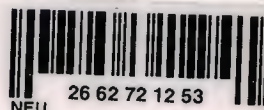




BA

*STATISTICAL  
MEASUREMENT OF  
TOURISM INDUSTRY IN  
NORTHERN CYPRUS*

Organization  
Introduction  
Other sections (or chapters)  
as body of the work





**NearEast University**  
**Institute of Research & Graduate Studies**

***Statistical Measurement of Tourism Industry in Northern Cyprus***

***Prepared by: Ibrahim Denizer***  
***Prepared to: Mr. Prof. Dr. Mevlut Caglar***

**Nicosia, 1997**

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***Accommodation And Lodging facilities By Regions  
(1986-1996)***

TOTAL		NICOSIA		FAMAGUSTA		KYRENIA----	
No of units	No of beds	No of Units	No of Beds	No of Units	No of Beds	No of Units	No of Beds
1986 55	4133	10	448	18	1900	27	1772
1987 54	4120	10	448	17	1900	27	1772
1988 57	4154	13	516	16	1872	28	1766
1989 64	4440	18	650	16	1872	30	1918
1990 76	4569	27	696	17	1919	32	1954
1991 94	5254	33	852	20	2080	41	2322
1992 89	6125	15	423	22	2157	52	3545
1993 80	6633	9	529	19	2129	52	3975
1994 86	7087	8	379	21	2350	57	4358
1995 93	7462	9	383	21	2357	63	4722
1996 93	7814	9	383	20	2472	64	4959
Hotel 41	4291	3	228	12	1918	26	2145
Apart 37	3178	---	----	8	554	29	2645
Pens. 15	345	6	155	---	---	9	190

**TABLE 1**

According to Table 1 number of beds has been increased from 4133 to 7814 in Ten years. Also goods and services has been increased to Tourists by yearly. At this position, Hotels sections has been encouraged and infrastructure of Hotels has been encouraged and conditions has been improved in Ten years. Famagusta have a lot of advantage and there is a great number of facilities in Tourism sector. There is a great number of beds in Famagusta . Infrastructure and Transportation facilities also has been improved and it satisfies customer needs and wants. Staff and Personal are well educated and they have well command of language and other qualifications. Location of Hotels also are well-established in Famagusta and it satisfies customer expectations and preferences.



## *Arrivals And Departures By Months*

**( 1992-1995)**

	1992	1993	1994	1995
	arrivals-departures	arrivals-departures	arrivals-departures	arrivals-departures
MONTHS				
January	20391 19825	18092 16431	25292 24115	11427 15304
February	18810 20613	20249 20693	26323 27573	13134 12486
March	19763 17520	21072 20246	28143 26676	18981 15981
April	19977 21116	20838 22151	29452 32421	29725 30776
May	23057 22839	28030 28015	30820 29280	21003 21115
June	22951 24435	27696 29566	32208 36767	23586 29861
July	31907 30744	37520 35037	43165 39094	31213 25828
August	35525 35739	41606 39181	41416 41867	30191 30305
September	31446 31076	38511 37872	40968 39542	36323 36333
October	26449 25952	32829 33706	30980 32406	29895 29606
November	19142 17958	28741 27379	22468 22123	21012 21230
December	20161 17893	27199 26334	23956 21246	19759 17074

### **TABLE 2**

In this table, there is passenger statistics about departures and arrivals by months. A great number of tourists visited Northern Cyprus in summer season. Especially June, July and August are more extremely visiting months in Northern Cyprus. In statistical analysis, number of tourists visiting Northern Cyprus has been increased most rapidly. In winter, the number of tourists declines and capacity of hotels declines from 90% to 60 %. Full capacity of Tourist Places are used in summer season. It is approximately 100 % capacity is used in summer season. The number of arrivals is always greater than the number of departures in Northern Cyprus. The number of tourists has been increased by months.

***Tourists Arriving By Port of Entry  
(1989-1997)***

YEARS	TOTAL	ERCAN STATE OF AIRPORT	FAMAGUSTA PORT	KYRENIA PORT
1988	131492	57008	63117	11367
1999	184337	83835	76870	23632
1990	229401	114702	55981	58718
1991	274073	125992	52636	95445
1992	300810	153724	105137	41949
1993	220237	118596	34505	67136
1994	267618	172541	21559	73518
1995	359313	225286	22381	102613
1996	351628	199362	28283	123983
January	25190	16049	1180	7961
February	19650	13097	1075	5478
March	28241	20393	1827	6021
April	23260	14296	1650	7314
May	33422	20601	3126	9695
June	28705	13369	2850	12756
July	34927	14853	4544	15530
August	40291	18911	5031	16349
September	43455	24062	3099	16294
October	32176	19956	1432	10788
November	22823	12787	1313	8723
December	19488	10988	1426	7074

***Table*** In table 3, tourists arriving by port of entry is examined and useful data has been analyzed. According to Table 3 Famagusta port is used more than others.

***Tourists Arriving From Turkey And Other Countries  
( 1989-1996)***

---

January February March April May June July August September October

---

**1989**

Turkey	9041	8815	8005	11801	10020	12752	14341	13440	16610	15099
Other	992	1238	1731	3182	2930	3291	4913	4624	4879	3992

**1990**

Turkey	15088	12986	12859	13416	14670	12923	14699	18280	16831	15741
Other	1473	1949	3891	3075	4572	5375	9304	8444	7146	5507

**1991**

Turkey	12727	13891	13368	12736	17362	16567	18866	21790	23273	22174
Other	1756	2206	4724	4420	6484	5939	7637	8078	7226	5416

**1992**

Turkey	19654	20004	20919	18895	20640	19996	23175	22149	25661	20850
Other	1824	2144	3317	5751	5175	5421	8053	7930	7177	5398

**1993**

Turkey	7609	9730	13261	22835	13730	13976	15074	14760	22420	19689
Other	764	756	1631	2217	3009	3194	5916	5624	6442	4916

**1994**

Turkey	14576	14411	8523	17049	12733	18419	21218	25015	25345	22579
Other	1234	1771	2572	5115	5509	5340	8080	8279	7813	6178

**1995**

Turkey	17674	15939	22568	18867	24579	23291	27895	30138	30631	29160
Other	1541	2050	3980	6256	6891	6465	11350	12802	10039	8505



1996

Turkey	22867	16503	20152	16851	23803	20890	22939	25523	31778	21455
Other	2323	3147	8089	6679	9619	7815	11988	14768	11677	10721

Table 4

In this table. Tourists arriving from Turkey is the greatest part of tourism cake in Northern Cyprus. The number of Tourists arriving from Turkey has increased and this number is always grater than the number of tourist arriving from foreign countries. In this table, statistical analysis is applied in order to obtain data for tourists arriving from Turkey or other countries. The number of Tourists arriving from Turkey and other countries is risen from 1989 to 1996. Especially, in summer season there is a lot of Tourists come from Turkey and other countries. In 1993, the number of tourists has been declined and small number of tourists visited North Cyprus. After this year, the number of Tourists has been increased . In this table, you are able to see the number of tourist arriving from Turkey and other countries. Statistically, this distribution represents the nations of tourists and arriving tourists by months.

***Tourists Departing By Port of Departure  
(1988-1996)***

Total	Ercan Airport	Famagusta Port	Kyrenia Port	Gemikonagi Port
1988 131095	58900	61068	11127	----
1889 188481	87328	78396	22757	----
1990 223467	115091	57452	50924	----
1991 268399	126848	55075	86476	----
1992 299379	156983	93124	49272	----
1993 219272	119390	34197	65685	----
1994 266426	175209	20326	70891	----
1995 360036	229167	20951	100931	----
1996 347327	199757	26177	121393	----

*Months*



January	18081	1088	6834	-----
February	12340	866	5941	-----
March	16736	937	5759	-----
April	15687	1805	7222	-----
May	19512	3105	12305	-----
June	15132	2572	10536	-----
July	14972	3838	15672	-----
August	19803	5853	17157	-----
September	19753	2613	15359	-----
October	20685	1163	10138	-----
November	15215	1140	7060	-----
December	11841	1197	7410	-----

### **TABLE 5**

In this table, the number of tourists departing by port of departure is analyzed and obtained these data. Tourists used Famagusta Port more than other gates for departure. The great number of Tourists used Famagusta Port and secondly Ercan Airport. Gecitkale Airport is used only in 1993. In this year, 8987 tourists used this gate as a matter of fact.

The number of tourists using Ercan Airport is risen most rapidly between years 1988-1996.

The number of tourists using Famagusta Port is fallen yearly. Contrary to this position, the number of tourists using Kyrenia Port is risen from 131095 to 347327. From this table, we are able to see that our ports and airports are used in summer season especially.

The great number of tourists used our airports and ports especially in August. In this table, Tourists departing by port of departure is analyzed and obtained useful data.

In this case, Ercu Airport is most popular gate which is used by Tourists. In winter, the number of Tourists departing by port of departure is fallen obviously. The lowest number of tourists departed by Famagusta port in February. February and March is in the dead season for Tourism. The greatest number of tourists departed by Ercan Airport in September. Kyrenia port is used very little for departure.

