



BB

NEAR EAST

UNIVERSITY

GRADUATED PROJECT  
OF  
MASTER

TOURISM IN NORTH CYPRUS

### *Acknowledgement*

First of all I would like to thank President of NEAR EAST UNIVERSITY, DR. Suat İ GÜNSEL for his kind helping during my student years and also after the graduation .

I would like to thank Prof. Dr. Mevlüt ÇAĞLAR for his advice , for his helping and for letting me prepare this project and for all information he provided me.

Also I would like to thank Dc.Dr. Şenol BEKTAŞ and all the other teacher who thought me everything.

## ***Preface***

At the beginning, I am glad to be a graduate of the Master of Sciences at the Near East University.

In this project, I studied The Tourism Sector of TRNC. I investigated Tourism from the beginning (1974) up today. I searched the number of tourists which is coming to TRNC according to the years and according to the nationality of tourists. Also I studied to find how much does tourism sector effects the TRNC economy.

The problems of TRNC tourism and the suggested of solution . And the last is the future of TRNC tourism.

## CONTENTS:

	PAGE
1- INTRODUCTION	1
2- INFORMATION ABOUT TRNC AND HOTELS	3
2-1 Kyrenia	4
2-2 Nicosia	6
2-3 Güzelyurt	7
2-4 Famagusta	7
3- TRNC TOURISM (UP TODAY)	9
3-1 Target Planning in the Tourism Sector	10
4- INCENTIVES FOR LOCAL & FOREIGN INVESTOR in TRNC	11
5- STATISTICS INFORMATION OF TOURISM IN TRNC	13
6- TOURISM EFFECTS on ECONOMY	18
7- DEVELOPMENT on THE INDUSTRY	20
i- High cost of investment	
ii- Shortcoming of incentives	
iii- Marketing	
8- MARKETING STRATEGIES	22
8-1 Tour Operator	
8-2 Tourism Fairs	
8-3 Travel Agents	
8-4 Representative office	
9- PROBLEM FACED in MARKETING	25
10- SOLVING PROBLEM	27
11- TURİZM BAKANLIĞI VE KITSAB İLE YAPILAN GÖRÜŞMELER	28
12- THE FUTURE OF TRNC TOURISM	37

**TABLE OF TABLES****PAGES**

1- TURİSTİK KONA KLAMA TESİSLERİ	38
2-LİMANLARA GİREN YOLCULARIN YILLARA VE UYRUKLARA GÖRE DAĞILIMI	39
3- KKTC'NE GELEN TURİSTLERİN YILLAR İTİBARIYLA DÖKÜMÜ	40
4-YILLAR İTİBARIYLA TURİZM VE KKTC EKONOMİSİ	41
5-KKTC TURİZM EKONOMİSİ GÖSTERGELERİ	42
6-KKTC TURİZM SEKTÖRÜ TEŞVİKLERİ	42
7-KKTC TURİZM ENDÜSTRİSİNE SAĞLANAN BAZI TEŞVİK UNSURLARI	43
8-KKTC TURİZM YATIRIMLARINDA İZLENEN PROSEDÜR	44

## 1 Introduction

Turkish Republic of Northern Cyprus which encompasses the northern part of the island of Cyprus and comprises an area 3298 km.squre , and the lenght is 387 km ,has taken its share from this highly intensive tourism market.

Due to its nice climate , historical wealth ,beauty and geographical location ,the TRNC is an ideal place for tourism.

Tourism is gaining an increasing importance in the overall economy of the, TRNC, since the desired Development in the other sectors can not be maintained due to the lack of natural resources.

The importance of tourism in the development of TRNC may be summarized as follows:

- Its contribution to the national income,
- The continuous increase of its contribution to the foreign exchange earnings and its positive effect on the balance of payments,
- The employment opportunities and the social-cultural effects it provides.

The Turkish Cypriots were consciously kept away from the tourism sector by the Greek Cyprýots before 1974. After the Turkish Peace operation of july 1974, the government of the TRNC has followed a policy of providing the appropriate institutions and taking the necessary measure to mobilize the available human and physical resources in the tourism sector.

Besides the Greek embargo and suppression improvements have been achived in a short period. The government has made the necessary laws abd regulations

in order to maintain the touristic installations and to provides the sector with trained man-power.

According to the State Planning Organization, the tourism sector will continue to be a basic priority sector and one of the main factors of the economy. Tourism in TRNC is accepted as the locomotive sector of the Economy and is expected to dominate the other sectors in coming years.

Since 1974 there is a steady rise in the incoming tourist as well as in the bed capacity. There are difficulties in economy of TRNC since 1990 with the Gulf war and collapse of Asil Nadir. There is a general recession in the economy for the last few years. But the Tourism sector is the least effected sector in comparison.

TRNC is situated in one of the best spots of the world. Its climate, historical heritage and friendly community are the biggest assets. It is inevitable that the tourism in TRNC will improve.

## **2- INFORMATION ABOUT NORTH CYPRUS AND NAMES OF THE HOTELS, MOTELS, AND BUNGALOWS**

Tourism of Cyprus with its unique historic treasures and so many natural beauty spots , North Cyprus is a Paradise island lying in the blueMediterranean. Cyprus is covered with pine, carob and alive-clad mountains and verdant valleys fringed with golden beaches stretching as far as the eye can see. It lies between Europe ,Asia and Africa , approximately 40 miles from Turkey ,60 miles from Syria and 250 miles from Egypt. Cyprus through the ages has had many different names; some of them are : Asia, Yatana, Alasiya, Lantannai, Atnana and Khettim In addition to luxury hotels , idellic beaches and traditions Turkish hospitality , here you can find little and cosy restaurants, typical of Cyprus , which provide various spiced Turkish dishes like kebab , stuffed vegetables and other delications Cyprus the deliberate emphases is on traditions Cypriot friendliness,service and courtesy.



2- INFORMATION ABOUT THE PLACES AND THE  
NAMES OF HOTELS / BUNGALOWS / HOTEL APT. /  
HOLIDAY VILLAGE / MOTEL-CAMPING

2-1 ) *KYRENIA*

Historian disagree about exactly how old Kyrenia is but it goes back to at least the 10<sup>th</sup> Century BC, and it was one of the nine original kingdoms of Cyprus .Its castle and the enchanting harbour of the ancient city itself, but in the ancient villages castle and monasteries which are to be found in the neighbourhood set as it is among scenery of beauty

unmatched throughout the island .A variety of cafes, discos, bars, restaurants and casinos are available.

Hotels & Motels & Bungalows

- 1-CELEBRITY HOTEL ,CHATEAU  
LAMBOUSA, CELEBRITY  
BUNGALOWS (\*\*\*\*\*)
- 2-DOME HOTEL(\*\*\*\*)
- 3-JASMINE COURT HOTEL-APT. (\*\*\*)
- 4- THE OLIVE TREE HOLIDAY VILLAGE  
(\*\*\*\*)
- 5-MARE MONTE HOTEL(\*\*\*)
- 6- DORONA HOTEL(\*\*\*)
- 7-GRAND ROCK HOTEL(\*\*\*)
- 8-DENIZ KIZI HOTEL(\*\*\*)
- 9-KYRENIA OSCAR HOTEL(\*\*\*)
- 10-CLUB GUZELYALI(\*\*\*)
- 11-CLUB LAPETHOS(\*\*\*)
- 12-HOTEL LIMAN (\*\*\*)
- 13-ACAPULCO HOLIDAY VILLAGE (\*\*\*)
- 14-L.A.S. HOLIDAY CENTRE(\*\*\*)
- 15-AMBELIA VILLAGE(\*\*\*)
- 16-HILARION VILLAGE (\*\*)

- 17-GOLDEN BAY HOTEL(\*\*)
- 18-YENI ANADOLU HOTEL(\*\*)
- 19-ATLANTIS HOTEL(\*\*)
- 20-HOTEL BRITISH(\*\*)
- 21-SOCRATES HOTEL(\*\*)
- 22-RIVIERIA MOCAMP(\*\*)
- 23-KINGS COURT(\*\*)
- 24-SERIF HOTEL-APT.(\*\*)
- 25- TOP SET BUNG.(\*\*)
- 26-RIVERSIDE HOLIDAY VILLAGE(\*\*)
- 27-THE VILLA CLUB(\*\*)
- 28-BAYBURK HOTEL(\*\*)
- 29-MUFTUZADE HOTEL-APT.(\*\*)
- 30-KASGAR COURT(\*\*)
- 31-ESPRI HOTEL-APT.(\*\*)
- 32ALTINKAYA BUNG.(\*\*)
- 33-ALPERHAN HOTEL-APT.(\*\*)
- 34-BELLAPAIS GARDENS (\*\*)
- 35-PIA BELLA HOTEL(\*\*)
- 36-SAMMY'S HOTEL (\*\*)
- 37-MARMARIS HOTEL-APT.(\*)
- 38- GREEN OLIVES HOLIDAY HOUSES(\*)
- 39- M.SAVARONE BUNG.(\*)
- 40-CLUB TROPICANA (\*)
- 41-SENDENIZ BUNG.(\*)
- 42-SUNNY BEACH BUNG.(\*)
- 43-SIDELYA HOTEL (\*)
- 44-MANOLYA HOTEL (\*)
- 45-SILVER WAVES HOTEL-APT (\*)

## 2-2 NICOSIA

The capital city Lefkosa was known as Ledra in ancient times. It lies a little over five hundred feet above sea level. Although the site was occupied from the Bronze Age right through to the days of the Romans the city itself did not become important until the 13<sup>th</sup> Century dominion of the Lusignans. It is thought that the ancient city-state of Ledra was found in 280 BC by Lefkos, son of Ptolemy Soter exactly where the walled city is to be found today.

