that support country's tourism development	-	+	+
Efficient marketing strategies in foreign countries (This issue will be explained in Marketing and Promotion chapter in detail)	-	+	+
Cooperation with International organizations such as WTO, WTTC or IUCN to improve tourism development	-	+	+

As stated before, it is clear that, also in these three countries, there is a development approach based on tourism. More than this, it is repeatedly determined that, their development plans were prepared according to the tourism sector being a priority. As seen, except for Northern Cyprus, Malta and Southern Cyprus made studies concerning the environment topic for the purposing protection of coastal areas, natural sources or species that can be damaged from tourism development. For example, extent to Malta Tourism Master Plan studies, environment analyses were realized by UNDP, WTO and H&H. Another example is that, 1972 town and country planning law in Southern Cyprus which prove control in tourism and integrate urban areas and tourism elements.

In Northern Cyprus, although tourism master plan studies exist, environment inventory studies or environment master plan studies, which eliminate harming probabilities of tourism development to natural environment, are not present. In addition to this, in regions that have tourism development, public improvements, which can obtain integrity with tourism development, do not exist either. For example, in recent years, in spite of a lot of tourism developments in Girne region, investigations in extensive qualities that orientate tourism potential related to whole region, are not present. So, it is clearly determined that, effective and comprehensive planning studies guided to tourism development do not exist.

Application of integrated tourism planning process constitutes a different importance in tourism planning. Tourism planning not only sensitive to tourist bed projections and physical area size, but it also has to be sensitive to the environmental conditions. By the meaning of this, it may be fairly difficult that, supplying the organizations, which are needed for integrated aims, by only ministries and governmental establishments. Governmental or semi-special associations, which may associate to all departments for supplying tourism targets, have great importance. For example there is an organization called Cyprus Tourism Organization in Southern Cyprus or Malta Tourism Authority. In Northern Cyprus, this kind of organization does not exist. It is seen that, nonexistence of this kind of organization is a considerable disadvantage.

Being an internationally unrecognized nation of TRNC also causes making cooperation with Turkey in tourism as seen in many sectors. Moreover, this causes a dependent policy in its effective promotion and marketing strategies. Because of this, Northern Cyprus could not carry promotion and marketing strategies too far since it has existed. On the other hand, Malta and Southern Cyprus exhibit quite strong policies about promotion and marketing themes. Detailed evaluation of this subject mention in Marketing and Promotion part. In addition to all, it is seen that, Malta and Southern Cyprus take help

from expert tourism organizations or establishments for studies within framework of tourism planning. But, in TRNC, this situation is not in question. Main reason of that is emphasized as nonrecognition. On the other hand, if it is considered that, this type of establishments such as WTO or WTTC worked in other unrecognized countries, definitely main problem does not derive from nonrecognition.

6.4.2. Using Resources in a Sustainable Way

Selected indicators and their values about resource use of the three countries are shown in Table 6.3.

Table 6.3 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Resource Use¹.

INDICATORS	NORTHERN CYPRUS	SOUTHERN CYPRUS	MALTA
Percentage of tourist businesses, which have renewable energy sources, compared to all tourism businesses in the country (2001)	1.6	50	1
Percentage of water recycled in treatment (2001)	0	39	28
Percentage of seawater desalinated in total water (2001)	2.4	36	55
Water consumption per tourist (liter per tourist per day, 1998)	734	375	235
Energy consumption per tourist (kwh per tourist per day, 1998)	15	9	8
Percentage of water consumption in total water consumption (1998)	2.5	6	7.2
Percentage of energy consumption in total energy consumption (1998)	4.17	8	6.5
Number of beaches with Blue Flag or similar awards (2001)	None	35	7

¹ Derived from; Buhagiar, 1999, p: 151, Lange, 2002, Malta Ministry of Tourism, Malta Tourism Authority, Malta National Statistics Office, Cyprus Tourism Organization, Republic of Cyprus Statistical Service (Southern Cyprus), Southern Cyprus Water Development Department, 2002, Kalogriou, 2001, Blue Flag Campaign, European Desalination Society,

According to these values, it is clear that, the usage of the renewable energy sources ratio in tourism sector in Northern Cyprus and Malta is very low, 1.6 % and 1 % respectively. On the other hand, Southern Cyprus has the highest ratio with 50 %. In 1997, energy imports corresponded to 61 percent of the country's total domestic exports. For this reason, the use of solar power as an alternative energy source is extremely beneficial if not necessary. The Government of Cyprus in partnership with the Applied Energy Center of the Ministry of Commerce, Industry and Tourism helped expand the promotion of solar energy. They made the production materials duty-free, provided technical support for the preparation of relevant standards and made the installation of solar water heaters on state-built housing. However, the most important factor contributing to this project was the enterprising industry, which correctly identified the prime application of solar water heaters and boosted the improvement of technology and promotion of the systems. Solar water heaters were first produced and installed in 1960. Since then, a remarkable expansion in the use of solar water heaters appeared. Consequently, at the beginning of 1999, approximately 92 percent of the households and 50 percent of the hotels in Cyprus had solar water heating systems.

Similar application was achieved in Barbados. The promotion of solar water heating systems in Barbados resulted from concessions granted by the Ministry of Finance, which enabled manufacturers to import materials duty-free. The solar water heating industry saves Barbados about \$US 6.5 million per year in imported fuel. Inspired by these incentives, the entrepreneurs took the industry forward. Currently, about 32,000 solar water heaters are installed in homes, commercial businesses and hotels in Barbados. The 32,000 solar water heaters save about \$US 16 million in a year. Over 50 hotels now use the renewable energy method

Desalination and recycling used waters are very important for meeting increased water demand with a sustainable way especially in small island states. As seen Table 6.3 Southern Cyprus has the highest recycled water percentage with 39 %, while Malta and Northern Cyprus has 28 % and 0 % respectively. In recent years, Malta and Southern Cyprus have had water shortages due to the reduction in rainfall and the increased demand. They also have established water treatment and desalination plants to improve water sources immediately. For example, Dhermakia Desalination Plant (DP) (April 1997) and Larnaca DP (April 2001) in Southern Cyprus and Char Lapsi DP (1982) Cirklewwa DP (1998) and Pembroke DP (1994) in Malta. On the other side, although Northern Cyprus has had shortages in recent years, it hasn't had similar applications for resource saving, yet. It still tries to cover fresh water deficits by transporting water balloons from Turkey with great costs.

