**CHAPTER VI**

**CONCLUSIONS AND RECOMMENDATONS**

* 1. **Introduction**

In general, this paper was a study towards acquiring the know-how necessary for sustainable tourism development. The focus has been on exclusively sustainable concepts, in other words, forms of development that guarantee both the preservation of natural resources and economic value creation for local communities whereby participative decision-making and learning processes will be attuned to the culture and traditions of the people affected.

In particular, the major objective of this study is to enhance the understanding of factors that help gaining a competitive advantage for a potential tourism area in Yayla region, North Cyprus and to propose a set of actions that will help to rehabilitate the region’s future competitiveness in tourism industries.

**6.2. Factors that can be used to assess the feasibility of a region for a tourist destination**

In the light of this study, the following factors are seen as useful in assessing the feasibility of a region for tourism investment.

**6.2.1. Fundamental framework conditions including;**

* transportation infrastructure,
* current immigration and currency regulations,
* the laws and policing sufficient for the personal safety of tourists,
* relatively low health risks,
* Protection of touristic sights.

**6.2.2. Economic policy framework conditions including;**

* economic order and financial policies,
* financing or promotional options,
* information and advice regarding entrepreneurial competence,
* information/consultation for product development and marketing,
* support for marketing,
* Possibilities for training specialised tourism personnel.

**6.2.3. Framework conditions for ecological and socially sustainable tourism including;**

* environmental legislation,
* income from tourism to be directed into nature conservation or local communities,
* funding tools/systems of incentives,
* Environmentally sound technologies and management methods.

**6.3. Conclusions on the feasibility of Yayla region**

For tourism development area Yayla region offers a good opportunity for tourism investment as:

* Handcrafts and souvenirs from reeds, which is being made by local people. (These kind of products made only by Yayla village people in Northern Cyprus),
* The village meets the Westerly Winds coming from the Atlantic Ocean sweeping the Mediterranean in a West to East direction bringing the most welcomed wet and warm weather in winter months,
* Fine Sieve, rimmed sieve with coarse meshes and metal bucket which are also specific to Cypriots can be produced by specific people in the village; another tourist attraction and a souvenir product,
* Loggerhead (Caretta caretta) turtles visitingYayla village every spawning season,
* Northern Cyprus needs to add new tourist products to its portfolio. For some time, all tourism investment went into casino-hotels, thus attracting one specific tourist segment only. Yayla village is the strong candidate for eco tourism. The Village can be a pilot investment for other villages in Northern Cyprus,
* In any form of future political settlement in Cyprus, the Turkish Cypriot plan will allow Yayla Village to stay within the boundaries of the Turkish component state. This may encourage current investors,
* Alternative economic activities are relatively easy for start–up,

**6.4. Recommendations to public and private investors in investing in Yayla region with sustainable tourism in mind.**

For both public and private investors Yayla region offers a niche segment. In addition, Yayla region with its natural environment offers opportunities in sustainable tourism. Yayla region is a series alternative to Bafra in Karpaz area.

* 1. **Conclusions and discussions**

The SWOT of the Yayla region carried out in the previous section revealed that Yayla has a great potential both in manpower and natural resources to stand as a competitive actor in the market for tourist destinations. Its competiveness and the sustainability of its resources, however, heavily depend on government legislation and policies to protect the environment and touristic services. The current situation in North Cyprus presents a picture of political illegitimacy and mismanagement. A good start in tourism development might be followed by unwanted building development ruining the natural environment and places of interest. Lack of state support in marketing and product development is another problem. The infrastructure of Northern Cyprus, although limited, is currently supportive of ventures in tourism.

* 1. **Limitations and recommendations for further study**

The SWOT analysis is a well-known process which, if used correctly, is a powerful information and analytical tool. Based on the results, this study has generated a SWOT analysis which may contribute as basis for further studies in strategy formulation, strategic planning which may need to be developed to sustain or increase market share in existing markets and to establish a significant existence in new markets developed.

However, the results of this study may not be generalised for other similar regions. The conditions of every region are unique and call for a case study of events. Therefore, the methodology of this study could be adopted for different regions.

For future research regarding Yayla Region, the findings of this study will form a basis for a strategic plan.

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**APPENDICIES**