Ledra was certainly prosperous ; by 1211 a traveller was reporting how impressed he was by the wealth of its inhabitants, which he thought could be compared with that of fabled Antioch. This prosperity seems to have lasted until the city was sacked in 1426 during the Egyptian Mameluke invasion.

Today it is a city of striking visual impact , with some buildings still remaining from the days of the Lusignans , and with examples of the many periods and architectural styles which have flourished since that time.

As with other medieval towns, it is Lefkosa's city walls that first make a great impression on the visitors. They were built by the Venetians in just three years (1567-70) , at a time when Venice was a very powerful city-state , and Cyprus one of its most prized possessions. Of all the sights to be seen in the city, one of the most important sights for the visitors must be the Selimiye Mosque. Originally built in the 13<sup>th</sup> century, it was once the cathedral of the Lusignan Kings; today it is the chief mosque of Northern Cyprus . Also very much worth a visit are the Stonework Museum, the Sultan's Library, Bedesten and Haydar Pasha's Mosque.

1-SARAY HOTEL (\*\*\*)

2-HOTEL LAPETHOS NICOSIA (\*\*)

## 2-3 GÜZELYURT

Güzelyurt which means beautiful country in Turkish is aptly named. Situated in the north west with a population of 10 000 it is a charming little town which is surrounded by citrus groves ; there wonderful heady scent is itself a good enough reason for a visit in blossom time .

Underwater springs nourish the apples, vegetables, grapefruit and melons for which the area is also famous. A large proportion of the citrus fruits are exported and the remainder are turned into fruit are exported and the remainder are turned into fruit juice and canned for local consumption and export.

### 1- GÜZELYURT HOTEL

## 2-4 FAMAGUSTA

Among the massively fortified places on the shores of the Mediterranean Gazimagusa takes a high place it has always been a stepping stone between the Near East and Europe .Gazimagusa's real growth took place during the Lusignan reign when the diverse races of the Near East settled in the town and with their cultures and wealth gave a new impetus to the residents of Gazimagusa.

Gazimagusa was the natural choice for them to settle in because by then the town was at its climax of fame and was the chief business centre of the Mediterranean. It is known that one of the nobles of Gazimagusa was the richest man in the world ,for his daughter had more jewels than those of the King of France . The inhabitants lived in extreme ease and

luxury. Perhaps by building 365 churches they intended to avoid God's wrath upon them. The golden sandy beaches of Gazimagusa is well known throughout the world and it is a most important centre of tourism.

### 3- The TMCIL Countries & Turkey

After being the most visited country in the world by tourists, Turkey has no chance of increasing its tourism industry in any other sector before 1974.

In 1967 and 1974 Turkey received the following number of tourists:

- 1-PALM BEACH HOTEL (\*\*\*\*\*)
- 2-SALAMIS BAY HOTEL (\*\*\*\*)
- 3-PARK HOTEL (\*\*\*\*)
- 4-MIMOZA HOTEL (\*\*\*)
- 5-CYPRUS GARDENS (\*\*\*)
- 6-HOTEL VIEW (\*\*\*)
- 7-SEA SIDE HOTEL-APT.(\*\*\*)
- 8-BOGAZ HOTEL (\*\*\*)
- 9-SEMA HOTEL-APT.(\*\*\*)
- 10-LAGUNA BEACH HOTEL-APT.(\*\*)
- 11-DAGLI HOTEL-APT.
- 12-ALTUN TABYA HOTEL (\*)
- 13-GIRANEL HOTEL (\*)
- 14-VAZARO HOTEL (\*)
- 15-LONG BEACH BUNG. (\*)

Year	Number of tourists	Number of hotels	Number of tourists per hotel
1967	256,549	17	15,144
1974	276,389	17	16,258
Average	11	12.5	15

Source: Ministry of Tourism

### 3- The TRNC Tourism Up Today

After being driven out of their homes and villages, by force, Turkish Cypriots had no chance of operating in tourism and indeed in any other sector before 1974.

Between 1963 and 1974 Turkish population had no access to sea-ports and Airports. As in any sector, we can start to talk about Tourism in TRNC from 1974 peace - operation . And when we look back there is a lot of improvement.

Number of tourist arriving in TRNC since 1990 is steadily improving except for 1991. This is due to the Gulf war. There is also a small drop in 1994, but considering the improvement from 1992, this is not much of a concern.

#### Tourism in 1995

Number of the tourists visited TRNC in 1995 season was as follows:

Year	From Turkey	%	others	%	Total
1994	256549	73	95079	27.0	351,628
1995	298,389	77	87733	23.0	385,759
Increase	14		17.6		15

Source: Ministry of Tourism

Revenues from the Tourism is in the table below

	1994		1995 (target)		Increase
	Value	%	Value	%	
1-INCOME	355.6	100.0	378.4	100.0	6.4
Tourist	325.6	91.6	345.3	91.3	6.0
Non-tourist	29.8	8.4	33.1	8.6	11.1
2-Expenditure	103.8	100.0	109.8	100.0	5.8
tourist	99.3	95.7	105.0	95.6	5.7

Source Ministry of Tourism

### 3-1 Target Planning In the Sector

The following plans were made by the planning department, in order to reach the target expected in the coming season.

Coordination between the different parts of the Governmental organizations will be improved, in order to preserve the environment and under no way give permission for constructing in the regions of forests, historical places and natural beauties of the island.

- \* To improve the efficiency,
  - Plans should be made to increase the length of the holiday season,
  - Increase the duration of tourist in TRNC,
  - Earn more income per tourist
  - Give more choices to the tourist, in entertainment, sports, golf, health etc.
- \* To give incentives to the investors through Development Bank

- \* Improve efficiency and services by training all those involved in the tourism sector.
- \* To safeguard the environment , introduce this as a lesson at the school.
- \* To improve advertising and image building at the customer countries.
- \* Participation at the conference, meeting and workshops should be improved.
- \* Attendance to the International tourism fairs will be improved.
- \* Improve marketing activities, by coordinating between the international organizations and State representative offices.

#### 4- INCENTIVES FOR LOCAL AND FOREIGN INVESTORS IN THE TOURIST INDUSTRY IN TRNC

In parallel to the economic programme adopted by the TRNC, the tourism sector has been singled out as the most important sector for the improvement of the economy and the government is determined to provide all the necessary incentives for the prospective investors in the tourism sector . In line with this determination an act was passed by the Republican Assembly of the TRNC containing a wide range of incentives for the prospective investors. These incentives are as follows:

- 1) Import duty exemptions for investment goods concerning the project;
- 2) Government contribution to charter - risk;
- 3) Contribution to brochure and advertisement expenditures , up to 75 % depending on the number of bednights



- 4) Exemption from income tax and corporate tax for a period of 10 years, in case of investment in tourist accomodation units, and /or operating charter flights;
- 5) For public companies of which the number of shareholders are not less 50, the exemption period noted above is increased by an additional three years ;
- 6) Annual interest and principal installments of foreign loans enjoy a transfer guarantee ;
- 7) Tourism establishment of hotels and travel agencies , may each year deduct 20 % of taxable income ;
- 8) Repatriation of profit without any restriction or limitation ;
- 9) Free transfer of proceeds in case of liquidation of investment;
- 10) Employment of foreign qualified personnel who are not available locally ;
- 11) Transfer of net income earned by foreign personnel is free ;
- 12) Exemption from construction licence free ;
- 13) The following expenses are also deductible while calculating annual taxable profit :
  - All travel expenses related to promotion and marketing,
  - All kinds of advertismet , promotion and marketing expenses.



### 5- STATISTICS OF TOURISM IN TRNC

Number of tourist arriving to Northern Cyprus as per year is as follows

Years	TC	Rate(%)	Foreign	Rate(%)	TOTAL
1975	67486	91	6685	9	74171
1976	85298	92	7772	8	93070
1977	108016	96	5130	4	113146
1978	104738	93	8172	7	112910
1979	95115	88	13286	12	108401
1980	69808	83	14703	17	84511
1981	62660	80	15474	20	78134
1982	65018	74	22611	26	87629
1983	78467	79	20467	21	98934
1984	93413	82	19905	18	113318
1985	103791	83	21284	17	125075
1986	105729	80	25763	20	131492
1987	147965	80	36372	20	184337
1988	173351	76	56050	24	229401
1989	214566	78	59507	22	274073
1990	243269	81	57541	19	300810
1991	179379	81	40858	19	220237

Years	TC	Rate(%)	Foreign	Rate(%)	TOTAL
1992	210178	79	57440	21	267618
1993	281370	78	77943	22	359313
1994	256549	73	95079	27	351628
1995	298026	77	87733	23	385759

There are two groups of tourist who Coming to Cyprus . First is the number of tourist coming from Turkey and secondly the tourist coming from third countries , mainly from Europe.

In 1990 , total number of arriving tourist was 300810. apart from that, arriving local tourist was 74681 , in the same year, total number of entering Turkish nationals was 243269.

In 1991 , total number of entering tourist was 220237. 17939 of them was including Turkish nationals. And total number of coming foreign tourist was 40858.

As from the 1991 , increasing had orderly been watched for in number of foreign tourist.

In the 1992 , total number of arriving tourist was 267618. Total number of tourist coming from Turkey was 210178 , and total number of foreign tourists were 57440.

n the 1993, total number of tourist was 359313. Total number of entering tourist was 77943. Total number of arriving Turkish national tourists was 281370.