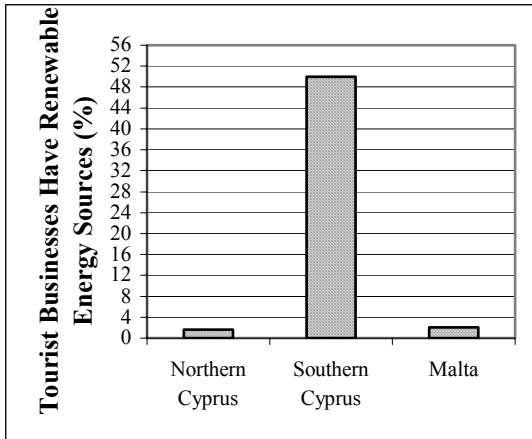


Figure 6.16 Comparison of Malta, Northern and Southern Cyprus for tourist businesses have Renewable Energy Sources (2002)

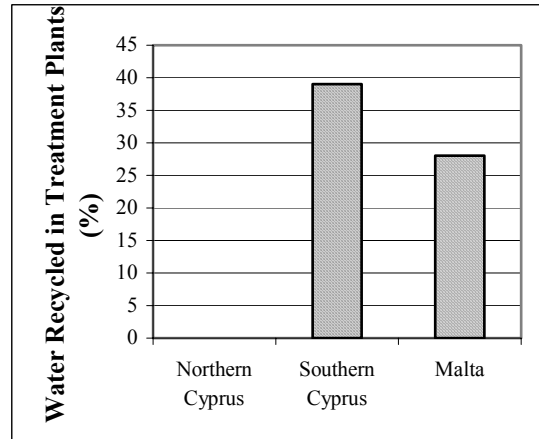


Figure 6.17 Comparison of Malta, Northern and Southern Cyprus for Water Recycled in Treatment Plants That Could be Potentially Recycled (2001)

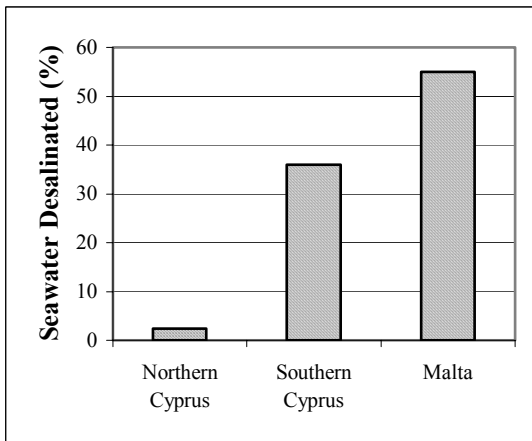


Figure 6.18 Comparison of Malta, Northern and Southern Cyprus for Seawater Desalination per Total Water Could be used (2001)

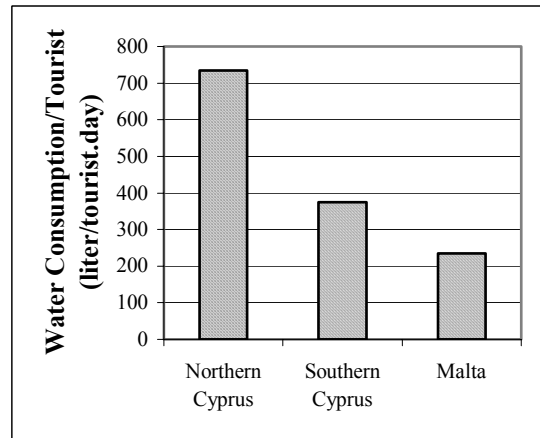


Figure 6.19 Comparison of Malta, Northern and Southern Cyprus for Water Consumption per Tourist in Tourism Establishments (1998)

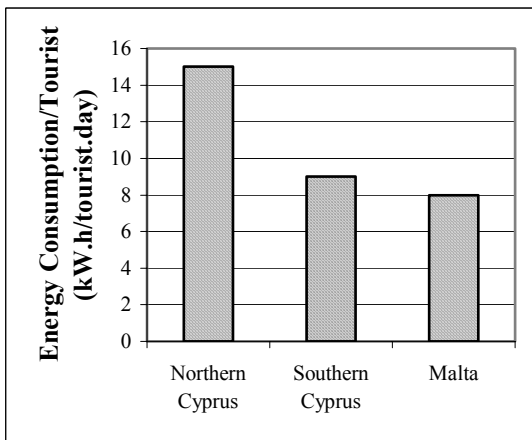


Figure 6.20 Comparison of Malta, Northern and Southern Cyprus for Energy Consumption per Tourist in Tourism establishments (1998)

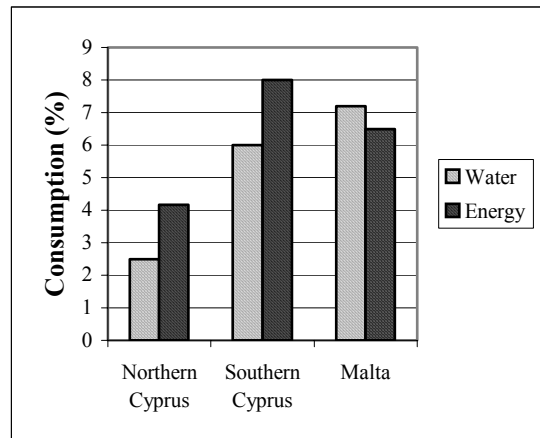


Figure 6.21 Comparison of Malta, Northern and Southern Cyprus for Percentage of water and Energy Consumptions in Total Water and Energy Consumptions of the Country (1998)

In addition low ratios in desalination and recycling, tourism establishments in Northern Cyprus consume too much water and electricity. According to Northern government, daily water consumption per capita and needed daily water consumption per tourist are accepted as 200 and 500 liter respectively. It can be seen on Table 6.3 water consumption per tourist in northern Cyprus is very high as to Northern government. Moreover, it is higher than Malta and Southern Cyprus. Although Southern Cyprus is the most popular sun, sea and sand destination of the Mediterranean, it is considered that, the amount of water usage per tourist is less than Northern Cyprus. Water consumption of Malta or Southern Cyprus determined higher than water consumption of Northern Cyprus according to rate of water usage amount in tourism sector to the total amount of water usage values. The main reason of this is number of tourist being high. But, the most water consumption per tourist value is in Northern Cyprus. This value is considerably high. According to 2001 statistics, this value is 800 liter per tourist. This amount of water consumption is 3.5 times of the water usage of Cyprus Citizens. Although, water Department of TRNC generally gives 220 liter water for each tourist establishments, hotels or guesthouses consume much more as stated above. The main reason of this is seen as the water sources been marketed by private companies.