***Tourists Arriving at T.R.N.C By Country of Origin  
(1989-1993)***

	Years	1989	1990	1991	1992	1993
<i>Total</i>		274073	300810	220237	267618	359313
U.S.A		1631	1604	898	1285	1761
Germany		15897	13973	10542	12538	18268
Austria		3650	5396	1649	4346	4696
Belgium		147	110	93	182	213
Bulgeria		----	-----	-----	401	323
Czech Republic		-----	-----	-----	-----	-----
China		-----	-----	-----	-----	108
Denmark		-----	166	111	175	148
Finland		1397	2015	1019	2095	2533
France		588	489	447	687	3008
Holland		599	348	446	509	738
Iraq		-----	-----	-----	-----	-----
Sweden		288	543	246	115	170
Switzerland	862	674	362		367	405 415
Iran	4704	2094	1801		1168	1853 2244
Italy	690	936	393		657	1072 599
Israel	-----	-----	71		841	119 10884

Ireland	217	60	120	243	379	347
England	24026	24482	18591	25808	34363	27911
Japan	132	135	38	176	226	248
Canada	227	204	232	246	317	303
Lebanon	232	181	149	103	140	182
Hungary	----	-----	-----	291	167	234
Egypt	214	143	129	157	178	133
Pakistan	296	284	422	696	745	1127
Poland	----	-----	-----	-----	192	456
Romania	-----	----	459	477	630	710
Russian	-----	-----	-----	741	1965	2359
Suriye	349	368	293	258	276	265
Sudan	226	324	257	110	71	105
Saudi Arabia	-----	-----	93	124	151	172
Turkey	214566	143269	179379	210178	281370	256549
Jordan	663	648	509	458	490	472
New Zealand	-----	-----	-----	-----	-----	101
Yugoslavia	----	-----	133	269	170	113
Other	1687	1368	1530	1185	1410	2337

**TABLE 6**

In this table, Tourists arriving at TRNC by country of Origin is analyzed an abstained suitable results. 36 countries including Turkey is examined and analyzed correctly

***Tourists Arriving By Port of Entry  
(1990-1994)***

YEARS	TOTAL	ERCAN	FAMAGUSTA	KYRENIA
1990	74681	56761	13107	4813
1991	66012	49228	6382	10402
1992	78466	61283	4694	12489
1993	93669	75127	3783	11930
1994	109787	88776	4001	17010
January	6635	5893	244	498
February	6603	5848	259	496
March	6400	5633	274	493
April	5358	4434	310	614
May	7697	6180	357	1160
June	8401	6689	304	1408
July	15739	12753	387	2599
August	18379	14121	403	3855
September	11698	8431	441	2826
October	8447	6542	392	1513
November	6682	5455	316	911
December	7748	6797	314	637

**TABLE 7**

In this table, Tourists arriving by port of entry is analyzed and data has been collected.

According to this table, Ercan Airport is used more than other gates. In summer season, TRNC gates are used more. Tourists entering TRNC is risen most rapidly year by year.





***Tourists Departing By Port of Exit And Year  
(1986-1994)***

Years	Total	Ercan State Airport	Famagusta	Kyrenia	Gecitkale Airport
1986	55788	34845	16669	4274	-----
1987	61319	40956	14353	6010	-----
1988	62243	41435	6366	14442	-----
1989	68212	45178	6737	16297	-----
1990	73731	56747	11919	5065	-----
1991	66627	50202	5644	10781	-----
1992	80304	63103	4451	12750	-----
1993	97702	79143	3560	12547	2452
1994	113012	91933	3782	17297	-----
January	7555	6037	212	406	-----
February	7126	6347	245	534	-----
March	6126	5335	243	548	-----
April	5641	4614	330	697	-----
May	7362	5689	360	1313	-----
June	8483	6591	354	1538	-----
August	18926	14784	355	3787	-----
September	16061	13186	424	2451	-----
October	8405	6907	304	1194	-----
November	6707	5736	235	736	-----
December	7072	6245	260	567	-----

**TABLE 8**

In this table, Tourists departing by port of exit and year is analyzed. These information are useful to determine the number of tourists departing by port of exit TRNC.

Students	8441	3369	11810	1602
House Wives	14129	9356	23485	1768
Others	6738	5779	12517	806
Total	79473	46520	125993	8449

### **TABLE 10**

In this table, social classes and group composition is analyzed. Occupation groups are classified as above. According to this table, the majority of tourists coming from is analyzed and their occupation group is Clerical Works. The majority of tourists coming from other countries are analyzed and their occupation group is clerical works. If we classify these occupation groups, we found that there is an order according to occupation groups. Such as follows: ( it classified from greatest number to lowest.).

*For tourists who coming from Turkey: Clerical workers, house wives, Professionals, Sales Works, Students, others, Administrators, services, Manufacture and transport, Agriculture Animal Husb.*

*For Tourists who coming from other countries: Clerical works, House wives, others, professionals, Sales works, Students, Administrators, Manufacture-transport, Services, Agriculture Animal Husb.*

*For Local Tourists: House wives, Students, Clerical Works, Professionals, Sales Works, others, Administrators, Manufacture-Transport, Services, Agriculture, Animal Husb,*

### ***Tourists in Tourist Accommodation Establishments By***

### ***Age Groups and Country Of Usual Residence (1995)***

<i>Age Groups</i>	<i>Turkey</i>	<i>Other Countries</i>	<i>Total Overs. Tour</i>	<i>Local Tourists</i>
0-14	2615	1535	4150	995
15-19	3392	680	4072	500
20-24	8296	2005	10301	504
25-29	18070	5428	23498	1550
30-44	27022	15303	42325	3239
45-64	15678	14574	30252	1484
65+	4400	6995	11395	177
<b>Total</b>	<b>79473</b>	<b>46520</b>	<b>125993</b>	<b>8449</b>

***Table 11***

In this table, age groups and country of usual residence is analyzed. Age of tourists coming from Turkey is focusing on range of 30-44. Age of tourists from other countries is focusing on age range of 30-44. Age of Local tourists is focusing on range of 30-44. This give us information that a great number of middle age tourists visiting Northern Cyprus. Their age range is 30-44.

### ***Tourists in Tourist Accommodation Establishments By Age and Country of Usual residence ( 1996)***

<i>Age Groups</i>	<i>Turkey</i>	<i>Other Countries</i>	<i>Total Overs. Tour</i>	<i>Local Tourists</i>
0-12	3333	4912	8245	1512
13-20	6198	4084	10282	1353
21-30	15679	10226	25945	3327
31-40	18722	14569	33318	4278
41-50	16186	17804	33990	2842
51-60	8366	13703	22069	1013
61+	4204	8181	12385	207

***TABLE 12***

In this table, it is possible to see that tourists coming from Turkey and other countries are classified by using age range qualifications. It is real that the majority of Tourists coming from Turkey is focusing on age range of 31-40. The majority of Tourists coming from other countries is focusing on 41-50. The majority of local tourists is focusing on age range of 31-40.



***Tourists in Tourist Accommodation Establishments by Sex and Country of Usual Residence (1996)***

SEX	TURKEY	OTHER COUNTRIES	TOTAL OVERS. TOUR	LOCAL TOURISTS
Male	41190	39376	80566	8342
Female	31498	34170	65668	6190
Total	72688	73546	146234	14532

**TABLE13**

In this table, sex and country of usual residence dimensions has been examined. The majority of tourists visiting North Cyprus from Turkey is male. The majority of tourists from other countries is male also. The majority of local tourists is male in result. According to this analyze, we obtain that the majority of tourists from abroad is male.



***Tourists in Tourist Accommodation Establishments  
By Occupation Groups and Country of Usual Residence (1996)***

OCCUPATION GROUPS	TURKEY	OTHER COUNTRIES	TOTAL OVERS. TOUR.	LOCAL TOURISTS
-Professionals	8832	9840	18672	1758
Administrations	5922	6639	12561	999
Clerical Works	7073	7460	14533	2017
Sales Works	7271	5660	12931	1466
Services	8184	6036	14220	599
Agriculture' Animal Husb.	2038	1235	3273	213
Manufacture, Transport.	5470	5896	11366	953
Students	8172	6689	14861	2525
House Wives	10049	10971	21020	2397
Others	9677	13120	22797	1605

**Table 14**

In this table, occupation groups are analyzed. The majority of tourist's occupation from Turkey is house wives. The majority of tourist's occupation from other countries is other jobs (not including jobs above). The majority of local tourist's occupation is student.

***Tourists in Tourist Accommodation Establishments By Type  
of Tours. (1995-96)***

---

	<i>1995(%)</i>		<i>1996(%)</i>	
	<i>T.C</i>	<i>Others</i>	<i>T.C</i>	<i>Others</i>
<i>Inclusive Tours</i>	<i>47</i>	<i>86</i>	<i>42</i>	<i>80</i>
<i>Independent Travel</i>	<i>53</i>	<i>14</i>	<i>58</i>	<i>20</i>

**TABLE 15**

In this table ,type of tours is analyzed in 1995. According to table 14 above, 47% of tourists from Turkey joins inclusive tours. 53% of tourists from Turkey travel independently. 86% of tourists from other countries joins inclusive tours. 14% of tourists from other countries traveling independently.. In 1996, 42 % of tourists from Turkey joining inclusive tours. 58% of tourists from Turkey travelling independently. 80% of tourists from other countries joining inclusive tours. But 20% of tourists from other countries traveling independently.

***Tourists in Tourist Accommodation  
Establishments By Expenditures in North Cyprus ( 1996)***

---

***Expenditures (%)***

---

***Accommodation: 15-19 %***  
***Shopping: 62-63 %***  
***Catering: 9-10 %***  
***Food and***  
***Beverages: 10-12%***  
***Transportation: 8-9%***

**TABLE16**

In this table, expenditure of tourists is analyzed and classified as above. Tourists visiting Northern Cyprus spend 15-19 % for accommodation. They spend 62-63% for shopping.