In 1994 , total number of tourist was 351628 ,in the same year, total number of Turkish tourists was 256549 and total number of arriving foreign tourist was 950791.

In 1995 , total number of arriving foreign tourist decreasing was stoped. Total number of arriving foreign tourist was 87733. Total number of arriving tourist was reported 385759.

Tourism policy of the in TRNC was always designed in parrallel to Turkey. In the first days of tourism , which are days of great economical difficulties in Turkey , the main objective was to bring in foreign tourist to get foreign currency. Although situation in Turkey today is very much different , but some how, there are no changes in the strategy of TRNC tourism.

**Turkish Tourist** visiting TRNC as per year are as follows:

YEAR	NUMBER OF TURKISH TOURIST
1990.....	243269
1991.....	179379
1992.....	211078
1993.....	281370
1994.....	256549
1995.....	298026

It is early to speculate but there is a big drop in the number of tourist in the season of 1994. This led to a drop in averall number of tourist coming to TRNC . But as it can be seen below , there is a steady increase in the number of tourist from third countries , except for the 1991 , just after the Golf war.

Number of Foreign Tourist coming to TRNC is as follows :

YEAR	NUMBER OF FOREIGN TOURIST
1990.....	57541
1991.....	40858
1992.....	57440
1993.....	77943
1994.....	95079
1995.....	87733

From the figure below the biggest amount of tourists are coming from mainland Turkey (79473) , which leaves the number of tourists from other countries (77943) . The total amount of tourists in 1993 was 359313 . Two leading countries contributing tourists to Northern Cyprus were United Kingdom (19320 tourists) and Germany (14233 tourists) . Large proportion of tourists who are coming from United KÝngdom is comprised of Cypriot Turks residing in Britain and returning as “tourists” to visit their families and friends in Cyprus.

Number of tourists in TRNC by main groups of countries in the year 1993.

Turkey.....	79473
U.K.....	19320
Germany.....	14233
Italy.....	655
Scandinavia.....	1662
Other European Countries.....	5897
France.....	2134
Iran.....	380
Other Arab Countries.....	412
Other Asian Countries.....	722
Africa.....	960
Australian.....	120

Tourism income and the contribution of foreign tourists; in 1991 , the income earned from foreign tourist was \$ 11.23 M , this being 57,116.280.000 TL (\$ 1=4189,67 TL)

in 1992 , the income earned from foreign tourist coming to the TRNC was \$ 18.10 M ,this being 107.459.625.000 TL (1 \$=6896.25)

in 1993 the income earned from foreign tourist was \$ 42,88 M and in 1994 the income earned was \$ 47.21 M

Statistical pattern of the tourism industry in Turkey

Year	No. Tourists	Total Income	Per Capita Income
1977	1,000,000	100,000,000	100,000
1978	1,200,000	120,000,000	120,000
1979	1,500,000	150,000,000	150,000

## 6- TOURISM EFFECTS ON ECONOMY

In 1987 an economic protocol was signed between Turkey and the TRNC. With this protocol tourism, trade, light industry and transportation sector were proclaimed as the sectors with most priority and importance. During the last three years the total economic growth, with 1977 constant prices, was 24 %, in the same period, the growth in tourism, trade, light industry and transportation sector were 51.5 %, 23.1 & , 52.1 % 31.1 % respectively.

The improvement obtained during the last three years was due to the protocol signed between TRNC and Turkey .

.According to the protocol, new strategies signed between the have been determined and credit possibilities to the tourism and agricultural sectors were created. Accordingly, in 1987 the Tourism Incentives Law passed by the Legislative Assembly of the TRNC, containing a wide range of incentives for the prospective investor. During this economic growth, the ratio of agriculture in the Gross Domestic Product dropped from 17.3 % to 10.9 % while industry sector increased from 8.3 % to 14 % and the service sector increased from 74.4 % to 75.1 %

Statistical pattern of the tourism sector (percentages)

Years	Net Tourism income	Share in GDP	Ratio of covered Trade deficit
1977	30.2	2.6	52.0
1978	33.5	2.9	62.7
1979	33.7	3.5	61.3
1980	24.0	2.7	48.1
1981	23.9	1.4	35.6
1982	27.2	2.2	33.8
1983	37.1	1.3	35.5
1984	40.3	1.6	41.3
1985	47.3	1.6	48.9
1986	52.0	1.7	51.4
1987	103.5	2.0	62.4
1988	118.0	2.3	71.2
1989	154.9	2.1	74.8
1990	224.8	2.3	71.1
1991	153.6	1.9	61.8
1992	175.1	2.5	55.3
1993	224.6	3.0	72.6
1994	172.9	3.3	74.1
1995**	187.3	3.4	70.2

If we analyze the inputs we saw that the economy mostly bounded to tourism. The only way for the solving the trade deficit is tourism. The ratio of recovering the trade deficit of tourism is average 72.3 % in last three years. And the ratio of tourism is 3.4 in GNP , and this number is going to be high in the future because the demands and population is increasing higher than the productivity. As it is available to see from the graph the ratio of tourism in GNP is increasing its ratio. And the employment level is increasing , if we add the other spendings of tourists in Cyprus , like Feeding, travelling , buying of non-touristyc materials like jean , shirt, cigarette



,etc. that ratio of tourism income higher than that ratio. For the year

1990 300,810 tourists came to Northern Cyprus, tourism arrivals were USD 224,8 comprising 61,6 per cent of total tourism earnings.

Between 1986 and 1990 North Cyprus tourism arrivals grew annually 23 % , also tourism earnings grew by 44.2 % .

Biggest part of tourist are coming from Turkey (80 % of arrivals) . These people come here usually for shopping and this contributes to invisible tourism earnings. The invisible earnings of North Cyprus are coming from tourism , higher education and remittances. In 1990 they were 299.0 M (USD). The invisible earnings play a great part in balance of payments , for 1990 it was 4,57 times larger than export earnings: 65,5 M (USD).

## 7- DEVELOPMENTS IN THE INDUSTRY

There has been a large increase in the bed capacity since 1994. But there are certain problems standing in front of the investors ;

- i - High cost of money, (high interest rates)
- i i -Shortcoming of incentives by the government,
- i i i - Problems facing the marketing.

- i - High cost of investment

One of the biggest problems facing the investors is the high cost of finance. The main reason for this is due to nonrecognition of TRNC . TRNC, not being recognized , is not in the interest of the international financial sector. This increases the cost of borrowing . To give an example ; the rate of interest on borrowing in Dollars, in the international markets is less than 10 % whereas in TRNC it is over 20 %.

i i- Shortcoming of incentives:

Another big handicap in increasing investment in this sector is shortcoming of incentive. The only incentive applicable at the moment is refund on the interest rates.

i i i- Marketing

Bed Capacity :

Total Bed capacity available in TRNC is around seven and a half thousand. This in itself is a handicap since the big tourism organizations are not really interested in such a small size.

Number of beds in respect of the Touristic regions are as follows ;

	Kyrenia	Famagusta	Nicosia	Total
Hotels	2145	1766	228	4139
Hotel-Apt	2332	546	--	2878
Guest House	245	45	155	445
Total	4722	2357	383	7462

## 8- MARKETING STRATEGIES

### 8-1) Tour Operators

Basic efforts of the officials and management of tourism organizations are to attract attention of the big and convenient tour operators. TRNC tourism sector has faced very big problem in contacting the tour operators, since there is fierce embargo implemented by the Greek authorities. Tour operators were always under the pressure and threat of the Greek side, in that they were told that if they do any business with TRNC then they would face legal action. No European organization likes to work in these circumstances. The first tour operators who started working with TRNC were the Turkish tour operators from the mainland. Since then there are some foreign tour operators sending tourists to TRNC.

There are different ways of attracting the interest of the tour operators;

### 8-2- Tourism Fairs

There are tourism fairs in many parts of the world in various times of years. TRNC participated 13 tourism fairs in 1994. This was a record. Main problems faced at the fairs is Greek Cypriot participants who always protest to the fair authorities to remove the TRNC stand, since TRNC is not recognized. How it works ?

Each country or organization hires a stand. Usually a place (room) of minimum of 10 square meters. They display their catalogues, material and tokens for the disposal of the visitors. Visitors are the tour operators of the country where the fair takes place, to attract more attention special evenings and receptions are also arranged under the name of TRNC evening etc.

## Visit of Tour Operators to TRNC

Another way of dealing with the tour operators is actually inviting them to the TRNC . Selected number of tour operators are invited each year at dead season, to see the premises , get in touch with tourism organizations and hopefully make deals.

Number of the tour operators are yncomparably high in the fairs , but the number of the tourism organization who can actually go and participate are low . On th eother hand, the number of international tour operators are low but the all the people involved in tourism can get to see and talk to them.

The number of the Tour Operators who made charter agreements with TRNC last year was 12. Total number of foreign tour operators working with TRNC are 78. There are about hundred tour operators in Turkey that sends tourists to TRNC.

Number of the tour operators working with TRNC in respect of Nationality;

Nationality	Number of Tour Op.	Percentage
Turkish	139	64.1
German	42	19.3
English	26	11.9
Jewish	3	1.4
Austrya	2	0.9
Finnish	1	0.4
Italian	1	0.4
French	1	0.4
Swiss	1	0.4
Danish	1	0.4
TOTAL	217	100

### 8-3) Travel Agents

Traveling agents act, mainly as the seller of the product of tour operators. They usually have the catalogue of the tour operators and try to market them to their clients. Likewise they can get in touch with tourism organizations and markets their beds for them. Touristic organizations can visit the managers of the travelling agencies or, by correspondence, introduce their catalogues and details and arrange system of communication and work together. There are many traveling agents in England most of them owned by Turkish Cypriot residents who live there, who send considerable number of tourists to TRNC.