Similar situation is also valid for energy consumed per tourist values. In Northern Cyprus, the amount of energy consumed is approximately doubled of energy consumed in Southern Cyprus or Malta. In spite it does not have a high rate in consumption of total energy, this value is significantly high per tourist.

Lastly, no beaches with blue flag in Northern Cyprus. Southern Cyprus again has quite good rate in this matter with 35 beaches. This situation may show that how much protection was supplied to the coastal ecosystems in TRNC.

6.4.3. Management of Wastes

Selected indicators and their values about waste management of three countries are shown in Table 6.4. According to the values, each capita in Northern Cyprus, Southern Cyprus, and Malta generates 2, 2.1 and 0.75 percent amount of waste respectively. Northern Cyprus and Southern Cyprus waste generation are higher than Malta's. Moreover, as to summer winter generation ratios Southern Cyprus has first rank with one over four. This situation mainly caused by the highly dense tourist arrivals and their bed nights in summer seasons. Summer winter ratio is generally examined by the average tourist waste production (assumed by the case study in Venice) and seasonal tourist bed nights values of the tourist in

the countries. According to Ellul, each tourist staying in Venice generates 2.3 kg waste each day (Ellul, 1995, p: 91). This ratio may change as to characteristics of the tourist but the value of waste generation per tourist is taken constant for each country in calculation.

Table 6.4 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Waste Management (2001)².

INDICATORS	NORTHERN CYPRUS	SOUTHERN CYPRUS	MALTA
Daily waste generation per capita in the country	2	2.1	0.75
Summer/ Winter waste generation ratio	1/1.5	1/4	1/3
Methods of waste dispose	None	Landfill Recycling	Landfill Recycling
Percentage of generated solid waste treated with the landfill method in the country	0	91	90
Percentage of solid waste treated with recycling in the country	0	9	10
Percentage of wastewater receiving treatment in tourism establishments	40	87	80

In comparison of three countries about their waste dispose methods, it can be seen that, Malta and Southern Cyprus, use landfill and recycling methods for waste management. On the other side, Northern Cyprus has no dispose methods. In Malta and Southern Cyprus approximately 90 percent of and 91 percent of solid waste is disposed by Landfill method respectively. Moreover, 10 percent and 9 percent of solid waste is recycled. Paper metal plastic and glass materials are generally recycled in two countries. Increase in recycling process is necessary for reducing or minimizing required areas for landfill.

In addition to the solid wastes that derived from tourism establishments, using treated wastewaters for irrigation, which generated from tourism establishments or releasing them into deep discharge, is needed for the protection of coastal areas. The value of wastewater

² Malta National Statistics Office, Republic of Cyprus Statistical Service, Malta Tourism Authority, Southern Cyprus Water Development Department, 2002

receiving treatment in tourism establishments displays the establishments, which include sewage systems, package treatment plants or pre-treatment systems. Malta and Southern Cyprus treat high level of the wastewaters. On the other side, this ratio is very low in Northern Cyprus. Thus, it can be said that, most coastal area in Northern Cyprus is in environmental danger

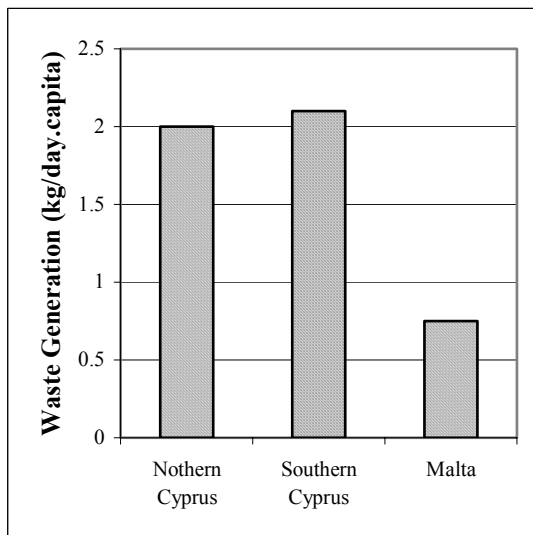


Figure 6.22 Comparison of Northern Cyprus Southern Cyprus And Malta for Waste Generation

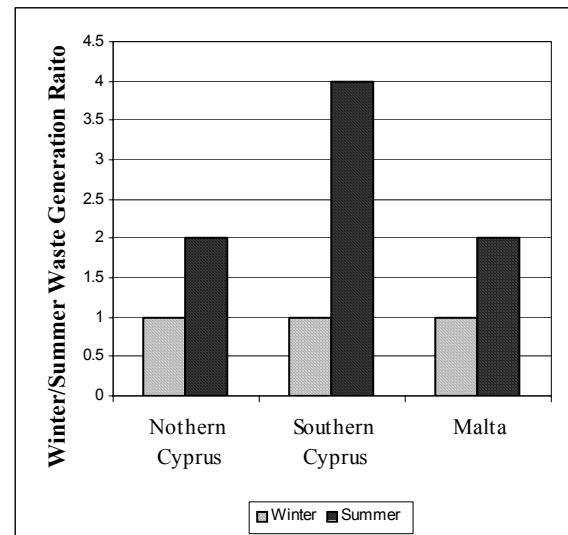


Figure 6.23 Comparison of Northern Cyprus Southern Cyprus And Malta for Winter vs Summer Waste Generation