They spend 9-10 % for catering. 10-12% is spent for Food and beverages.  
They spend 8-9% for transportation.

***Tourists in Tourist Accommodation Establishments  
By Type of Accommodation (1996)***

**PREFERENCES**

<b><u>Hotels</u></b>	<b><u>Hotel. Apt and Bungalows</u></b>
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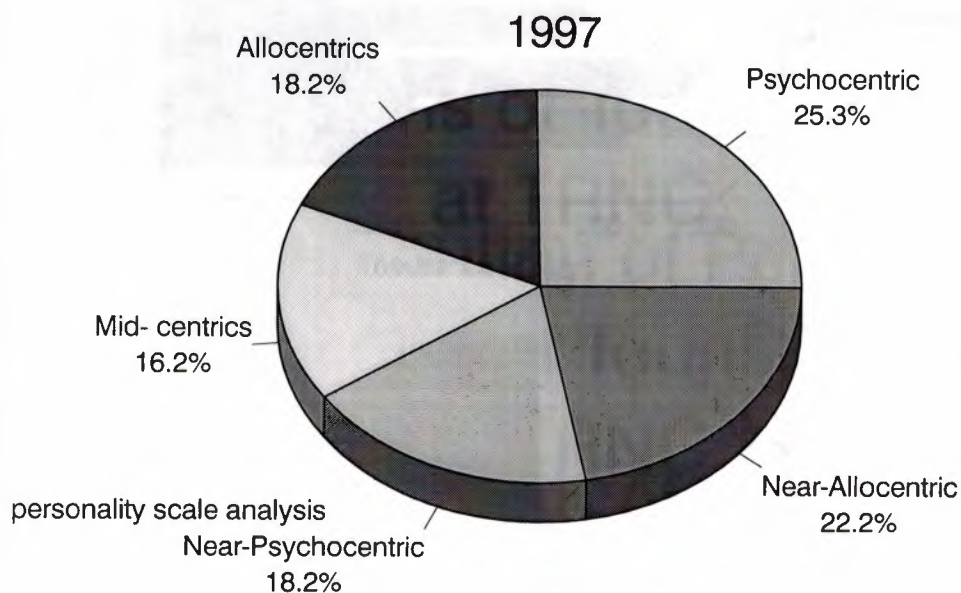
<b>56%</b>	
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	<b>44%</b>
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**TABLE 17**

In this table, accommodation of tourists has been examined and analyzed. According to this table, 56% of tourists prefer to stay in Hotels. 44% of them prefer to stay in Apartments or Bungalows.

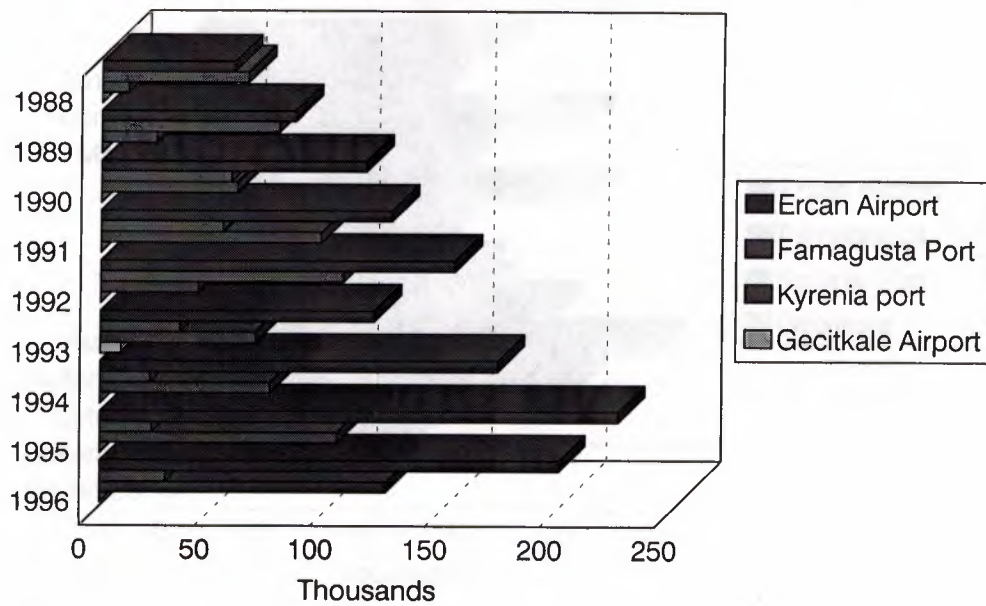
## The Distribution of Personality qualifications of Tourists arriving at TRNC





