**NEAR EAST UNIVERSITY**

**INSTITUTE OF SOCIAL SCIENCES**

**BUSINESS ADMINISTRATION DEPARTMENT**

**MASTER PROGRAM**

**MASTER OF BUSINESS ADMINISTRATION THESIS**

**SITUATIONAL ANALYSIS TO ASSESS FEASIBILITY OF A POTENTIAL TOURIST DESTINATION**

**“THE CASE OF YAYLA VILLAGE”**

**AHMET HAMDİ**

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**LEFKOŞA**

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