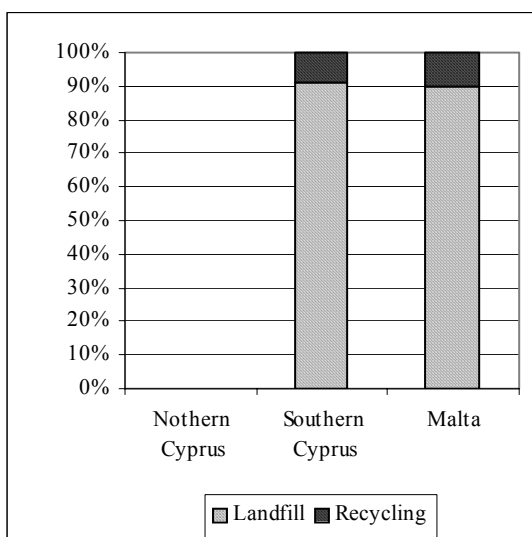


Figure 6.24 Comparison of Northern Cyprus Southern Cyprus And Malta for Waste Dispose Methods

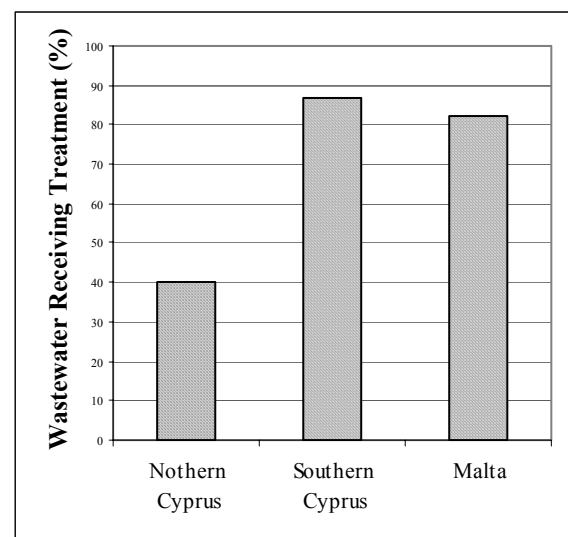


Figure 6.25 Comparison of Northern Cyprus Southern Cyprus And Malta for Wastewater Receiving Treatment

6.4.4. Marketing and Promotion

Selected indicators and their values about marketing and promotion activities of three countries are shown in Table 6.5.

Table 6.5 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Marketing and Promotion Activities (2001)³.

INDICATORS	NORTHERN CYPRUS	SOUTHERN CYPRUS	MALTA
Existence of surveys about tourist preferences	-	+	+
Percentage of beds operating during winter and summer seasons	Winter: 23 Summer: 43	Winter: 20 Summer: 88	Winter: 40 Summer: 68
Percentage of tourists moved by independent vs those moved by tour operators	Tour Op: 40 Individuals: 60	Tour Op: 77 Individuals: 23	Tour Op: 85 Individuals: 15
Percentage of tourists arrivals with charter flights in total arrivals	10	46	39
Number of countries that official tourism information bureaus exist	Turkey, England, Germany	Frankfurt, Paris, Athens, Stockholm, Milan, Zurich, Brussels, Amsterdam, Vienna, New York, Moscow, Tel Aviv, Budapest, Prague, Tokyo Warsaw	Amsterdam, Frankfurt, Valetta, London, Milan, Moscow, New York, Paris, Valletta
Number of tour operators in foreign countries	65 tour operators in 21 countries	491 tour operators in 18 countries	1155 tour operators in 35 countries

³ Malta Ministry of Tourism, Malta Tourism Authority, 2002, Malta National Statistics Office, Cyprus Tourism Organization, Republic of Cyprus Statistical Service (Southern Cyprus), Cyprus Tourism Organization, 2001, Nordam & Smid, 2002a, Nordam & Smid, 2002b,

According to these values, it appears that, Northern Cyprus is insufficient in marketing and promotion activities. Many tourism destinations, have organized regularly comprehensive surveys about tourist profiles, perceptions even their expenditures. The main purpose is to define tourist profiles and perceptions properly for planning tourism projections and activities. In this case, destinations have the opportunity to present desired tourism production in the future. Except Northern Cyprus, Malta and Southern Cyprus authority have arranged the same kinds of surveys. For example, Tourist Expenditure Surveys by made annually by CTO or Culture Tourism Surveys by Malta National Statistics Office, based on questionnaire.

As to beds operating during winter and summer seasons, Northern Cyprus has a low value with 23 percent. This situation exposes that tourism in Northern Cyprus is seasonal. On the other side, 40 and 20 of total bed capacity is operating in winter season in Malta and Southern Cyprus respectively. It is clear that, except summer seasons, percentage of beds operating in winter in Malta and Southern Cyprus is very appreciable. Generally the value of percentage of beds operating is directly related with occupancy rates and bednights of accommodations establishments. According hotel-owners in Northern Cyprus, occupancy rates of the hotels must be above 30 percent at least. Otherwise, the establishment may make money in these seasons.

Another important value in marketing and promotion is the ratio of tourists moved by independent vs those moved by tour operators. According to values, 85 and 77 of each hundred tourist that visit Malta and Southern Cyprus materialize their tourism activity by tour operators and the rest of them use individual ways. On the other side, this ratio in Northern Cyprus is only 40. This situation shows that marketing efficiency of the North side.

In addition to above statements, percentage of charter flights in total flights is very low either. Malta and Southern Cyprus has 39 and 46 respectively while Northern Cyprus has only 10 percent. In general, accommodation and transportation costs constitute the greater proportion of the tourism expenditures. By the means of charter flights, it is possible to reduce the transportation costs on minimum level. These applications may increase the tourist arrivals. Moreover, there could be an advantage against competitors by price discounts. There is no doubt that these applications like charter flights may be alive with governmental encouragements.