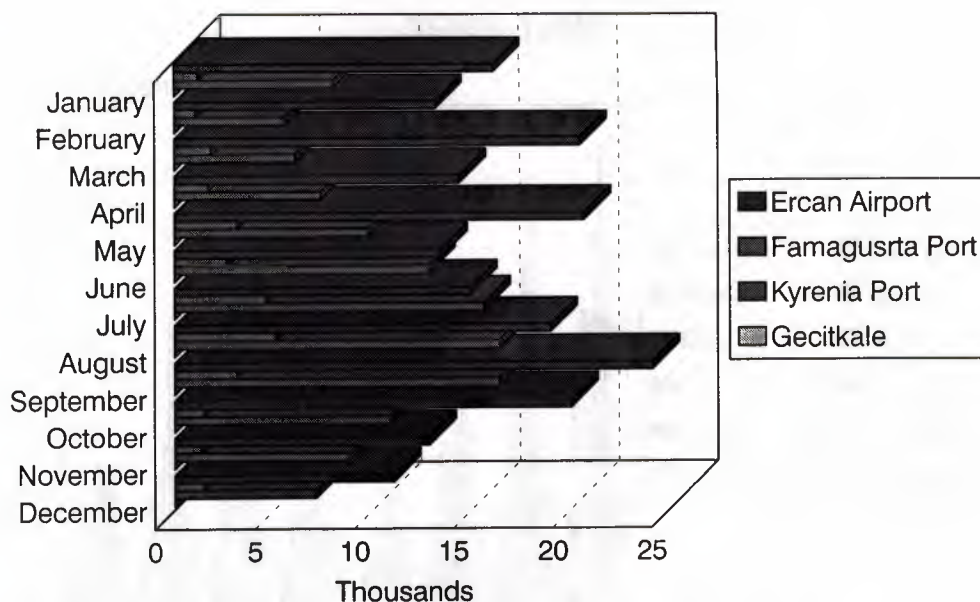
# Tourists Arriving By Port of Entry

1988-1996



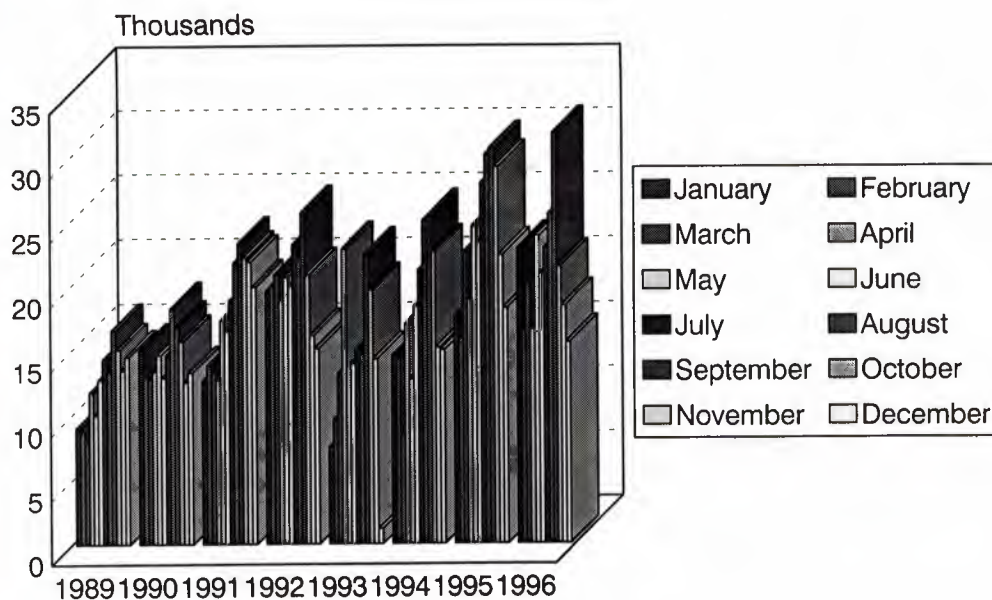
# Tourists Arriving By Port of Entry

1988-1996



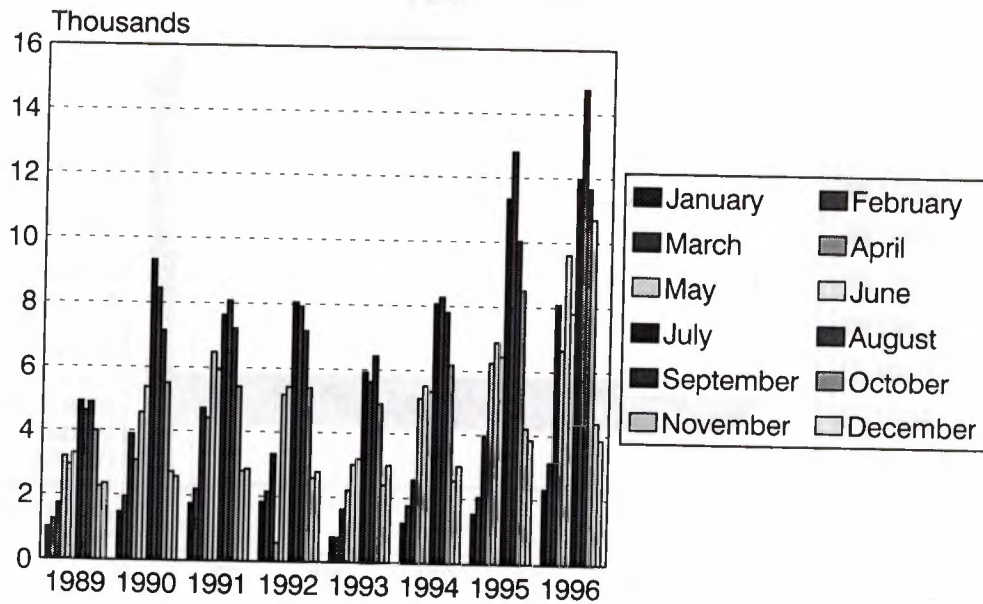
# Tourists Arriving From Turkey

1989-1996



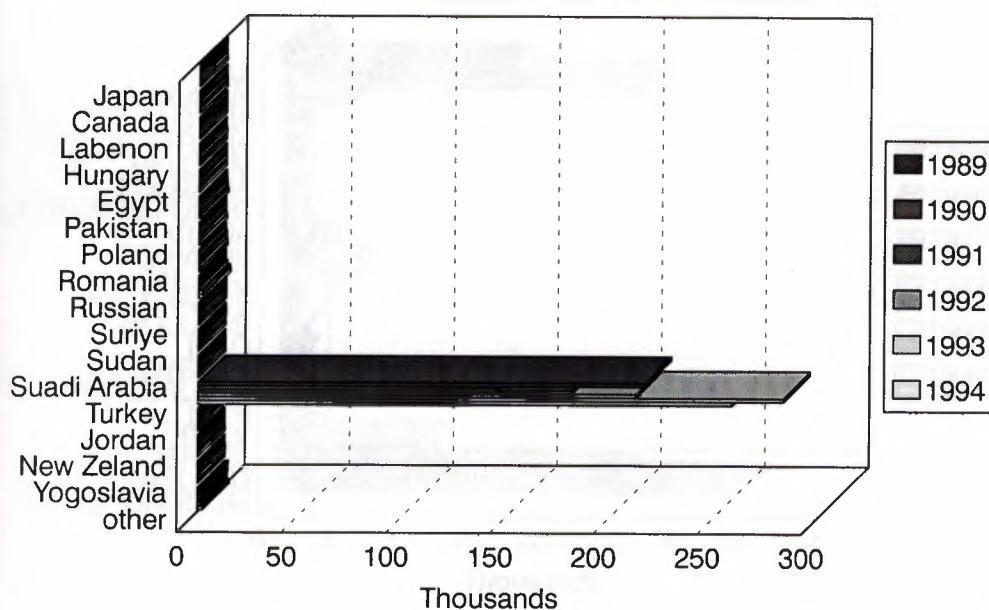
# Tourists Arriving From Other Countries

1989-1996



# Tourists Arriving at TRNC By Country of Origin

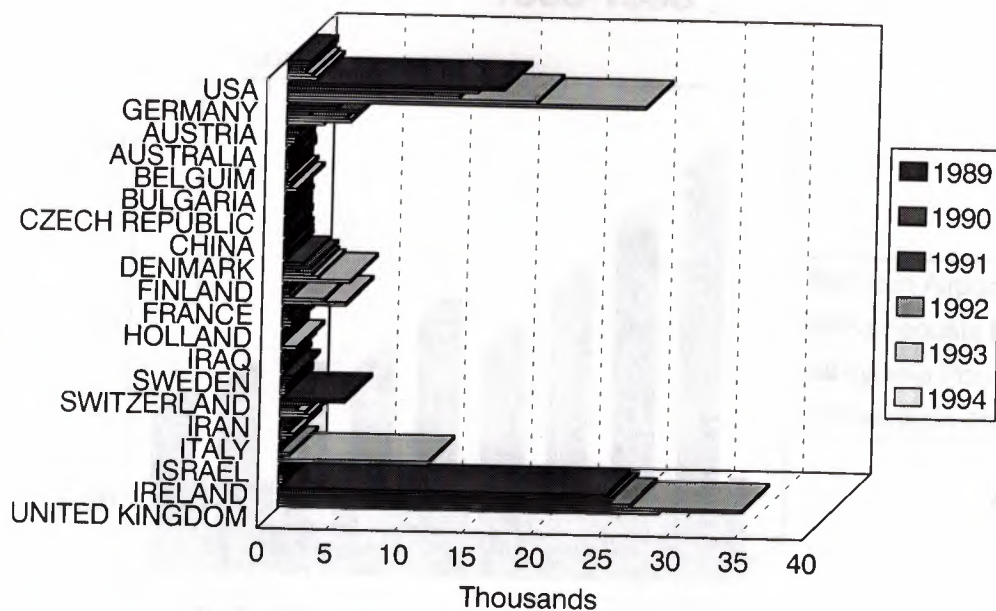
1989-1994





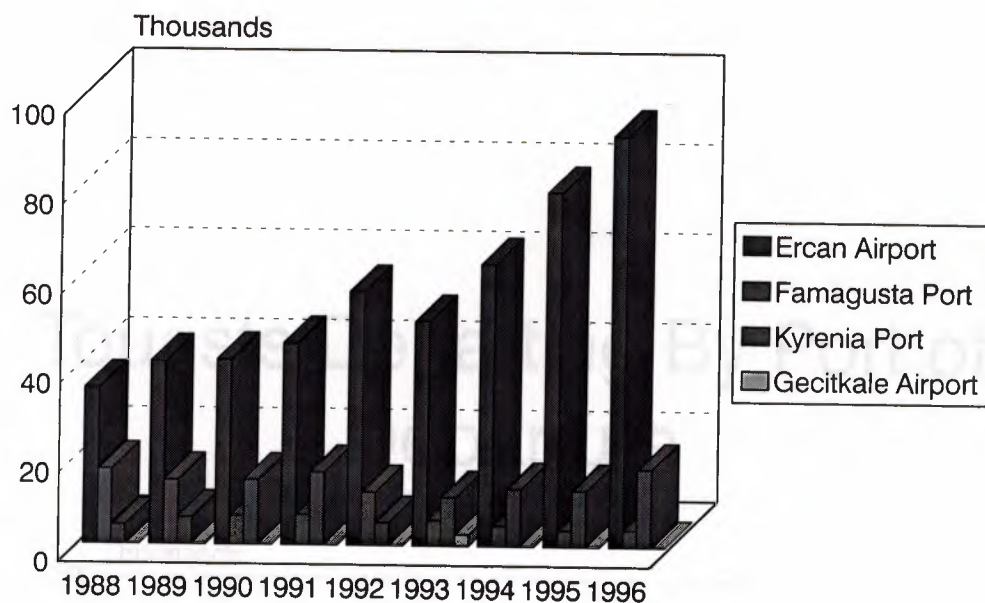
# Tourists Arriving at TRNC By Country of Origin

1989-1994



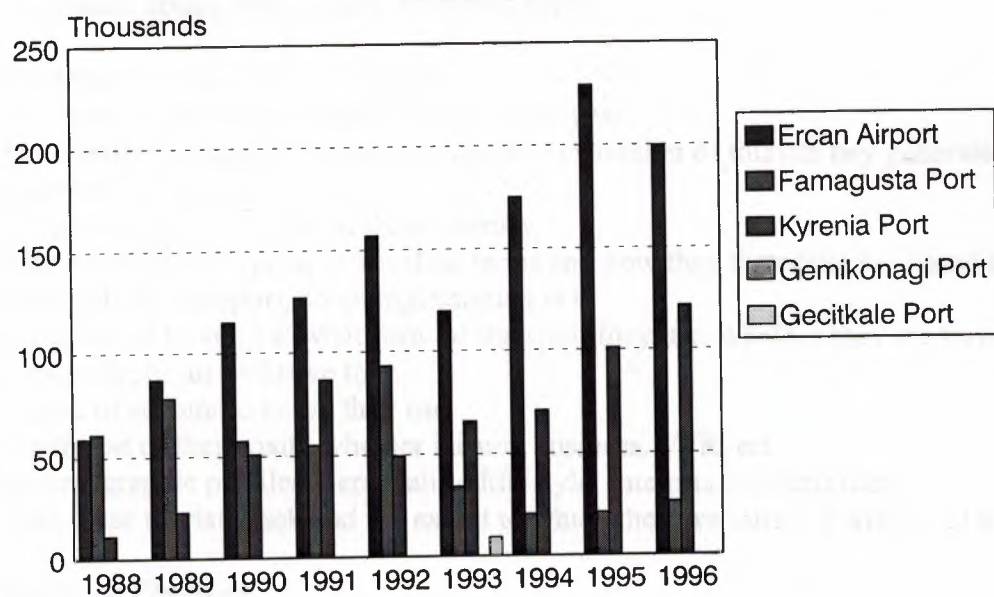
# Tourists Departing By port of Exit and Year

1988-1996



# Tourists Departing By Port of Departure

1988-1996





## ***MANAGEMENT ( EXECUTIVE) SUMMARY***

This section of research is classified into three parts.

- a) Objectives of Research
- b) Results or Findings
- c) Conclusions and Recommendations

### **A) Objectives of Research**

The fundamental aim of this project is to collect basic statistics about Tourism Industry

in Northern Cyprus. This project will be useful to develop other projects for Tourism Ind.