### 8-4)- Representative Offices:

A very large portion of the tourist coming to TRNC come direct. They do not need to go through a tour operator or a travelling agent since they may already know TRNC and probably came here before. These people make use of the representative offices of the TRNC and Cyprus Turkish Airlines. Embassies and representatives of TRNC do a lot of work in promoting the image of TRNC as a touristic spot. They hand out brochures and catalogues to interested parties.

## 9- PROBLEM FACED IN MARKETING

The main problem of TRNC in marketing is the fact that TRNC is not a recognized country by the world except Turkey . There is a painful embargoes imposed on TRNC. Air and sea ports of TRNC is declared illegal. The only way to the island is through Turkey .

- The lack of direct flights between the TRNC and the other foreign countries except Turkey .

Because TRNC does not enjoy full diplomatic recognition internationally the national airline, Cyprus Turkish Airlines , is prohibited under the regulations of International Civil Aviation Organization from making flights bearing its identification code "YK" to or from airports in other countries. Such flights are able to take place only between North Cyprus and Turkey , which is the only country that has recognized North Cyprus. Direct flights between Cyprus/to Cyprus must be done via stopover in Turkey , where the flightnumber is changed. This stopover makes the travellers journey much longer than it need to be , sometimes travellers have wait many hours in a Turkish Airport for connecting flight to North Cyprus . This is one factor Which is keeping tourist number low.

- The overall scale of tourism is too small and too few tourists come from countries other than Turkey , this means not much foreign currency to TRNC.

- Maps and guidebooks which are sold abroad , most of them give negative picture about TRNC. They mention North Cyprus as "occupied Cyprus" which is inaccessible because of Turkish occupation. This has a great affect on potential tourist when choosing a holiday destination.

- Some problems with water and electricity supplies , but things are improved. Also some pavements are in bad condition. Public toilets are in very bad condition.

- Enviromental pollution : dirt in many places. Usually tourists who come to TRNC are not used to see such a carelessness yn handling garbages.

- Better trained staff in tourism offices and hotels of TRNC needed. Most employees are lacking a real working knowladge in English, which is being able to communicate fluently and professionally. Also it sometimes seems that the employees in these places do not have much interest to serve their customers.

- Another problem is the economical difficulties of the business in tourism sector. There is shortage of finance and high interest rates, which limits the ability of the businessmen to materials , such as catalogues, brochures leaflets etc.

-The components of the tourism industry and their integration into the host country's scia\_economics policies or prorities are given insufficient attention.

- Future policies should aim at protecting thecnopogy and natural resources, remembering that major developments can also couse changes yn the weather pattern.

-It is also necessary to protect and enhance the cultural resources of the region and the integrity of man-made items such as historictowns and buildings ,archeological relics and so on.This may be require legislation as well as controls and conservation planning is needed. Cultural and Educational policies might also be necessary if optimal benefits are to be obtained for tourism.

- The tourism industry was as badly affected as home-based industries because the inflation rates of host countries varied and were often less than in TRNC , tour price did rise.

- If the accommodation is poor quality or there is severe overcrowding , tourist will be displeased. Again they will not return and may persuade other to go elsewhere.

## **10-How can we solve the problems of TRNC tourism**

### **Transport**

- First thing which can be improved is the transport. As an island TRNC has a disadvantage since the only ways of coming here is by sea and air .In case of air transport , prices must be made very reasonable and departing and arrival procedures should be short and practical . In case of sea transport , along with cheap ferry- bouts , more luxurious and comfortable cruisers should be put in service.

Or Government should have its own planes, in order to create its own routes,

- more students should be trained in the local tourism schools and some should be sent abroad for further training.

-Marketing and promotion activities must be carried out more sufficiently and through the mass media of the target markets.

- People should care more about their environment. “keep your environment clean “ companies should be organised.

### **PRIVATIZAION**

State has a very big share of the bed capacity , and as usual they are not run efficiently . They should invite and attract big overseas tour operators, and famous names in business to run the hotels.



## MANAGEMENT

Hotels , other than the State owned ones, are usually run by the owner , and they lack professionalism . Along with the state owned Hotels , private ones as well , should arrange to have professional management teams and solve the marketing problems by simply working as a part of big international organization

11-Turizm Bakanı ve Kıbrıs Türk Seyehat Acenteleri Başkanı

ile Yapılan Görüşmelerden Elde Edilen Sonuçlar:

Kuzey Kıbrıs Türk Cumhuriyet'inde Turizm.

a) Diğer sektörlerle ilgili bilgi ve turizm sektörü.

Ülkemizde en büyük sektör olup, GSMH'nin % 44 'ünü oluşturan hizmetler sektörünün ardından % 16 ile ticaret ve turizm gelmektedir. Tarımın GSMH içindeki payı ise % 11 olup , hizmetler sektöründen sonra en büyük istihdamı oluşturan sektör olarak göze çarpmaktadır.Sanayi sektörü % 14 dolaylarında seyrederken, hızla gelişen bir diğer sektör olarak göze çarpmaktadır.Sanayi sektörü %14 dolayında seyrederken , hızla gelişen bir diğer sektör ise % 9'luk inşaat sektörüdür.

GSMH'ın yaklaşık olarak %5'ini oluşturan turizm sektörünü büyütme ve GSMH'ye olan katkısını artırmak amacı ile hükümet turizm sektörünü öncelikli ve sürükleyici sektör olarak belirlemiştir.

2) Sorunların aşılması ve turizmin gelişimi için çözüm önerileri.

1) Turizm Master Planı : Sektörel Master Planı hazırlanmalıdır.

2) Tanıtma ve pazarlama :

2)1) Etkin tanıtma ve pazarlama sağlanmalıdır.

2)2) Mamül farklılaştırılmasına gidilmelidir.

2)3) Turizm tanıtma ve pazarlama faaliyetleri artırılmalı ve profesyonelce yapılmalıdır.

2)4) Hedef pazarlar seçilerek stratejiler belirlenmelidir.

2)5) Tanıtma etkili sloganlar kullanılmalıdır.

2)6) Hedef pazarlarda turizm büroları açılmalıdır.

2)7) Tanıtım, devlet ve özel sektör tarafından koordineli olarak işbirliği ile yapılmalıdır.

2)8) Hedef kitlelere reklam yoluyla ulaşılmalıdır.

2)9) Turizm geliştirme stratejileri saptanmalı ve hangi tip turiste ağırlık verileceği belirlenmelidir.

2)10) Yazılı tanıtım araçlarında bozuk yabancı dil kullanılmamalıdır.

2)11) Endemik bitki örtüsü ve hayvanlar tanıtılmalıdır.

2)12) Turizm animasyonları ve tanıtma etkinlikleri çeşitlendirilmelidir.

2)1 3) Dış temsilciliklerin sayısı artırılmalı ve çalışmalarında etkinlik sağlanmalıdır.

2)14) Belirlenen hedef pazarlar doğrultusunda turizm fuarlarına katılarak etkin bir şekilde tanıtma ve pazarlama faaliyetleri gerçekleştirilmelidir.

### 3)Turizm Planlama

3)1) Yapılan talep analizleri ışığında hangi tip konaklama ünitelerine ağırlık verileceği saptanarak teşvik yapılmalıdır.

3)2) Bölgesel yoğunluk ülke çapında dağılmalıdır.

3)3) Yatırım alanları saptanmalıdır.

3)4) Tesislerde kullanılan malzemenin yerel olmasına özen gösterilmelidir.

3)5) Turistlerin daha çok harcama yapmaları için çalışmalar yapılmalıdır.

3)6) Doğal ve arkeolojik değerlerin korunması şartı ile çağdaş mimari ve teknoloji geliştirilmelidir.

3)7) Karaman ve Ilgaz türünde turistik özelliklere sahip köyler, korunmaya muhtaç turizm bölgesi olarak saptanmalı ve gerekli girişimler gerçekleştirilmelidir.

3)8) Arıtma tesisi , yol , su , elektrik , telefon , v.s. gereksinimi olan bölge ve tesislerin alt yapı sorunları giderilmelidir.

3)9) Dalgılık, tırmanma, yürüyüş sporları için yapılan çalışmalar korunmalı ve geliştirilmelidir.

- 3)10) Çok uluslu şirketler ve diğer yabancı sermayenin ülkeye yatırım yapması için teşvikler artırılmalı ve çeşitli vasıtalarla yabancı yatırımcılara duyurulmalıdır.
- 3)11) Ülkemize turist gönderen yabancı tur operatörlerine yapılan teşviğin yeterli olup olmadığı araştırılarak geliştirilmelidir.
- 3)12) Turistik hatıra eşyası imali özendirilmelidir.
- 3)13) Bar , lokanta , hediyelik eşya satışı ve imali yapılabilen yaya bölgeleri oluşturulmalıdır.
- 3)14) Kıbrıs Türk mutfağı, yerel sanat ve gösterileri sergileyen turistik yan tesisler yaygınlaştırılmalıdır.
- 3)15) Parklar kurulmalı ve geliştirilmelidir.
- 3)16) Kumarhaneler
- 3)17) Milli parklar kurulmalı ve geliştirilmelidir(Hayvanat bahçesi).
- 3)18) Otel sınıflarının yapılacak yasal düzenlemelerlehaksız rekabeti önlemek amacı ile uluslararası normlara oturtulması gerekmektedir.
- 3)19) Orijin köyler seçilerek korunmaya alınmalıdır. (örneğin Karpaz Bölgesi)
- 3)20) Kış turizmini geliştirmek için turizm spor kompleksleri kurulmalıdır.