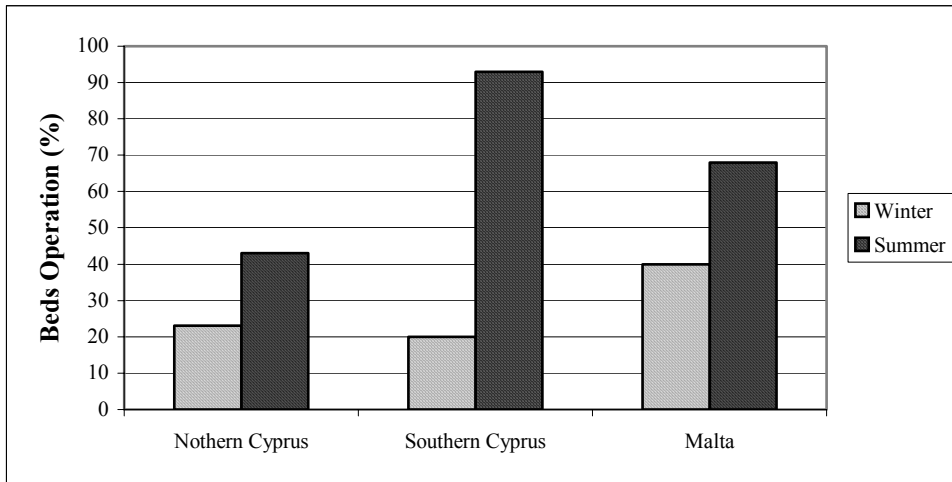


Figure 6.26 Comparison of Malta, Northern and Southern Cyprus for Percentage of Beds Operating During Winter and Summer Seasons

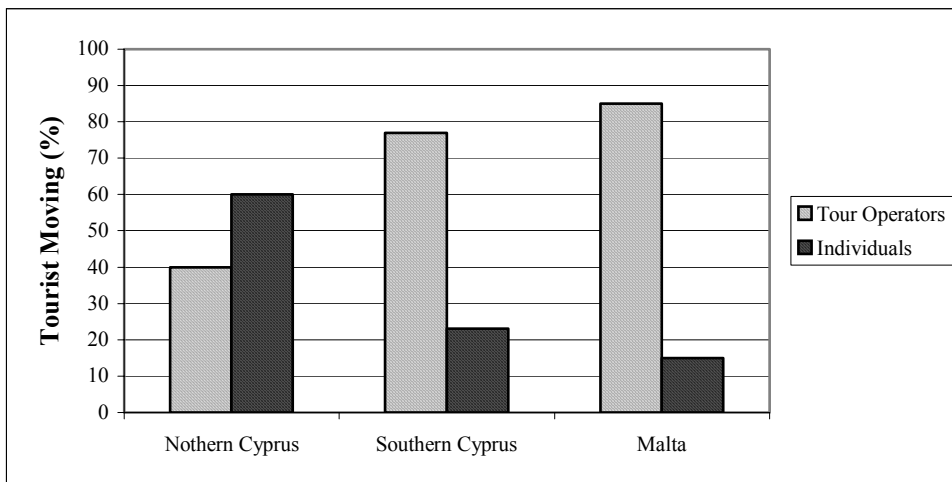


Figure 6.27 Comparison of Malta, Northern and Southern Cyprus for Percentage of Tourists Moved by Tour Operators vs. Moved by Independent

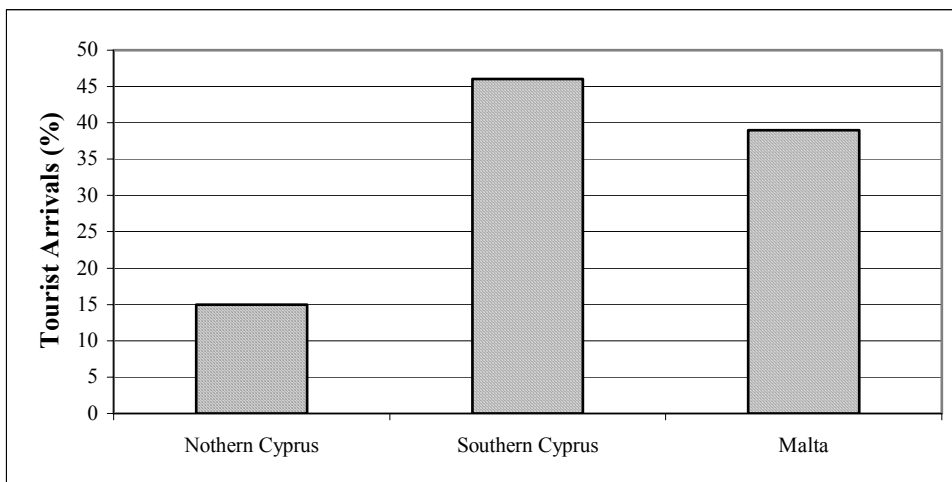


Figure 6.28 Comparison of Malta, Northern and Southern Cyprus for Percentage of Tourists' Arrivals with Charter Flights

Another factor that supports the promotion and marketing activities is tourism information bureaus in foreign countries. As to Table 6.5, for Northern Cyprus, there are only three countries that official tourism information bureaus exist. Malta and Southern Cyprus has an advantage to Northern Cyprus with 9 and 16 countries respectively. An information bureau is very important for informing properly foreign countries about your country. Thus, they should be opened in many countries.

Number of tour operators in foreign countries, which support country' tourism product is another important indicator for monitoring marketing and promotion activities of the country. Malta and Southern Cyprus has a strong connection with many tour operators. They are connected with 491 tour operators in 18 countries and 1,155 tour operators in 35 countries respectively.

6.4.5. Supporting Local Economy

Selected indicators and their values about marketing and promotion activities of three countries are shown in Table 6.6. As to 2001 values, Southern Cyprus and Malta tourism sectors contribute 13 percent and 14 percent respectively of total GDP respectively. On the other hand, Northern Cyprus the proportion of tourism sector in total GDP is only 3 percent, which is very low for the country that tourism has priority.

When investigate tourism employment as a percentage of total employment in three countries, Malta and Southern Cyprus have high ratios as to Northern Cyprus. In southern Cyprus, tourist industry directly contributes 18 percent and indirectly 35 percent of total employment. In Malta this ratio is directly 20 percent and 36 percent indirectly. In these values, direct contribution of tourism expenditures include mainly hotels, restaurants travel agencies. Indirectly, generally includes other sectors that tourism activities connected with such as shopping and marketing.