As a result of this research it is expected that it will reach some useful results and findings. By examining these collected statistical Data, it can be said that these results and findings can be used by government. Because Governments need to know the contribution which tourism makes to the economy in terms of income, employment, balance of payments, and investment. Figures must be available in sufficient detail to know how they affected regional, as well as national, economies. Governments will wish to examine trends over time, not only within the country, but in comparison with the performance of other, competing countries. Tourist offices, will use this information to forecast growth, to plan for tourism in their areas, and as a guide to their promotional campaigns. There is statistical elements to measure Tourism Industry. It is expected that this project will give us information about composition described below:

- 1) The number of visitors to N. Cyprus
- 2) How these are distributed over months of the year.
- 3) The countries generating these tourists and the number of tourists they generate as a proportion of the whole.
- 4) The growth, year on year, of these tourists,
- 5) their spend in N.Cyprus, in absolute terms and how they distribute the spend between accommodation, transport, shopping, catering ect.
- 6) their mode of travel. i.e: what form of transport they use, whether they are traveling independently, or an inclusive tour.
- 7) the type of accommodation they use,
- 8) the purpose of their visit , whether leisure, business, VFR, ect
- 9) the demographic profiles: personality, life-style, interests and activities; and
- 10) what these tourists seek and the extent to which they are satisfied with what they find.

### **B) Results or Findings**

As a result of this research project, a lot of findings has been obtained. Statistical analysis of tourism industry is made by this project. It can be said to have results below:

- 1) Number of beds in Northern Cyprus has been increased or risen in last 10 years. Total number of beds are increased and it reaches from 4133 to 7814. In Nicosia number of beds is decreased from 448 to 383. In Famagusta, number of beds has been increased evenly. It reaches from 1900 beds to 2472 beds. In Kyrenia, number of beds has been increased most rapidly in ten years. It reached from 1772 to 4959. Number of units also has been increased. Total number of units reached from 55 to 93. In Nicosia, number of



units reached from 10 to 33 and then it declined from 33 to 9. Number of units in Famagusta has been increased from 18 to 22 and then it declined to 20. Kyrenia is the most popular place for number of units in Tourism Sector  
Number of units has been increased from 27 to 64 in ten years.

- 2) By examining arrivals and departures by year and by months, it is said that the greatest number of tourists departed in August every year. The greatest number of tourist departed in August in 1995. In July, August and September, the greatest number of tourists left Northern Cyprus. The smallest number of tourists departed in winter because in this season very small number of tourists visited North Cyprus. The smallest number of tourists departed in 1992 which is 285710. And the greatest number of tourists departed in 1996 which is 460339. The greatest number of tourists arrived in North Cyprus in summer season. Especially, July, August and September. These are very important months that tourists arrive in. The greatest number of tourists arrived in N.Cyprus in 1996. The smallest number of tourists arrived in North Cyprus in 1990.
- 3) The number of tourists arriving in Northern Cyprus by Famagusta port is decreased from 63117 to 28283. The number of tourists arriving in Northern Cyprus by Ercan Airport has been increased from 57008 to 199362. The number of tourists arriving in Northern Cyprus by Kyrenia port has been increased from 11367 to 123983. Gecitkale Airport is used only in 1993. 9037 tourists arrived in Northern Cyprus by Gecitkale Airport in 1993. The greatest number of tourists arrived in Northern Cyprus by Ercan Airport in September which is 24062. The greatest number of tourists arrived in Northern Cyprus by Famagusta Port in August which is 5031. The greatest number of tourists arriving in N.Cyprus in August which is 16349. The total greatest number of tourists arriving N.Cyprus in September. The total greatest number of tourists arrived in N.Cyprus in 1996.
- 4) The greatest number of tourists arrived from Turkey in 1995 which is 359313. The smallest number of tourist arrived from Turkey in January 1993. The greatest number of tourists arrived from Turkey in September 1996. The greatest number of tourists arrived from other countries in 1996. The smallest number of tourists arrived from other countries in 1989. The greatest number of tourists from other countries in August. The smallest number of tourists arrived from other countries in January.
- 5) The greatest number of tourists departed by port of departure in 1993. The smallest number of tourists departed by port of departure in 1988. The number of tourists departed by Ercan Airport is increased from 58900 to 199757. The number of tourists departed by Famagusta port has been decreased from 61068 to 26177. The number of tourists departed by Kyrenia port is increased from 11127 to 121393. The greatest number of tourists departed by Ercan Airport in October. The smallest number of tourists departed by Ercan Airport in December. The greatest number of tourists departed by Famagusta port in August. The smallest number of tourists departed by Famagusta port in February. The greatest number of tourists departed by Kyrenia in August. The smallest number of tourists departed by Kyrenia port in February.
- 6) The greatest number of tourists arrived at TRNC from Turkey. Turkish tourists play an important role in Tourism Sector in Northern Cyprus. England follow this country secondly and thirdly Germany comes. The number of tourists arrived at TRNC by

country of origin can be explained numerically. Turkey, England and Germany comes first, second and thirdly. The smallest number of tourists arrived at TRNC from New Zealand. Only 121 tourist arrived at TRNC from New Zealand. Especially, 36 countries are classified as follows: Turkey, England Germany, Austria, Iran Finland Italy, USA, Australia, Belgium, Czech Republic, China, Denmark, France, Holland, Iraq, Sweden, Switzerland, Israel, Ireland, Japan, Canada, Lebanon, Hungary, Egypt, Pakistan, Poland, Romania, Russian, Suriye, Sudan, Saudi Arabia, Jordan, New Zealand, Yugoslavia and others. The percentage change of tourists coming from foreign countries in six years as explained below:

USA 24%	Finland 72%	United Kingdom 16%	Russian 218%
Germany 40%	France 87%	Japan 87%	Suriye -32%
Austria -35%	Holland 20 %	Canada 33%	Sudan -54%
Belgium 36%	Iraq 0%	Lebanon -21%	Saudi Arabia 84%
Bulgaria 54%	Sweden 21%	Hungary 20 %	Turkey 19.5%
Czech Republic 0%	Switzerland -107 %	Egypt -38%	Jordan -28.8 %
Australia -71%	Iran -109%	Pakistan 280 %	New Zealand 0%
China -32%	Italy -15 %	Poland 138%	Yugoslavia -20 %
Denmark 12%	Israel 15229%	Romania 55%	Others 38.50%4

7) The growth of number of tourists arriving at TRNC, year by year:

**YEARS**

1990-1991 -11.60 %
1991-1992 18.86%
1992-1993 19.30 %
1993-1994 17.2%

8) According to age groups and country of usual residence these information has been obtained in 1995 explained below:

The greatest number of Tourists comes from Turkey focusing on age range of 30-44. The greatest number of Local tourists focusing on age range of 30-44. The greatest number of tourists coming from other countries focusing on age range of 30-44.

9) The majority of tourists comes from Turkey is male. The majority of tourists coming from other countries is male. The majority of Local tourists is male in Northern Cyprus. It is found that occupation groups of tourists is explained below. ( It classified from greatest number to lowest). For 1995.

***For tourists coming from Turkey: Clerical Works, House wives, Professionals, Sales Works, Students, others, Administrators, Services, Manufacture-transport, Services, Agriculture, Animal Husb.***

***For tourists coming from other countries: Clerical works, House wives, Others, Professionals, Sales Works, Students, Administrators, Manufacture-Transport, Services, Agriculture, Animal Husb.***

***For Local Tourists: Housewives, Students, Clerical Works, Professionals, Sales Works, Others, Administrators, Manufacture-Transport, Services, Agriculture, Animal Hubs.***



It is found that occupation groups of Tourists is explained below ( for 1996):

*For tourists coming from Turkey: House wives, others, Professionals, services, students, sales works, clerical works, manufacture-transport, services, agriculture, animal hubs.*

*For tourists coming from other countries: Others, House wives, Professionals, clerical works, students, Administrators, services, sales works, manufacture-transport, agriculture, animal hubs.*

*For Local Tourists: Students, House wives, clerical works, professionals, others, sales works, administrators, manufacture-transport, services, agriculture, animal hubs.*

In 1996, it is found that the majority of tourists coming from other countries focusing on age range of 41-50. The majority of local tourists focusing on age range of 31-40.

In 1995, 47 % of tourists from Turkey joins inclusive tours, 53% of tourists from Turkey traveling independently. 56% of tourists from other countries joins inclusive tours. 14 % of tourists from other countries traveling independently. In 1996, 42 % of tourists from Turkey joining inclusive tours. 58 % of tourists from Turkey traveling independently. 80% of tourists from other countries joining inclusive tours. But 20 % of tourists from other countries traveling independently.

Tourists visiting Northern Cyprus spend 15-19% for accommodation. They spend 62-63% for shopping. They spend 9-10 % for catering. 10-12% is spent for Food and Beverages. They spend 8-9% for transportation 56% of tourists prefer to stay in Hotels, 44% of them prefer to stay in Apartments of Bungalows.