#### 4. Turizmi çeşitlendirme:

- 4)1) Gençlik ve öğrenci turizmi artırılmalıdır.
- 4)2) Devre mülk sistemi getirilerek sürekli turist akışı sağlanmalıdır.
- 4)3) Doğa turizmi geliştirilerek yılın her ayının turizm sezonu olması sağlanmalıdır.
- 4)4) Kış turizmi geliştirilerek yılın her ayının turizm sezonu olması sağlanmalıdır.
- 4)5) Avcılık , atıcılık turizmi geliştirilmelidir.
- 4)6) Denizaltı turizmi geliştirilmelidir. Deniz sporları teşvik edilmeli ve gümrük indirimlerinden yararlandırılmalıdır.
- 4)7) Yatak-kahvaltı temelinde hizmet gören köy evleri köy turizmine kaydırılmalıdır.
- 4)8) Kongre ve konferans turizmine önem verilmelidir.
- 4)9) Kumar turizmi geliştirilmelidir.
- 4)10) Kültür turizmi geliştirilmelidir.
- 4)11) Sağlık turizmi geliştirilmelidir.
- 4)12) Öğrenim turizmi geliştirilmelidir.

Kış turizmini geliştirmeyi düşündüğümüz ülkemizde konferans turizmine Kıbrıs Rum kesiminde olduğu gibi önem vermek gerekmektedir.

Örnek: Kıbrıs Rum kesimindeki konferans turizmi

Kaynak: Kıbrıs Rum Organizasyonu Yıllık Raporu 1987-1991.

- A= Toplam konferans sayısı  
 B= Toplam katılanlar  
 C= Katılan misafirlerin toplam geceleme sayısı  
 D= Ortalama konferansta kalış süresi(Gün olarak)  
 E= Konferans turizminden elde edilen gelir (Kıbrıs lirası milyon)  
 F= Konferans turizmine gelen toplam yolcuların yüzdeliği  
 G= Toplam turist gelirlerinin konferans gelirleri içerisindeki yüzdeliği

Yıllar	A	B	C	D	E	F	G
1987	498	25398	149848	5.9	4.978	2.7	1.5
1988	661	29749	163619	5.5	8.840	2.7	2.4
1989	811	40550	235190	5.8	12.875	2.9	2.61
1990	670	32830	164150	5.0	10.291	2.1	0.81
1991	470	22560	124000	5.5	6.500	1.6	4

#### 5.Ulaşım:

- 5)1) Direkt uçuşların sağlanması için çaba harcanmalı. Ancak mümkün olmaması halinde alternatif öneri olarak Uluslararası Lefkoşa Havaalanı'nın hava trafiğine açılması düşünülebilir.
- 5)2) Komşu ülkelerle feribot taşımacılığı şiddetle yaygınlaştırılmalı ve ülke girişinde daha çok kurumsallaşmış turistlere özen gösterilmelidir.
- 5)3) TC ve KKTC dolmuş seferler konmalıdır.
- 5)4) KTHY'nin bağımsız , turizme hizmet veren özerk bir kuruluş olması sağlanmalıdır.
- 5)5) Ülke içinde toplu taşımacılık çevre düzenlemeleri ve gelişimi ile birlikte teşvik edilmelidir.

6) Eğitim:

6)1) Personel eğitimi yaygınlaştırılmalı.

6)2) Bu yıl başlanacak olan Turizm Koleji eğitimi önümüzdeki yıllarda tüm bölgelere yaygınlaştırılmalıdır.

6)3) Turizm ile ilgili kişilere yabancı ülkelerde meslek içi kurs olanakları sağlanmalıdır.

6)4) OTEM geliştirilerek alt ve üst düzey kalifiye eleman yetiştirilmesi sağlanmalıdır.

7) Çevre ve Sağlık

7)1) Eski eserler , müze ve ören yerleri restore edilerek temiz bir şekilde korumaya alınmalıdır.

7)2) Patikalar ,tarihi yollar ve taşlık yollar korunmalıdır.

7)3) Turizme kazandırılacak köy evleri saptanarak korunmaya alınmalıdır.

7)4) Turistik bölgelerde betonlaşma engellenmeli yeşil kuşaklar oluşturulmalıdır.

7)5) Eski şehir merkezleri restore edilmelidir.

7)6) Kablumbağaların ve diğer zararsız canlıların korunmaya alınması amacı ile yapılan çalışmaların devam ettirilmesi ve gerekirse yeni önlemlerin alınması gerekmektedir.

7)7) Çevre temizliğine önem verilmelidir.

7)8) Tüm ülkede ve özellikle turistik tesislerde çevre temizliği ve sağlık koşullarının geliştirilmesi amacı ile önlemler alınmalı ve halk bilinçlendirilmelidir.

## 9- Teşvik:

Değişen koşullar doğrultusunda ülke turizimine faydalı olabilecek turistik tesis , turistik yan tesis ve turistik yardımcı tesis işletmeleri yapılacak olan Turizm Master Planı ve Turizm Endüstri ve Teşvik Yasası kuralları uyarınca teşvik edilmelidir.

### Turizm Master Planı :

Ülkenin turizm sektörünü kalkındırmak , daha ileri bir düzeye götürmek , ekonominin sektörler arası ilişkisini ve bağlantısını kurmak iletişimi sağlamak ve ülke ekonomisine her türlü katkıyı kazandırmak için ileride ulaşılması düşünülen hedef ve amaçların bir bütün halinde hazırlanıp bugünden planlanmasıdır.

Daha önce hazırlanan tüm planların ve yapılagelmiş uygulamaların yeniden değerlendirilip tek bir çerçeve içerisinde ulusal , bölgesel , yöresel , yerel ve sektörel anlamda turizm sektörünün öncelikli kılacak ve aynı zamanda fiziki planla bütünleşecek yönlendirici bir çalışmadır.

Ülkemiz için düşünülen Turizm Master Planı stratejileri daha çok tanıtma , pazarlama ve kalkınma yöneliktir.

#### a) Plajların Kullanımı

Turizm Master Planı'na konulması gerektiğini düşündüğümüz , plajların kullanımı konusuna biraz açıklık getirelim.

Öncelikle halk plajı olarak kullanıma açılan bölgelerin (Alagadi,Karşıyaka,Çıkarma Plajı { Çalışmaları sürmektedir}) korunarak talep doğrultusunda yenilerin eklenmesi gerekmektedir.



Ancak turistik tesis kullanımında olan plajların da sadece o tesisin kullanımına bırakılması fırsat eşitliğine aykırı olduğundan yasn ve civar tesislere de söz konusu plajdan eşit ölçüde yararlanma olanağı verilmelidir.

b) Çevre açısından imarlaşma:

26 Nisan , 6 Mayıs 1994 tarihleri arasında Karayib Adaların'nda Barbaros 'un Bridgetown şehrinde gerçekleşen "Gelişmekte olan Küçük Ada Devletleri'nde Kalkınmamanın Sürekliliği " isimli Birleşmiş Milletler konferansında irdelenen çevre ve öneminden ders alınarak ülkemiz için en güzelini ve en mükemmelini yaparak dönüşü imkansız adımların atılması engellenmeliKonferansın 2. oturumundaki 39. paragrafta belirtildiği gibi turizm diğer sektörleri de beraberinde kalkındıran bir sektördür Düzenli planlanıp yöneltmezse çok bağımlı bulunduğu çevreyi de beraberinde mahvedeer.

Belirlenen sorun ve çözüm önerileri ışığında turizmde çeşitlilik sağlanarak sektörü planlayacak olan Turizm Master Planı'nı bir yasal çerçevede hazırlanarak ülkemizin geleceği açısındanönemlilik arzetmektedir.