It is very important topic to show the benefits of the local community from that generated employment opportunities within the sustainability concept. From this view, percentage of "locals" employed in tourist establishments (include hotels and caterings) estimated in three countries. As to these values, Northern Cyprus, Southern Cyprus and Malta have 32, 87, 82 percent employment of total employment in tourism hotels and restaurants respectively. It is clear that contribution of tourist expenditures in Northern Cyprus has low impact on local employment except Malta and Southern Cyprus. As to revenues generated by tourism as a percentage of total revenues generated in the country Southern Cyprus comes

first with 46 percent. For evaluating tourism revenues properly it is necessary to know amount of

Table 6.6 Comparisons of Northern Cyprus, Southern Cyprus and Malta for Supporting Local Economy (2001)⁴.

INDICATORS	NORTHERN CYPRUS	SOUTHERN CYPRUS	MALTA
Tourism of total GDP in the country	3	13	14
The employment in hotels and caterings as a percentage of total employment in the country	3.3	11	9
Tourism employment as a percentage of total employment in the country	6.6 Directly Indirectly N/A	18 Directly 35 Indirectly	20 Directly 36 Indirectly
Percentage of “locals” employed in tourist establishments (include hotels and caterings)	32	87	82
Revenues generated by tourism as a percentage of total revenues	41	46	36
Total tourism incomes in the country	105,900,000	1,388,000,000	611,700,000
Contribution of tourist expenditures for cultural products and services	22	28	33

tourism revenues and total revenues of the country. By means of that, the greatness of tourism revenues can be monitored. As Table 6.6, revenues generated by tourism as a percentage of total revenues generated in Northern Cyprus, Southern Cyprus and Malta is 41, 46 and 36 respectively.

Another important indicator for supporting local economy is contribution of tourist expenditures for cultural products and services. This ratio includes the expenditures made in the country, except accommodation and handling costs. In Malta, Southern Cyprus, Northern Cyprus these proportions are 33, 28, and 22. It can be said that, the more marketing expenditures high, the more of spending for cultural products and services. Thus, this ratio should be increased by different type of tourism product.

⁴ Malta Ministry for Economic Services, 2001, Nordam & Smid, 2002a-b, Malta National Statistics Office, Cyprus Tourism Organization, Republic of Cyprus Statistical Service, Cyprus Tourism Organization, 2001, European Commission’s for Employment and Social Affairs, 2001a-b,

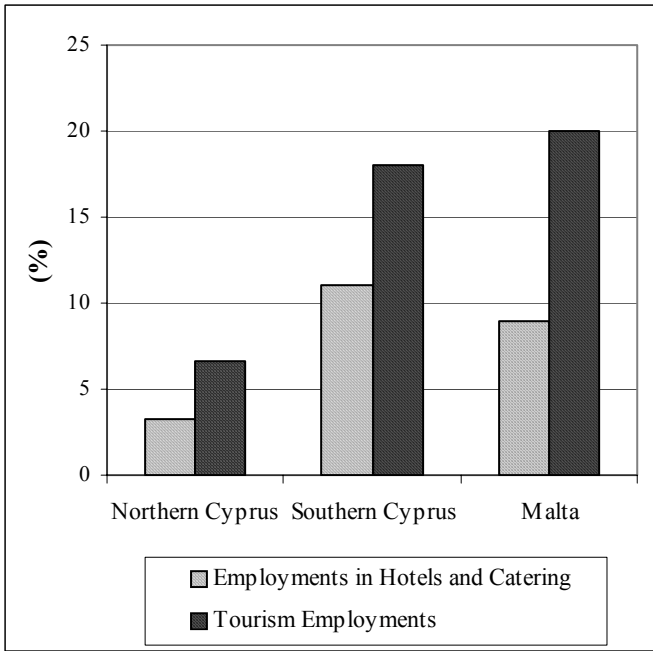


Figure 6.29 Comparison of Northern Cyprus, Southern Cyprus and Malta for Employment Ratio

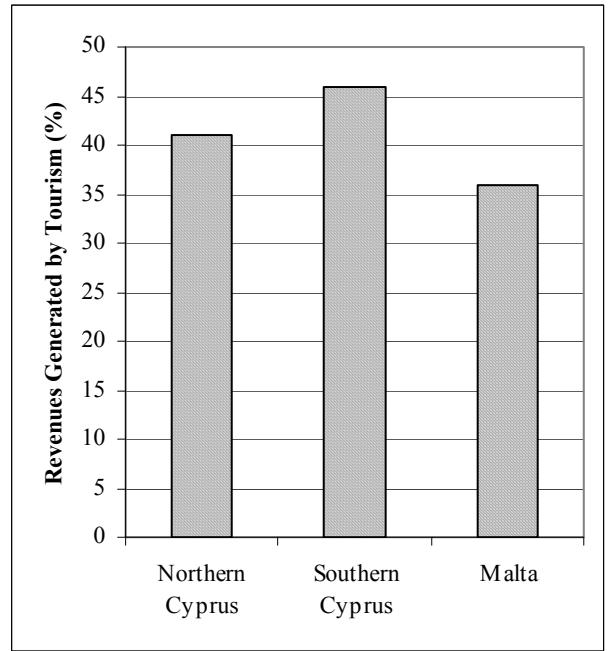


Figure 6.31 Comparison of Northern Cyprus, Southern Cyprus and Malta for Tourism Revenues

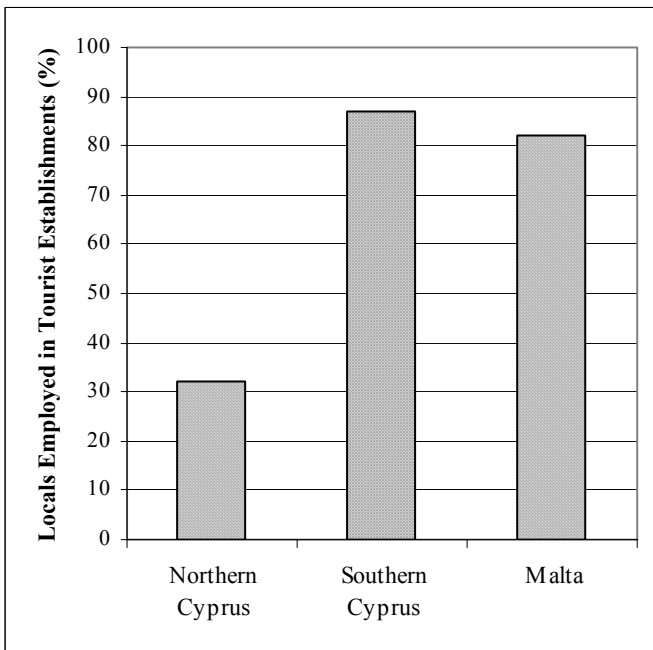


Figure 6.30 Comparison of Northern Cyprus, Southern Cyprus and Malta for Employment Ratio