#### **4) c) Conclusion and Recommendations**

As a result of these informations above, it can be said that the majority of tourists arriving at TRNC has an important qualifications and attributes such as follows:

They have a status-oriented life-style and they are psychocentric. They prefer to visit Northern Cyprus in summer season. They spend 63 % for shopping. 56% of them prefer to stay in Hotels. The majority of tourists focusing on age range of 31-40. A great number of tourists arriving at TRNC comes from Turkey. The majority of tourist's occupation coming from Turkey is house-wife. The majority of Tourists is male. In the light of these information, it can be said that government policy acting on tourism industry can be organized in accordance with these informations. According to statistical analysis of tourism industry, tourism policy of government can be accomplished in respect of age, sex, personality, life-style and customer expectations and preferences. The activities of hotels and other touristic organizations are able to take action against this policy. For instance, leisure activities and performances can be organized in connection with the qualifications of sex, age, personality and life-style. Psychocentric personality always seek to security and they would be more likely to return to resorts which are familiar to them. They use package holiday holiday for their travel arrangements. Status-oriented tourists likely compliments. They have a strong sense of responsibility. They are sensitive to the working environment. They have believable missions and objectives.

The working environment in the hotels must be organized according to Status-oriented tourists. Package tours must be encouraged and supported for promotion of TRNC.

#### **5) Body (or Text)**

##### **A) Introduction**

Statistical measurement of Tourism industry is the Title of this project. Eleven statistical elements has been examined and accomplished. In order to determine qualifications of tourism arriving at TRNC. These elements are as follows:

- 1) The number of visitors to TRNC
- 2) How these are distributed over the months of the year.
- 3) The countries generating these tourists, and the number of tourists, and the number of tourists they generate as a proportion of the whole.
- 4) The growth, year by year, of these tourists,
- 5) Their spend in TRNC in absolute terms and how they distribute the spend between accommodation, transport, shopping, catering.
- 6) Their mode of travel, what form of transport they use, whether they are travelling independently or on an inclusive tour,
- 7) The type of accommodation they use,
- 8) The purpose of their visit, whether leisure, business,
- 9) demographic profiles: age, group composition, social class.



10) Sociographic profiles; personality, life-style, interests and activities.

11) What these tourists seek, and the extent to which they are satisfied with what they find.

Tables and graphics has been used in order to explain these statistical elements. According to these information, results and findings has been obtained in the management section of the project. This project has been completed for tourism planning projects and policies. The methods has been applied for gathering data and it was expalined in Research Methodology section. Limitations of this research represents the frontiers of statistical research. This project is limited by TRNC. The properties and attributes of TRNC play an important role in this section. Touristic resources and advantages and disadvantages of TRNC is the limitations of this project. As a result of this research some useful advices has been suggested in conclutions and recommondations section. Data collection forms for personality, and life-style is developed and it is illustated in Appendix section of this research. Flowchart of research process has been placed in this section also.

## ***B) Research Methodology***

In this study, statistical measurement of Tourism Industry has been applied in order to determine the number of tourists and their attributes to Northern Cyprus. Twenty person is selected from other countries and they are asked question about their personality and life-style. The measurement of life style is not easy and definite. Life-style is a more difficult concept, and is therefore more difficult to measure, but several theories suggest that it can be measured by looking at the activities ( or attitudes), interests and opinions of the individual- hence this measure of life-style has come to be known as the A-I-O Model. An awareness of the benefits sought from a particular product will also reveal something of the life-style of an individual, and will then allow the marketer to segment markets by the benefits sought- a more accurate targeting of the market than a judgment based on socio-demographic variables alone. To measure life-style of tourists, special life-style scale is developed. It is asked eighth different questions. The tourists selects suitable choice that represents his/her life-style. These are as follows: creative, being factual, practical and down to earth, ambitious, Business-oriented, Self-motivated, Status-oriented, open-minded, being romantic and imaginative. The qualifications of life-style types are illustrated as follows:

***Creative: liking drawing picture, disliking routine jobs, full of energy and impulsive, action-oriented, always looking for new projects, an achiever, liking success very much, liking music, always preparing, planning for the future.***

***Being factual, practical, and down to earth: dependable and trustworthy, independent, action-oriented, determined person ( you know what you want), aiming for perfection, a builder, an organizational person, open to other ideas.***

***Ambitious: having a strong sense of responsibility, having an unbelievable vitality, enjoying being involved in big projects, good at focusing upon the essentials, fully equipped to take charge, status-oriented, respectful for authority, having some trouble at times in making up your mind.***

***Business-oriented: an organizational person, liking the familiar, money-oriented, tactful and diplomatic, aiming for perfection, a builder and organizer, an achiever, restless when there is a lack of challenge.***

***Self-motivated: taking your work seriously, feeling things, always ready to help, having a sense of humor, full of sensitive insight into human nature, being deeply attached to your organization, good at public relations, starting action on the grounds of a single hint.***

***Status-oriented: liking titles, enjoying, being involved in big projects, liking compliments as well as feedback on your performance, having a strong sense of***



*responsibility, being sensitive about your rights, good at handling out free advice, sensitive to the working environment, having believable missions and objectives.*

*Open-minded: always trying to understand the pros and cons of a situation, being very sensitive to the harmony, good at clearing the air of disagreements, good at seeing others points of view, having long memories, liking confrontations, liking success very much, being more a consultant.*

*Being romantic and imaginative: liking poems, liking the familiar, liking classic music, producing independent ideas. reading classics and reading novels, liking traveling and trips, preparing inclusive tours, feeling interesting things, liking creating imaginations.*

The statistical yearbook for 1996 is examined and investigated to obtain data for tourists. There is 11 criteria that represents statistical data about number of tourists to Northern Cyprus. These criteria's influences the tourism industry and balance of payments. These criteria's is examined as follows:

- 1) the number of visitors to North Cyprus*
- 2) how these are distributed over the months of the year,*
- 3) the countries generating these tourists, and the number of tourists they generate as a proportion of the whole,*
- 4) the growth, year on year, of these tourists,*
- 5) their spend in North Cyprus, in absolute terms, and how they distribute the spend between accommodation, transport, shopping, catering, ect.:*
- 6) their mode of travel; i.e what form of transport they use, whether they are traveling independently or an inclusive tour;*
- 7) the type of accommodation they use;*
- 8) the purpose of their visit; whether leisure, business VFR, ect.:*
- 9) demographic profiles: age, group composition, social class;*
- 10) sociographic profiles: personality, life-style, interests and activities*
- 11) what these tourists seek, and the extent to which they are satisfied with what they find.*

In consequence of analyzing these criteria's, it is obtained following graphics:

- 1) Accommodation And Lodging Facilities By Regions*
- 2) Arrivals and Departures By Months*
- 3) Tourists Arriving By port of Entry*
- 4) Tourists Arriving From Turkey and Other Countries*
- 5) Tourists Departing By port of Departure*
- 6) Tourists Arriving at TRNC By Country of Origin*
- 7) Tourists Arriving By port of entry*
- 8) Tourists Departing By port of Exit and Year*

- 9) *Tourists in tourist accommodation establishments by sex and country of usual residence*
- 10) *Tourists in tourist accommodation establishments by age groups and country of usual residence*
- 11) *Tourists in tourist accommodation establishments by occupation groups and country of usual residence*
- 12) *Tourists in tourist accommodation by type of Tours*
- 13) *The expenditure of tourists and its distribution*
- 14) *The type of accommodation and its distribution.*



### **C) Results and Findings**

Personality and life-style scale has been developed and applied. The distribution of personality and life-style qualifications are explained below:

<b><u>Personality</u></b>	<b><u>Percentage</u></b>
Psychocentric	25%
Allocentric	18%
Mid-centric	16%
Near-Psychocentric	18%
Near-allocentric	22%

The majority of tourists arriving at TRNC is Psychocentric. The minority of tourists arriving at TRNC is mid-centrics.

The distribution of life-style qualifications are explained below:

<b><u>Life-style</u></b>	<b><u>Percentage</u></b>
Creative	9%
Factual	17%
Ambitious	9.8%
Business-oriented	11%
Self-motivated	15%
Status-oriented	20%
Open-minded	12%
Romantic and Imaginative	6%

The majority of tourists arriving at TRNC has status-oriented life-style. The majority of tourists arriving at TRNC has romantic and imaginative life-style.

The distribution of tourists preferences and expectations are explained below:

<b><u>Preferences and expectations</u></b>	<b><u>Percentage</u></b>
Business	5%
Pleasure	14%
Business and Pleasure	10 %
leisure activities	3%
visiting historical places	25%
nice climate and whether	43%

The majority of tourists visiting TRNC for nice climate and whether. The minority of tourists visits TRNC for leisure activities.

The distribution of tourist's degree of satisfaction with their holiday in TRNC is illustrated as follows:

<u>Degree of Satisfaction</u>	<u>Percentage</u>
— very satisfied	63%
somewhat satisfied	8%
neither satisfied nor dissatisfied	12%
somewhat dissatisfied	12%
very dissatisfied	5%

The majority of tourists satisfied with their travel and holiday in TRNC. The minority of tourists dissatisfied with their travel and holiday in TRNC.

#### **D) Limitations**

This research project is limited by touristic resources of TRNC. All statistical elements is explained and analyzed for tourists arriving at TRNC. Touristic advantages and disadvantages of TRNC is the limitations of this research project. There is only 11 statistical elements for this project. These elements are explained by tables and graphs in detail. These eleven statistical elements is one of limitations of this research project. One hundred tourists has been selected for this experiment. And only 20 of them is selected as suitable variables. They were obtained by Data collection forms.

#### **6) Conclusions and Recommendations**

The organizations structure of hotels is corresponding suitable functions of managers and executives. There is no scientific management applications in Northern Cyprus. There must be some of the principles of management which the organizations have to apply:

They are classified as follows:

- 1- Division of work
- 2- Authority
- 3- Discipline
- 4- Unity of command
- 5- Unity of Direction
- 6- Subordination of individual interests to the general interests
- 7- Remuneration
- 8- Centralization
- 9- Scalar chain ( line of authority)
- 10- Order
- 11- Equity
- 12- Stability of tenure of personnel
- 13- initiative
- 14- Esprit de corps.