## 12- THE FUTURE OF TRNC TOURISM

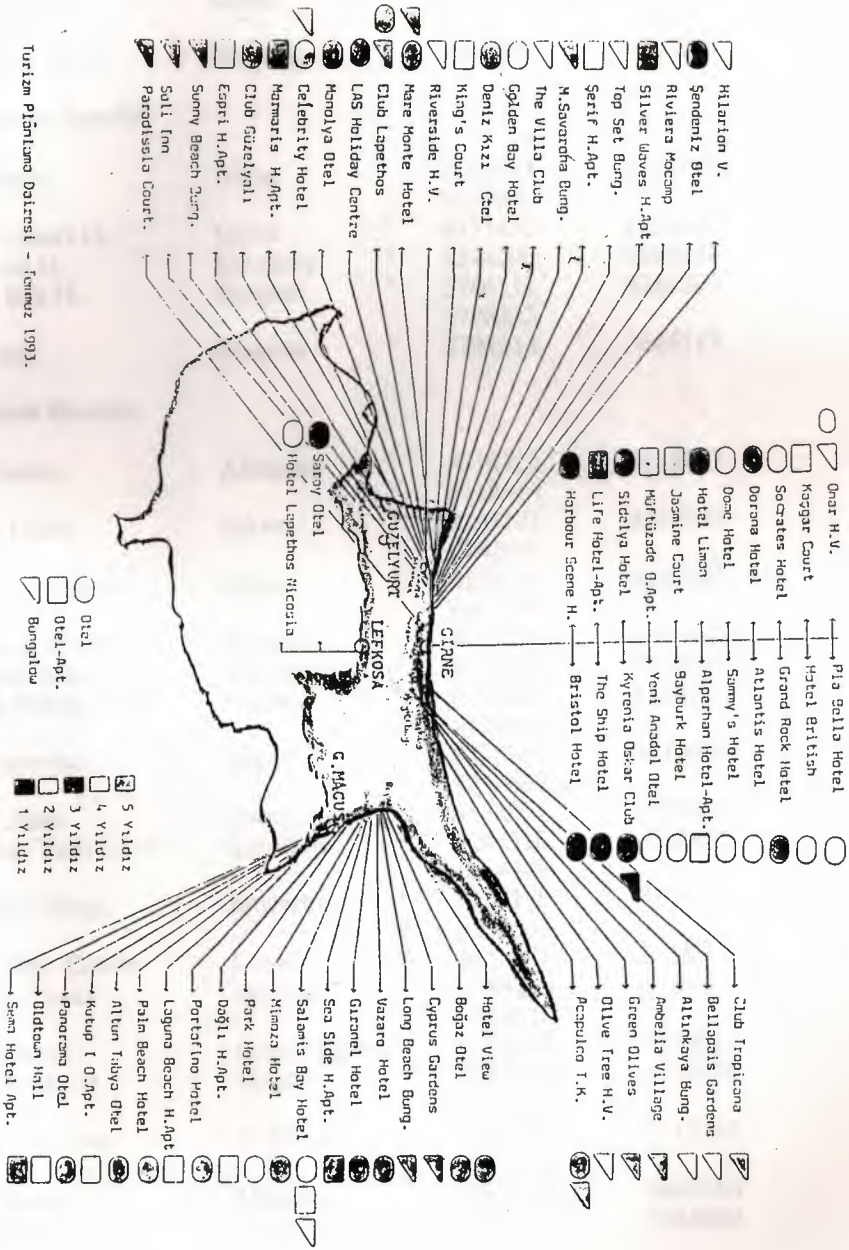
With a modern country , which solved its problems and make advertisemant and marketing plan , and during them if did not losed its beautiful places by burnings jungles or else TRNC can at least double its capacity of tourism. Many tourists are pleased to find unspoiled nature and quite way of life in North Cyprus. There are also many other things in TRNC that tourists find for sure attractive, for instance food , the weather , people, nature, etc.

The border between TRNC and Cyprus Greek Republic must be opened. Because people does not know like TRNC and CGR, they just know Cyprus . As the legal country is CGR , most of TRNC's tourist go to that part without knowing their choices. If the border open a lot of tourists will see TRNC and choose TRNC. By this changes the economy of TRNC will be better, and better ,economy will couse better conditions for tourists and citizens . Better conditions would make the Cyprus prefable and give advantage on its competition with others. So step by step TRNC can increase its market share about tourism and solve its problems.

And , also if a good marketing and advertisement would be done, TRNC can increase fastly with its potential. It is the people who individually and as a community will lead to the development of tourism in our country and open a new horizons in their specialised trades and industries .

I have no doubt we shall succeed in doing.

TURİSTİK KONAKLAMA TESİSLERİ



Turizm Planlama Dairesi - Temmuz 1993.

## KKTC'in TURİSTİK KONAKLAMA TESİSLERİ

### \*\*\*\*\* Yıldızlı Hoteller

		Tel No.	Fax No.
Celebrity Hotel	Lapta	(90-392) 8218751	8218761
Şato Lambusa-	"	" "	" "
Palm Beach Hotel	Magosa	" 3662000	3662002

### \*\*\*\* Yıldızlı Hoteller

Dome Hotel	Girne	" 8152453	8152772
		" 8155680	
Jasmine Court H.	Girne	" 8151450	8151488
Olive Tree H.	Çatalköy	" 8244200	8244209
Salamis Bay H.	Magosa	" 3786111	3788209
		3788333	
Park Hotel	Magosa	" 3788213	3665113

### \*\*\* Yıldızlı Hoteller

Mare Monte	Alsancak	" 8218310	8218887
		" 8218312	
Dorona Hotel	Girne	" 8153521	8152073
		8152070	
Grand Rock Hotel	Girne	" 8152238	8155712
		8152379	
Deniz Kızı Hotel	Alsancak	" 8218710	8218433
Club Güzelyalı	Güzelyalı	" 8218996	8218999
Kyrenia Oskar Club	Girne	" 8154801	8153980
		" 8152363	
Club Lapethos	Lapta	" 8218961	8218966
		" 8218669	
Hotel Liman	Girne	" 8152001	8152001
Acapulco Tatil Köyü	Çatalköy	" 8244110	8244455
		8244449	
Ambelia Village	Beylerbeyi	" 8152175	8153655
		" 8153655	
L.A.S. Hot. Centre	Lapta	" 8218981	8218992
Mimoza Hotel	Magosa	" 3788219	3788209
		" 3788119	
Boğaz Hotel	Boğaz Tepe	" 3712659	3712559
Sea Side Hotel	Magosa	" 3788239	3788209
		3788240	
Cyprus Gardens	Y. İskele	" 3712722	3712722
		" 3712552	
Sema Hotel	Magosa	" 3661222	3667654
Saray Hotel	Lefkoşa	" 2283115	2284808

**\*\* Yıldızlı Hoteller**

		Tel No.	Fax No.
Golden Bay Hotel	Alsancak (90-392)	8222562	8218630
Yeni Anadol Hotel	Girne	" 8152319	8155262
		" 8151009	
Atlantis H.	Girne	" 8152242	8152242
		" 8152505	
Hotel British H.	Girne	" 8152240	8152742
		" 8155731	
Sokrates Hotel	Girne	" 8152157	8151293
		" 8151291	
Riviera Mokamp	Karaođlan O.	" 8222026	8222062
King's Court	Alsancak	" 8218499	8151101
Şerif H. Apt.	Kervansaray	" 8222736	8222699
Top Set Bung.	Karaođlan O.	" 8222204	8222478
Riverside H.	Alsancak	" 8218906	8218908
The Villa Club	Yeşil Tepe	" 8218400	8218989
Bayburk Hotel	Girne	" 8151740	8151742
Müftüzade H.	Girne	" 8151800	8151803
Kaşgar Court	Girne	" 8155934	8155937
Esprî Hotel	Yeşil Tepe	" 8218931	8218935
Altınkaya Bung.	Ozanköy	" 8155001	8155003
Alperhan H.	Girne	" 8154211	8155071
Onar H. Village	Girne Yolu	" 8155850	8155853
Hilarion Village	Karaman	" 8222562	8152033
Pia Bella Hotel	Girne	" 8155321	8155324
Bellapais Gardens	Beylerbeyi	" 8156066	8157667
Sammy's Hotel	Girne	" 8156279	8156280
		" 8156281	
Laguna Beach H.	Magosa	" 3666502	3666660
Dađlı Hotel	Magosa	" 3788211	
Kutup I. Hotel	Magosa	" 3664841	3664973
Old Town Hotel	Magosa	" 3663464	3663464
Hotel Lapethos	Lefkoşa	" 2287611	2278467
Soli Inn	Gemikonađı	" 7277575	

**\* Yıldızlı Hoteller**

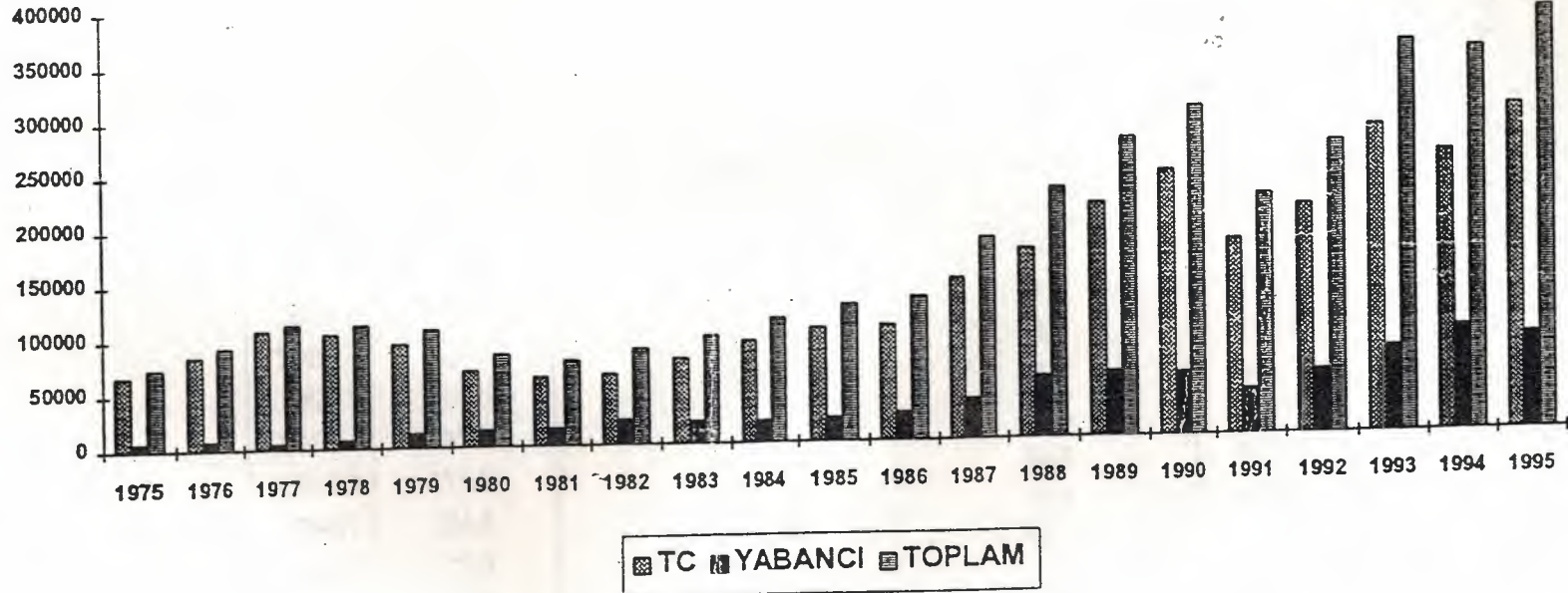
		Tel No.	Fax No.
Sidelya Hotel	Girne (90-392)	8153951	8156052
Manolya Hotel	"	" 8218498	
Silver Waves H.	Karaođlan O.	" 8222418	2282612
Marmaris Hotel	Lapta	" 8218575	-
Green Olives H.	Çatalköy	" 8153878	-
M. Savarona Bung.	Kervansaray	" 8222207	8156709
Şendeniz Bung.	Karaođlan O.	" 8222401	-
Sunny Beach Bung.	Lapta	" 8218924	8284067
Club Tropicana	Ozanköy	" 8155188	8151635