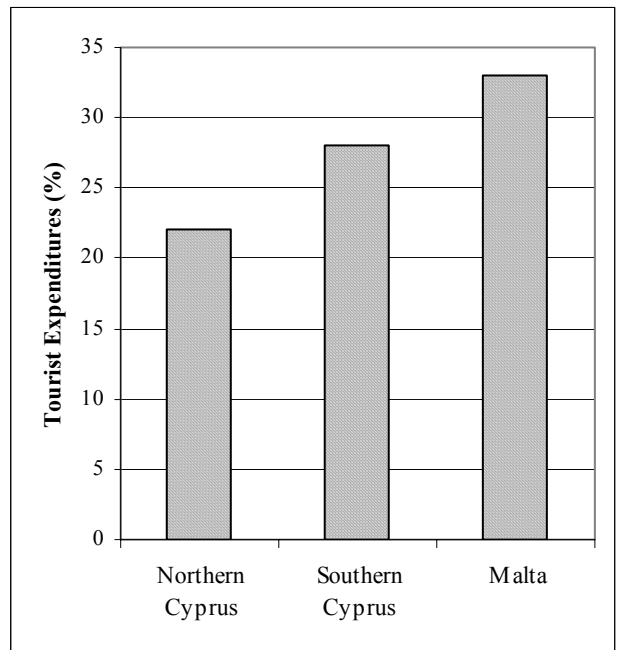


Figure 6.32 Comparison of Northern Cyprus, Southern Cyprus and Malta for Employment Ratio

Chapter 7

CONCLUSION

Sustainable development is a type of development model which is the most accentuated and emphasized in all development plans made per five years by State Planning Organization of TRNC, in Tourism Master Plan studies made by Ministry of Tourism and Environment and in Environmental Law, which is promulgated by Department of Environment in 1997. In fact, that type of policy is not an alternative, it is essentially for TRNC as a small island developing states. Thus, when the tourism planning is examined in basis of issued policies, very plentiful scene appears. As a result of the analysis of sustainable tourism indicators, many applications have materialized in TRNC until today are in contradiction with sustainable development policies. This situation will be explained by following statements.

In TRNC, although tourism master plan studies exist, environment inventory studies or environment master plan studies, which eliminate harming probabilities of tourism development to natural environment, are not present. In addition, in regions that have tourism development, public improvements, which can obtain integrity with tourism development, do not exist either. Moreover, application of integrated tourism planning process constitutes a different importance in tourism planning. Tourism planning is not only sensitive to tourist bed projections and physical area size, but it also has to be sensitive to the environmental conditions. By this, it may be difficult that, supplying the organizations, which are needed for integrated aims, by only ministries and governmental establishments. Governmental or semi-special associations, which may associate to all departments for supplying tourism targets, have great importance. For example there is an organization called Cyprus Tourism Organization in Southern Cyprus. In TRNC, this kind of organization does not exist. It is clear that; nonexistence of this kind of organization is considerable disadvantage for them.

In spite of the slow rank in the tourism sector, ineffective usage of natural resources have brought into public view by the related indicators. Consuming local resources at high level by internal and external tourists is not an acceptable situation in the way of usage of natural resources, especially in a country where there is water shortage. It is seen in the comparisons between Malta and Southern Cyprus that; even it is not a great portion in the aspect of total water usage, water amount for each tourist that is used in accommodations in TRNC is quite much more than the other island states. Similar condition is current for energy

consumption at hotels. Especially marketing of special water sources in the country causes using excessively water from wells, and this causes rising of the seawater level. Furthermore this would raise being brined rate that already exists in many regions. While reducing large amounts of source usage ensures important profits to accommodation entrepreneurs in a way; on the other hand it provides using local resources more efficiently. Consequently, in this subject, it seems necessary to produce an immediate solution by Ministry of Tourism and Hotelkeepers Union. In addition to inefficient resource use, indicators show that the usage of alternative foundations, which support the usage of the sustainable resources, is at an insufficient level. The amount of desalination and renewable energy plant owners are at limited level. Further, there is a little effort to make conscious the tourist about this subject. Apart from natural resources, tourism products such as coastal areas or beaches have not been experienced by dense environmental impacts generally. It can be said that, except some regions such as Girne or Lefke, most coastal areas seem unspoiled. This is an important advantage for TRNC tourism development.

Tourism sector is affected negatively as the other sectors from the absence of waste management policies since the foundation of TRNC. As emphasized before, wrong discharge methods of the domestic wastes causes negative outcomes such as air pollution, deformation of the visual landscape and the degradation of the seawater or underground water sources. It is impossible to say much about the kind of solid wastes from accommodation establishments with existing data. Because of the absence of treatment plants in many of the establishments, wastewaters cause environmental pressures today and in will be in the future if adequate infrastructures are not established. Legal arrangements about these subjects should be revised because of the reasons that are determined. Furthermore, there are no arrangements to recycle or re-use of garbage taken from the touristic facilities. As a result, in order to materialize the policies as providing waste management or effective management, TRNC government should immediately start to take measures. In adaptation process to The European Community (AB), it is indispensable to eradicate such deficiency of infrastructure. Of course there are a lot of island state, which can be taken as model in this subject. In comparisons between Malta and Southern Cyprus, it was clarified that; methods like Landfill and Recycle were used. It was emphasized that; all wastes were processed as gathering, decomposing, landfill, and treating and reusing. Besides, wastes have high environmental impact like hazardous wastes are disposed by efficient solutions. Rate of this type waste in all amounts of wastes is 10% in other countries. If it is assumed that TRNC, which has similar features with these countries, contains hazardous wastes at the same rate, it can be said that, the country is face to face with

an absolutely serious environmental problem. To solve such problems, TRNC Government has to carry out necessary projects by researching more detailed waste management in other countries.