##### **1- Division of Work**

The principles of division of work is not applied in Northern Cyprus. The organization structure of hotels is not improved and it is established by legal authority. Powers of authority play an important role in management activities. Political impacts on organizational structure is the main problem of division of work applications. Division of work can not be criticized without legal authority. Education of human sources is not placed correctly. Because it is very difficult to break down the power of political influences on management in hotel management.



## **2- Authority and Responsibility**

The legal authority is composed of personal activities and attributes. Personal opinions play an important role on authority and responsibility of executives. Degree of responsibility of the managers is determined by legal authority. It is allowed to use in definite boundaries and. It is restricted by political impacts. The relationships between managers, executives and workers is not applied by scientific management. Political impact eliminates this relationship and there is no co-operation between them. The degree of responsibility must be established and then the weight of the sanction. The isolation of act of authority influencing on the degree of responsibility of the managers or executives will be useful. It is not difficult to isolate the share of the initial act of authority in the ultimate result and to establish the degree of responsibility of managers. If these all conditions are not fulfilled there is a danger that the sense of responsibility may disappear from the concern. The good manager or executive should possess and infuse into these qualifications above to accept responsibility.

## **3- Discipline**

Discipline is in essence, obedience, application, energy, behaviour and outward marks of respect observed in accordance with the standing agreements between the firm and its employees. In Northern Cyprus there is peaceful agreement between firms and its employees. Employees' rights are respected by authority and firms. But contrary to this position, minimum wages and salaries must be arranged and must be at least \$300 dollars per month. The minimum wages or salaries are applied as 23000000 T.L. It is approximately 100 pound sterling. It is under the world standards. This wage or salary affects the morale of employees and their behaviour and enthusiasm. The agreements must be set aside by side with command. This agreement must afford satisfaction of both sides. Strikes and employee rights must be taken notice and agreements must cover the employees' expectations and preferences. Personality, life-style, and behaviour and attributes of employees play an important role in agreements between employees and firms. The management of hotels must respect employee's rights. Each individual owner's responsibility has been reduced and is further diminished by increasingly frequent state intervention in labour problems. The well-being must be encouraged. There is hyper-inflation and economic crises and minimum wages and salaries must be improved according to the world standards. There must be three important objectives of the management.

- 1- Good superiors at all levels
- 2- Agreements as clear and fair as possible
- 3- Sanctions (penalties) must be eliminated and the degree of sanctions must be reduced.

## **4- Unity of Command**

This represents the employee superior relationships. An employee should receive orders from one superior. But there must be rational contact between them and superior.



must be consultant in same cases. The rules of unity of command must be determined by the relationship between employees and superior.

Dual command is extremely common and in the organizations. This means a superior may give orders directly to an employee without going via the superior. Powers of authority must be decentralized and employees must have right to hold opinions about their business and company applications and policies. Objectives and goals of the company must be determined by superior's opinions and employee's opinions. Authority must be divided up as between two colleagues two friends, two members, in the organizations. Exercising the same powers and having the same authority over the same man, the two colleagues and up inevitably with dual command and its consequences. Imperfect demarcation of departments also leads to dual command. Two superiors issuing orders in a sphere which each thinks his own, constitutes dual command.

## **5- Unity of Direction**

This concept is related to objectives and goals of the company. It represents unity of action. Co-ordination of strength and focusing of effort. Unity of direction represents one head one plan. It is the way to direct the company or firms scientifically. Unity of direction must be controlled by employees. Employee's opinions and suggestions must be contributed to the plan that this is prepared by head. There will be difficulty if there is no co-ordination between management and employees.

## **6- Subordination of Individual interests to general interests**

This principle calls to mind the fact that in a business the interest of one employee or group of employees should not prevail over that of the concern, that the interest of the home should come before that of its members and that the interest of the state should have pride of place over that of one citizen or group of citizens. Ignorance, ambition, selfishness, laziness, weakness, and all human passions tend to cause the general interest. Individual interests and perpetual struggle has to be waged.

The management of hotels is affected by these three elements:

- 1- Firmness and good example on the part of superiors.
- 2- Agreements as fair as is possible.
- 3- Constant supervision

These difficulties of management must be eliminated. These difficulties can be converted into easy way to reach the solution of management. Superiors must contact with employees and they must get opinions of them. Agreements between firms and employees must be in equilibrium and minimum wages or salaries must be arranged according to contemporary level.

## **7- Remuneration of Personnel**

This concept Remuneration represents satisfaction of employee and employer. Remuneration of personnel is the price of services rendered. It must afford satisfaction both to personnel and firm. Employee's cost of living, abundance or shortage of personnel, general business conditions, the economic position of the business. It depends

on the value of employees, demands a fairly good knowledge of business, judgement and impartiality. The mode of payment must be arranged according to the economic position of the business and the value of the employee. The mode of payment must be applied according to business progress. There can be three different mode of payments:

**Time rates** *focusing on selling employer, in return for a pre-determined sum. Day's work under definite conditions.*

**Job rates** *Payment made turns upon the execution of a definite job set in advanced and may be independent of the length of the job.*

**Piece rates** *Here payment is related to work done and there is no limit. This system is often used in workshops where a large number of similar articles have to be made. Piece-work becomes contract work when applied to an important unit of work. Bonuses must be given to employees in order to increase motivation at work.*

No contact is required from the workers same that the earning of the bonus is subject to certain conditions, for instance, that there shall have been no strike during the year or that absenteeism shall not have exceeded a given number of days. Conyemporary wages and salaries must be applied and workers must be contributed to profit-sharing.

## **8- Centralization or Decentralization**

The degree of centralization or decentralization vary itself constanatly. Under these circumstances in Northern Cyprus, the organization structure of hotels approaches to centralization. In the case of higher authority, decentralization can be applied. Delegation of authority can be used without decentralization in order. To centralized authority brings one head one plan, one policy, one management. There must be criticism on planning and implementation. The importance of centralization goes to decrease and the importance of decentralization goes to increase.

## **9- Scalar Chain ( line of authority)**

Government impact on management of hotels play an important role in activities and implementation. There is centralized authority and independent plans and policies is not permitted. The line of authority is the route followed- via every link in the chain-The communication between ultimate authority and the lowest rank is not acceptable in hotel management. This path is dictated both by the need for some transmission and by the principle of unity of command. Direct contact must be maintained among ultimate authority, immediate superiors and employees. In government enterprise the general interest must focus on the needs and wants of employees. The expectations and preferences, personality and life-style of employees must be determined and analyzed.



## 10- Order

Material things is very important for this concept. A place for everything and everything in its place.

### *Material Order*

According to material order philosophy, there must be a place appointed for each thing and each thing for must be in its appointed place. The object of order must be avoidance of loss of material. and for this object to be completely realized not only must things be in their place suitably arranged but also the place must have been chosen so as to facilitate all activities as much as possible. If this last conditions be unfulfilled, there is merely the appearance of order. Appearance of order may cover over real disorder. There is order in the management. There is successful policies, planning and implemenatation in hotel management. The appearance of disorder may actually be true order. Perfect oeder presupposes a judiciously chosen place and the appearance of order is merely a false or imperfect image of real order. The image of management must be encouraged and perfect order must be accomplished. There must be employees responsible facilitataes considerably the establishing and control of order.

### *Social Order*

There must be an applied place for every employee and every employee be in his appointed place. Perfect order requires, further, that the palce be suitable for the employee and the employee for the place. the right man in the right place. Social oeder presupposes the successful execution of the two most difficult mnagerial activities: good organization and good selection. There must be precise knowledge of the human requirements and resources of the concern and a constant balance between these requirements and resources. This balance is most difficult to establish and maintain and all the more difficult the bigger the business and when it has been upset and individual interests resulted in neglect or sacrifice of the general interest, when ambition, nepotism, favouritism or merely ignoramnce, has multiplied positions without good reason or filled them with incompetent employees, much talent ans stength of will and more presupposes, are required in order to sweep away abuses and restore oeder. an applied to government enterprise the principle of order a place for each one and each one is his place, takes on an astounding breath. it means national responsibility toward each and all, everyone's destiny mapped out, national solidity, the whole problem of society. In private business and especially in those of restricted scope it is easier to maintain proportion as between selection and requirements. In government enterprises precise knowledge of the human requirements and resources must be analyzed and policies and plans must be applied according to this knowledge. As in the case of orderly material arrangements a chart or plan makes the establishment and control of human arrangement much more easy. This represents the personnel in entirely, and all sections of the concern together with the people occupying them.



### **Equity**

The equity results from the combination of kindness and justice. Equity excludes neither forefulness nor sternness and the application of it requires much good sense, experience and good nature. the personell must be encouraged to cary out its duties with all the devotion and loyalty of which it is capable it must be treated with kindness. In order to satisfy these requirements as much as possible without neglecting any princilpe or losing sight of the reneral interest, the head of the business must frequently summon up his highest faculties. He should strive to instil sense of equity throughout all levels of the scalar chain.

### **11- Stability of tenure of personnel**

Time is requird for an employee to get used to new work and succeed in doing it well, always assuming that he possesses the requisite abilities. If when he has got used to it, or before then, he is removed, he will not have had time to render world while service. If this be repeated in definitely the work will never be properly done. The undesirable consequences of such insecurity of tensure are especially to be feared in large concerns, where the setting in of managers is generally a lengthy matter. Generally the managerial personnel of prosperous concerns is stable, that of unsuccessful ones is unstable. Instability of tenure is at once and the same time cause and effect of bad running.