* Yıldızlı Oteller (Devam)		Tel No.	Fax No.
The Ship Hotel	Girne	(90-392) 8156521	8156659
Harbour Scene H.	Girne	" 8156855	8156857
Life Hotel	Girne	" 8156521	8156659
Bristol Hotel	Girne	" 8156570	8156556
Paradisla Bung.	Karaođlan O.	" 8222800	-
Panaroma Otel	Magosa	" 3665880	3667934
Altun Tabya Hotel	Magosa	" 3665363	-
Giranel Hotel	Y. İskele	" 3712455	-
Vazaro Hotel	Magosa	" 3788212	-
Long Beach Bung.	Y. İskele	" 3788282	-
Portojina Hotel	Magosa	" 3664392	3662949

#### KKTC'nde Sanayi Sektöründe Yatırım Yapmak İsteyen Gerçek Veya Tüzel Kişilere Uygulanan Prosedür

- 45/84 sayılı Sanayi Yatırımları Teşvik Yasası'nın getirdiđi teşvik unsurlardan yararlanmak isteyen gerçek veya tüzel girişimci Ekonomi ve Maliye Bakanlığı'na yazılı olarak başvurur.
- Başvuruda bulunan gerçek veya tüzel kişi, Ekonomi ve Maliye Bakanlığı'nın talep edeceği tüm proje, bilgi ve belgeleri eksiksiz olarak vermekle yükümlüdür. Ekonomi ve Maliye Bakanlığı'nın talep ettiği proje, bilgi ve belgelerin başvuru sahibi tarafından eksiksiz olarak verilmesinden başlayarak en geç iki ay içerisinde başvuru kesin sonuçla bağlanır.
- Ekonomi ve Maliye Bakanlığı'na yapılan başvurular, Sanayi Dairesi ve Devlet Planlama Örgütü tarafından incelenerek değerlendirilir ve değerlendirme ile ilgili görüş ve öneriler ilgili Bakan'a sunulur.
- Bakan tarafından onaylanan başvuru kesinleşir.
- Sanayi Yatırımları Teşvik yasası ile getirilen teşvik unsurlarından yararlandırılması uygun bulunan her proje için, proje sahibi gerçek veya tüzel girişimciye Ekonomi ve Maliye Bakanlığı'nca düzenlenen bir teşvik belgesi verilir.
- Teşvik belgesi, girişimcinin hangi teşvik unsurlarından ne oranda yararlanabileceđini gösterir ve geçerlilik süresince kazanılmış bir hak oluşturarak girişimin güvenliđini sağlar.

GRAFİK 3  
KKTC 'ne Gelen Turistlerin Yıllar İtibarıyle Dökümü



**TABLO 6**  
**Yıllar İtibarıyla Turizm ve KKTC Ekonomisi**

Yıllar	Net Turizm Geliri (m\$)	Turizmin GSYİH 'daki Payı (%) *	Dış Ticaret Açığını Karşılama Oranı (%)	İstihdam
1977	30.2	2.6	52.0	1302
1978	33.5	2.9	62.7	1438
1979	33.7	3.5	61.3	1697
1980	24.0	2.7	48.1	1445
1981	23.9	1.4	35.6	1460
1982	27.2	2.2	33.8	1435
1983	37.1	1.3	35.5	1517
1984	40.3	1.6	41.3	1638
1985	47.3	1.6	48.9	1659
1986	52.0	1.7	51.4	1700
1987	103.5	2.0	62.4	2121
1988	118.0	2.3	71.2	2338
1989	154.9	2.1	74.8	2552
1990	224.8	2.3	71.1	3617
1991	153.6	1.9	61.8	3878
1992	175.1	2.5	55.3	4089
1993	224.6	3.0	72.6	4234
1994	172.9	3.3	74.1	4579
1995**	187.3	3.4	70.2	4620

\* : 1977 Sabit Fiyatları

\*\* : Tahmin



Limanlardan Giren Yolcuların Yıllara ve Uyruklarına Göre Dökümü  
(No. of Arrivals by Country of Usual Residence and Years)  
( 1978 - 1994 )

Yıllar (Years)	Ülkeler (Countries)	Türkiye (Turkey)	Diğer Ülkeler (Other Countries)	Toplam Turist (Total Tour Arrivals)	K.K.T.C. (T.R.N.C.)	Toplam Yolcu (Total Arrivals)
1978		104738	8172	112910	35448	148358
1979		95115	13286	108401	47839	156240
1980		69808	14703	84511	51204	135715
1981		62660	15474	78134	53233	131367
1982		65018	22611	87629	49870	137499
1983		78467	20467	98934	58918	157852
1984		93413	19905	113318	57931	171249
1985		103791	21284	125075	53860	178935
1986		105729	25763	131492	55076	186568
1987		147965	36372	184337	59297	243634
1988		173351	56050	229401	60178	289579
1989		214566	59507	274073	68583	342656
1990		243269	57541	300810	74681	375491
1991		179379	40858	220237	66012	286249
1992		210178	57440	267618	78466	346084
1993		281370	77943	359313	93669	452982
1994		256549	95079	351628	109787	461415
1995		298026	87733	385759	134374	520133

**TABLO 3**  
**KKTC 'ne Gelen Yolcuların Yıllar İtibarıyla Dökümü**

Yıllar	TC	Pay(%)	Yabancı	Pay(%)	Toplam Turist	KKTC	Toplam Yolcu
1975	67486	91	6685	9	74171	20112	94283
1976	85298	92	7772	8	93070	29693	122763
1977	108016	96	5130	4	113146	33570	146716
1978	104738	93	8172	7	112910	35448	148358
1979	95115	88	13286	12	108401	47839	156240
1980	69808	83	14703	17	84511	51204	135715
1981	62660	80	15474	20	78134	53233	131367
1982	65018	74	22611	26	87629	49870	137499
1983	78467	79	20467	21	98934	58918	157852
1984	93413	82	19905	18	113318	57931	171249
1985	103791	83	21284	17	125075	53860	178935
1986	105729	80	25763	20	131492	55076	186568
1987	147965	80	36372	20	184337	59297	243634
1988	173351	76	56050	24	229401	60178	289579
1989	214566	78	59507	22	274073	68583	342656
1990	243269	81	57541	19	300810	74681	375491
1991	179379	81	40858	19	220237	66012	286249
1992	210178	79	57440	21	267618	78466	346084
1993	281370	78	77943	22	359313	93669	452982
1994	256549	73	95079	27	351628	109787	461415
1995	298026	77	87733	23	385759	134374	520133

**Tablo: 1 Devamı KKTC TURİZM EKONOMİSİ GÖSTERGELERİ**

	1986	1987	1988	1989	1990	1991	1992	1993
GSYİİ'deki Pay (%)	1.7	2.0	2.3	2.1	2.3	1.9	2.5	3.0
Katma Değer (Milyon TL)*	92.9	112.9	136.6	140.7	160.9	125.8	178.2	221.9
Sabit Sermaye Yatırımları (Milyon TL)*	12.1	27.9	41.1	55.9	27.0	15.5	35.9	38.7
İstihdam	1700	2121	2338	2552	3617	3878	4089	4234
Net Turizm Gelirleri (min.\$)	52.0	103.5	118.0	154.9	224.8	153.6	175.1	224.6
Dış Ticaret Açığını Karşılama Oranı (%)	51.4	62.4	71.2	74.8	71.1	61.8	55.3	72.6
Turist Sayısı **	131492	184337	229401	274073	300810	220237	267618	359313
İC'li Turist	105729	147965	173351	214566	243269	179379	210178	281370
Diğer Turist	25763	36372	56050	59507	57541	40858	57440	77943
Konaklayan Turist**	61099	96173	111086	108453	82338	80067	112264	143527
Konaklayan Turist (%)	46.5	52.2	48.4	39.6	27.4	36.4	41.9	39.9
Ortalama Kalış Süresi**	5.0	5.5	5.2	5.5	7.3	5.1	5.8	6.0
Toplam Geceleme**	304666	529610	577495	598333	600202	409653	648170	867955
Kapasite Kullanım Oranı (%)**	21.5	41.4	42.0	37.1	34.4	21.4	30.2	36.3
Turistik Yatak Kapasitesi	3715	3779	3917	4338	5414	6012	6630	7017
Pansiyon Yatak Kapasitesi	458	573	625	916	711	621	457	445
Turistik Tesis Sayısı	38	40	42	46	55	59	68	74
Pansiyon Sayısı	20	24	34	48	34	21	18	19
Turistik Yan Tesisler	189	237	283	264	339	389	381	421
Seyahat Acenteleri	86	87	110	121	111	122	125	137
Eğitilen Rehber Sayısı	43	43	-	43	-	49	-	115

\* 1977 sabit fiyatlarıyla

\*\* İç Turizm hareketlerini kapsamamaktadır.