It is seen that, there is too limited works that are aimed at environmental protection in TRNC. On the other hand, the studies that are based on the protection of biodiversity have been increasing in the last years. However, these studies are carried on in order to protect areas or important ecosystems are insufficient. Especially most of natural regions that are used in special interest tourism have not been protected yet, because of this, mentioned regions are defenseless in the face of negative impacts that are results from tourism development. This situation has been worse because of the absence of environmental inventories, insufficient legislative arrangements and inexistence of environmental regulations at international level. In spite of all these negative circumstances, tourism development is not at high level providing the protection of most of species and ecosystems.

There are many negative effects on tourism development, which are derived from political isolation and an economic embargo. The inability of airlines direct flights to TRNC from foreign countries increases journey times and puts up the potential for holidaymakers. This makes TRNC tourism appears expensive and unattractive. In addition to that, due to the insufficient public transportation systems, car ownership has been increasing dramatically. Therefore, the impact on the unspoiled environment has been rising too. Moreover, there are no environmentally sound transportation applications to spread the usage of renewable resources for sustainable development. Consequently, it can be said that, TRNC has not had any feasible or sustainable transportation policies or systems yet.

Another important issue about TRNC tourism sector is inefficient marketing and promotion activities. Marketing, promotion and product development, should be carefully coordinated for successful tourism development in economic terms. Especially the wrong information and deficient introductions about TRNC in foreign countries, have still affected the country's tourism negatively. The ways of solution should be searched immediately for this insufficient promotion and increasing the incitements on this and opening more information offices is inevitable. It is evident that, the management studies for the alternative tourism such as the eco-tourism and special interest tourism popularized in recent years are insufficient. Especially Malta and Southern Cyprus have a successful graphic on promotion and marketing. Their strategy is spread the tourism season to all seasons of the year, their accelerating marketing activities with a lot of tour operators and setting tourism information bureaus in many countries help acquainting tourism productions and developing the sector

positively in the economical aspect. Naturally there is so much effort of important institutions such as CTO (Southern Cyprus) and MTA (Malta Tourism Authority). In TRNC the absence of these types of organizations and having too few information bureaus make harder the negative conditions, which the country is in. Besides, it is clear that; failing on promotion and marketing subjects is not caused by just political isolation and being unknown. According to defined above TRNC Government is insufficient in the aspect of marketing and promotion.

Supporting localness or local economy is a vital element for sustainable tourism development. Here it is necessary to bring up the question that how much the local community benefits from economical incomes which the tourism sector produces in the country. In economical aspect, governmental unities, hotel managers and local community should benefit at the same time. Researches show that, taxes are recieved from the hotel business enterprises and gambling houses are important sources of income for the government. Furthermore most of enterprise's being managed by local entrepreneurs is a positive indicator in the aspect of contribution to local economy. However, local community cannot make good use of job opportunities at accommodations and gambling houses. According to analysis, great amounts of workforce at accommodations consist of the group, which is out from local community. This case is not legal according to employment law. In the part of comparison before, it was made implicit that; this local workforce rates is high in the other island states. Other states' governments provide local community's more benefiting from incomes related tourism by the assistance of control and inspection mechanisms. We can see clearly that; such control and inspection mechanism has not been constituted in TRNC. Moreover, political power cannot cope with such problems. Consequently, it can be said that, the help of the TRNC tourism to the local economy is in a limited level.

Education or educated personnel in all fields is the basic elements of the tourism sector. Therefore, it should be planned and programmed in a careful way. Workers employed in the tourism sector should be educated regularly. Furthermore, visitors and people who live at the tourist places should also be informed by the tourism. The quality of the education that takes place within the TRNC tourism prevents the required standards and the quality, which are necessary for the development of the tourism. Despite the existence of the local universities and the governmental courses forms a potential for the education, the education level was very low in the past. National, and regional administrations should form necessary quality standards and check applications of these standards to develop the tourism immediately.

It is fundamental to monitor and manage the tourism in a continuous way. Therefore, organized structures should be assembled very carefully. It is essential to emphasize that; the coordination between governmental departments and non-governmental associations should be established properly. In practice, there is no such coordination in TRNC. Lack of communication among the departments, insufficient usage of the potentials of universities, deficiencies within the body of current laws and politic disabilities, are the most important negativeness in the tourism sector. Moreover, there are no director committees or sub organizations which ensure such coordination in the whole organization. Institutions such as MTA and CTO in Malta and Southern Cyprus constitute this coordination process effectively.

It is clear that a sustainable tourism in TRNC could not be mentioned within the frame of the conditions determined above. Policies that are necessary for the sustainable development process could not be realized. It is an obligation for tourism ministry and related departments to take precautions immediately for creating potentials that will make determined policies to work

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Organizational and Institutional World Wide Web Resources

Blue Flag Campaign <http://www.blueflag.org/>
Cyprus Tourism Organization (Southern Cyprus) www.cyprustourism.org
Cyprus Statistical Service (Southern Cyprus) <http://www.pio.gov.cy/dsr/>
European Desalination Society <http://www.edsoc.com>
Institute of Indicators for Sustainable Development <http://www.iisd.net/>
Malta Government <http://www.gov.mt>
Malta Information Services <http://www.malta.co.uk>
Malta Tourism Authority <http://www.tourism.org.mt/>
Malta Ministry of Tourism <http://www.tourism.org.mt>
Malta Network Resources <http://www.cis.um.edu.mt/links/mnr>
Malta National Statistics Office <http://www.nso.gov.mt>
World Tourism Organization <http://www.world-tourism.org>
World Tourism and Travel Council <http://www.wttc.com/>
Press and Information Office (Southern Cyprus) <http://www.pio.gov.cy/pio>
Republic of Cyprus (Southern Cyprus) <http://www.pio.gov.cy/>
Small Island Developing States Network <http://www.sidsnet.org/>
United Nations Environment Programme <http://www.unep.org/>
University of Malta <http://www.um.edu.mt>

Other Useful Web Resources

<http://www.ourplanet.com/>
<http://www.insula.org/>
<http://www.world-tourism.com/>
<http://www.ecotourism.com/>
<http://www.unepie.org/>