Changes of personnel are inevitable; age, illness, retirement, dealth, disturb the human make-up of the firm; certain employees are no longer capable of carrying out their duites, whist others become fit to assume greater responsibilities. The stability of tenure of personnel is also a question of proportion.

### **12- Initiative**

At all levels of the hotel management and energy on the part of employees are augmented by initiative. The initiative of all added to that of the manager, and supplementing it if need be represents a great source of strength for business. This is particularly apponent at difficult times. It is essential to encourage and develop this capacity to the full.

Some integrity are required to impire and maintain everyone's initiative within the limits imposed, by respect for authority and for discipline. The manager must be able to sacrifice some personal vanity in order to grant this sort of satisfaction to subordinates. The manager must be able to permit the exercise of initiative on the part of subordinates is infinitely superior to one who cannot do so.

### ***Personnel must not be split up***

Dividing enemy forces to weaken them is clear, but dividing one's own team is a grave sin against the business whether this error results from inadequate managerial capacity or imperfect grasp of things, or from egoism which sacrifices general interest to personel interest. It is always reprehensible cause harmful to the business. There is no merit in sowing dissesion among subordinates; any beginner can do it. On the contrary, real talent

is needed to co-ordinate effort encourage keenness, use each man's abilities, and reward, each one's merit without arousing possible jealousies and distorbing harmonious relations.

### ***Abuse of written communications***

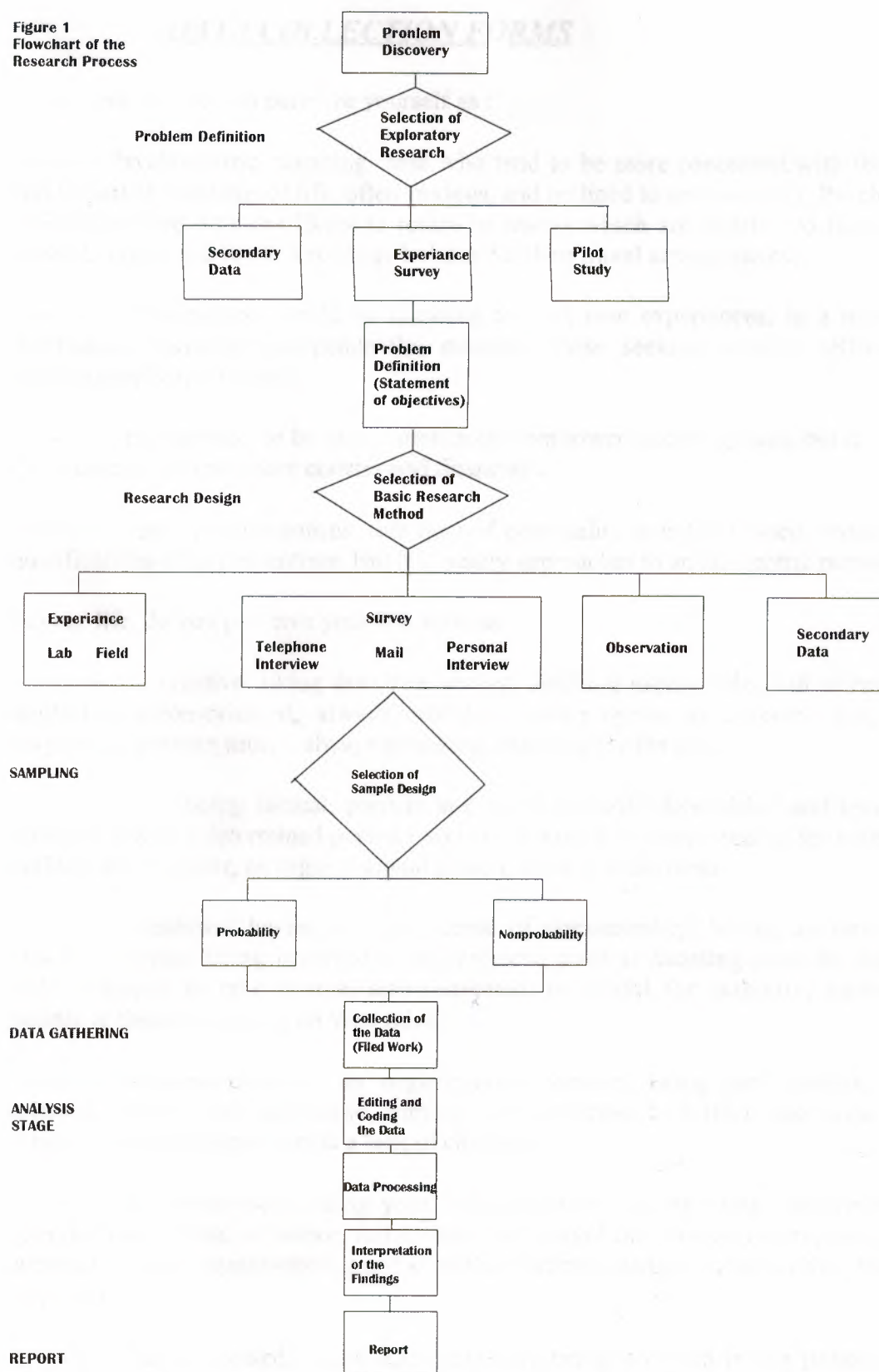
In dealing with a business matter or giving, an order which requires explanation to complete it, usually it is simpler and quicker to do so verbally than in writing. It follows that , possible autocs should be verbal; there is a gain in spped, clarity and harmony. It happens in same firms that employees of neighbouring departments with numerous points of contact, or even employees within a department, who could quite easily meet, only communicate with each other in writing. Arising incresed work and complications and delays harmful to the business. At the same time , there is to be observed a certain animosity, prevailing between different departments or different employees. within a department. The system of written communications usually brings this result. There is a way of putting an end to this deplorable system and that is to forbid all comuncations in writing which could easily and advantegously be replaced by verbal ones. It is not merely by the satisfactory results of harmony obtaining as between amployees of the same department that the power of unity is shown; commercial agreements, unions. associations of every kind, play an imortant part in business management.

## ***Appendix***

- A) Sampling or Survey or Experiment Design (or Plan)***
- B) Data Collection Forms***
- C) Additional Supporting Tables not included in the Body***
- D) Sources of information and data***



Figure 1  
Flowchart of the  
Research Process



## **DATA COLLECTION FORMS**

In your life, do you perceive yourself as :

----- Psychocentric: meaning these who tend to be more concerned with themselves and the small problems of life, often anxious, and inclined to seek security. Psychocentrics would therefore be more likely to return to resorts which are familiar to them, to stay closer to home and to use a package holiday for their travel arrangements,

----- allocentrics: would be disposed to seek new experiences, in a more exotic destination, traveling independently, meaning those seeking variety, self-confident, outgoing and experimental,

----- mid-centric: to be more commonly from lower income groups, but it is equally these groups who are more constrained financially.

----- near-psychocentrics; this type of personality is not extremely represents the qualifications of psychocentrics. But it is nearly approaches to an allocentric personality.

In your life, do you perceive your life-style as :

----- creative: liking drawings picture, disliking routine jobs, full of energy and impulsive, action-oriented, always looking for new projects, an achiever, liking success very much, looking music, always preparing, planning for the future.

----- being factual, particle and down to earth: dependable and trustworthy, action-oriented, a determined person ( you know what you want), aiming for perfection, a builder, an organizer, an organizational person, open to other ideas,

----- ambitious: having a strong sense of responsibility, having an unbelievable vitality, enjoying being involved in big projects, good at focusing upon the essentials, fully equipped to take charge, status-oriented, respectful for authority, having some trouble at times in making up your mind.

----- Business-oriented: an organizational person, liking the familiar, money-oriented, tactful and diplomatic, aiming for perfection, a builder and organizer, an achiever, restless when there is a lack of challenge,

----- Self-motivated: taking your work seriously, feeling things, always ready to help, having a sense of humor, full of sensitive insight into human nature, being deeply attached to your organizations, good at public relations, starting action on the ground of a single hint.

----- Status-oriented: liking titles, enjoying being involved in big projects, liking compliments as well as feedback on your performance, having a strong sense of

responsibility, being sensitive about your rights, good at handling out free advice, sensitive to the working environment, having believable missions and objectives.

----- Open-minded: always trying to understand the pros and cons of a situation, being very sensitive to the harmony, good at clearing the air of disagreements, good at seeing others points of view, having long memories, liking confrontations, liking success very much, being more a consultant.

----- being romantic and imaginative: liking poems, liking the familiar, liking classic music, producing independent ideas, reading classic and reading novels, liking traveling and trips, preparing inclusive tours, feeling interesting things, liking creating imaginations.

Do you travel for:

- Business
- Pleasure
- Business and Pleasure
- leisure activities
- visiting historical places
- nice climate and whether

Are you satisfied with your present Travel Agency?

- very satisfied
- somewhat satisfied
- neither satisfied nor dissatisfied
- somewhat dissatisfied
- very dissatisfied



## **D) Sources of information and Data**

- 1) Statistical Yearbook, 1994, TRNC
- 2) Book: "How to research", Loranire Blaxter, Chistina Hughes, Malcolm Tight
- 3) Book: "The Management of a Student Research Project", John A. Sarpand and Keith Howard
- 4) Book:" Research Methods: Guidance for Postgraduates". Edited by Tony Greenfield
- 5) Book: "The Business of Tourism" J. Chistopher Hollaway