**ABSTRACT**

Yayla Village is a remote village along the western cost of Northern Cyprus. Traditionally, the villagers are farmers engaged in citrus growing, animal husbandry, and local handcrafted products. The long years of draught, citrus farming losing its profitability, and due to political reasons the villagers wish to switch to tourism industry. However, they do not want to lose their local culture or spoil the environment in the process.

This study was qualitative in nature. It studied the external and internal environments of Yayla Village ending in SWOT analysis. The analysis was aimed to help future investors, the government and other interested bodies in considering Yayla Village as a tourist destination.

The results showed that Yayla Village contains both the capabilities and resources to become a profitable tourist destination. A preliminary report of this study was published in EKO Avrasya magazine (see Appendix A).

**Key words: SWOT analysis; tourist destination assessment; strategic planning, competitive advantage.**

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