KAYNAK : DPO - Turizm Planlama Dairesi

**TABLO:2 KKTC'NDE TURİZM SEKTÖRÜ TEŞVİKLERİ**

(Milyon TL)

	1988		1989		1990		1991		1992	
	Cari	Sabit	Cari	Sabit	Cari	Sabit	Cari	Sabit	Cari	Sabit
1. Devlet Bütçesi'nden Sağlanan Teşvikler:	-	-	1,578.0	11.4	2,043.5	9.2	8,440.8	24.5	27,057.7	47.7
- Turizm Kredileri Faiz Farkı	-	-	346.9	2.5	1,312.2	5.9	2,063.9	6.0	1,803.6	3.2
- Turistik Bölgelere Altyapı Projesi	-	-	1,231.1	8.9	731.3	3.3	376.9	1.1	254.1	0.4
- Turizm Kredileri Erteleme Destek Fonu Projesi	-	-	-	-	-	-	6,000.0	17.4	25,000.0	44.1
2. Turizm Geliştirme ve Tanıtma Fonu Bütçesinden Sağlanan Teşvikler:	991.6	12.4	1,601.7	11.6	3,754.9	16.9	7,817.3	22.7	11,593.4	20.5
<b>TOPLAM</b>	<b>991.6</b>	<b>12.4</b>	<b>3,179.7</b>	<b>23.0</b>	<b>5,798.4</b>	<b>26.1</b>	<b>16,258.1</b>	<b>47.2</b>	<b>38,651.1</b>	<b>68.2</b>

NOT: Sabit Fiyatlar GSMH deflatörü kullanılarak ve 1977 yılı baz alınarak hesaplanmıştır.

KAYNAK: Devlet Planlama Örgütü

**TABLO:3 KKTC'NDE TURİZM ENDÜSTRİSİNE SAĞLANAN BAZI TEŞVİK UNSURLARI**

(000 US \$)

	1987	1988	1989	1990	1991	1992	1993	TOPLAM
Gümrük Muafiyetleri	191.6	2,928.7	12,370.4	23,944.0	3,225.3	3,301.2	1,631.9	47,593.1
Charter Uçuş Riski	-	-	-	13.4	70.8	30.7	57.8	172.7
Broşür Katkısı	-	-	-	231.9	161.8	99.0	-	492.7
TOPLAM	191.6	2,928.7	12,370.4	24,189.3	3,457.9	3,430.9	1,689.7	48,258.5

KAYNAK : Turizm Planlama Dairesi  
Turizm Tanıtma Pazarlama Dairesi

**NOT:** Bu raporun eki olan Yatak Sayısı, Turist Sayısı, Turizm Gelirleri ve GSYİH ile ilgili grafikleri sayfa 414 - 417 de bulabilirsiniz.

"İşletme Sermayesi" tahsis etmek niyetinde olduğunu gösteren Yönetim Kurulu Kararı ;

(6) KKTC'de yerleşmiş olan ve tescil ettirilmek istenen Şirketi, KKTC'de temsile ve onun adına, KKTC makamlarınca yapılacak resmi tebligatı ve mahkeme ihbarlarını kabule yetkili ve görevli kılındığı beyan edilen bir veya daha fazla gerçek veya tüzel kişinin - isim ve adresleri verilmek suretiyle - atandığına ilişkin Yönetim Kurulu Kararı.

(7) Y.Ş 1, 2 ve 3 Formları.

(\*) Para ve Kambiyo İşleri Yasasının 33. Maddesinde geçen "Özel hallerde" deyimden, Ticaretin dışında olan ve "Yıllık Plan ve programlarda öngörülen turizm ve ihracata dönük büyük sanayi yatırımları anlaşılmalıdır.

#### 7 X KKTC'nde Turizm Yatırımlarında İzlenen Prosedür

KKTC'nde turizm sektörü öncelikle bir sektör olarak saptanmıştır. Turizm sektörünün hızlı gelişmesini sağlamak amacıyla 16/1987 sayılı Turizm Endüstrisini Teşvik Yasası ile sektöre yönelik önemli teşvikler sağlanmış ve uygulamaya konmuştur. Turizm teşviklerinden yararlanabilmek için yatırımcılar aşağıdaki prosedüre uyarlar.

- a) Bu yasanın getirdiği teşviklerden yararlanmak isteyen gerçek veya tüzel kişi Turizm Bakanlığı'na başvurur.
- b) Girişimciler Turizm Bakanlığı'nın talep edeceği tüm bilgi, belge ve projeleri eksiksiz sunmakla yükümlüdürler.
- c) Gerekli bilgilerin elde edilmesinden sonra başvuru en geç üç ay içerisinde kesin sonucu bağlanır.
- d) Bu yasadaki yararlanması gereken girişimciye Bakanlıkça Teşvik Belgesi verilir.

#### Turizm Sektörüne Verilen Başlıca Teşvikler

- a) Kamu Bina ve Arazilerden Yararlanma  
Bu tür bina ve arazilerden yararlanmak isteyenler Bakanlığa projeleri ile birlikte başvurur. Başvuruları olumlu karşılananların istedikleri arazi ya da bina 6 ay aşmayan bir süre için sahibi lehine korunmaya alınır, çok zorunlu hallerde 4 ay

Kuzey Kıbrıs Türk Cumhuriyeti  
Ekonomi ve Maliye Bakanlığı

daha uzatılabilir. Yatırımcı, yatırım tutarının %1'i ile %5'i arasında tesbit edilecek bir miktarı teminat olarak Bakanlığa sunmak zorundadır.

<b><u>Kira Süresi</u></b>	<b><u>Yetkili Makam</u></b>
10 yıla kadar	Turizm Bakanı
11-50 yıl	Bakanlar Kurulu
51-99 yıl	KKTC Cumhuriyet Meclisi

- b) Malzeme, mefruşat, tesisat, makine, teçhizat ve iş ile yolcu taşıma araçlar Gümrük vergisinden muaf tutulur. Turizm kuruluşlarının ilgili Bakanlığın onayı ile ithal edecekleri veya satın alacakları otobüs, minibüs, iş aracı veya kiralık arabalara, ilgili makamlarca bekletilmeden B, T veya Z izni verilir
- c) KKTC'ne hava ve deniz yolu ile turist taşımak amacıyla ilgili Bakanlıktan onay olarak charter seferler düzenleyen girişimcilerin charter riskine TGT Fonu'ndan katkı yapılır.
- d) Turizm kuruluşları, yabancı turizm acenteleri ile tur operatörlerinin ilgili Bakanlıktan onay olarak yaptıkları tanıtım yayınları ve reklamlar için TGT Fonu'ndan harcamaların %75'ini aşmamak kaydıyla yardım sağlanır.
- e) Projesi Bakanlıkça onaylanan girişimcilerin bu tesisten elde ettikleri safi kazançları, tesisin belgelendirilip işletmeye açıldığı yıldan başlayarak ilk on vergilendirme dönemi gelir ve kurumlar vergisinden muaf tutulur. (Vergi charter seferler düzenleyenlere de tanınır; ayrıca halka açık şirketlere de vergi muafiyeti tanınır).
- f) Projesi Bakanlıkça onaylanan turizm yatırımları, yürürlükteki yasalar uyarınca saptanan inşaat maksadı ile ilgili tüm vergi, resim ve harçlardan muaf tutulur.
- g) Tanıtma amaçlı, seyahat ikram ve reklam giderleri vergi amaçları bakımından, Bakanlığın onayı ile gider olarak kabul edilir.
- h) Yabancı mali kuruluşlardan kredi sağlayan herhangi bir girişimciye, ana para taksitleri ile yıllık faizini yurt dışına transferi Bakanlıkça onaylanır.
- ı) Ülkeye kazandırılan bir kısım döviz safi kazançtan düşürülür. Girişimcilerin fiilen ülkeye getirip devlet pozisyonuna geçirdikleri döviz miktarının %20'sine kadari o yılın vergiye tabi safi kazancından düşürülmektedir.

- i) Yabancı girişimciler KKTC'nde gerçekleştirdikleri turistik yatırımlardan elde ettikleri vergilendirmeden sonraki safi kazançlarının kendilerine düşen paylarının tümünü KKTC dışına, yatırım yapılan para birimi ile transfer edebilirler.
- j) Bakanlıkça KKTC'nde gerekli nitelikte eleman olup olmadığı dikkate alınarak turistik tesislerde yabancı uzman, idareci, tercüman, rehber, teknisyen veya kalifiye işçi çalıştırılmasına müsaade edilebilir.
- k) İstihdam edilen yabancı personel, çalıştığı yabancı tesisten elde ettiği kazançtan tüm vergi ve sosyal güvence yükümlülükleri düşüldükten sonraki miktarı, ülke dışına transfer edebilir.
- l) Yatırım Garantisi : Yerli veya yabancı girişimciler ile akdedilen sözleşmenin Bakanlık tarafından haksız yere iptali halinde yapılan sabit yatırım tutarının cari değer üzerinden yatırım yapılan para birimi ile ödenebileceği hususu ilgi kira sözleşmesine konabilir.

+ Fesil 138 otelleri yasa  
Ülkesel fikirler ve sektörel Master plan  
harcılaması gerçektir. Fesil 138'in  
gerçekte genişletilerek Avrupa Standartlarında  
bir düzeye getirilmeli, küçük işletmeler  
kapsamında KOAS ye KATSAB yasaları  
da düzenlenmelidir.