

**An Assessment of Environmental Performance of  
Accommodation Sector with Focus on 5 and 4 Star  
Hotels: The Case of TRNC**

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## ABSTRACT

Tourism industry considered as a complicated industry made of various sectors which have been established at the core of the global economy. Thus considering its role on a sustainable base, militate against any short sighted approach to its system and processes that embedded in its structure and operation. Accommodation sector as the vital and essential part of tourism industry captures a highly measurable and expansive portion of tourism business in terms of energy use and environmental impact.

Therefore, focusing on accommodation sector and its environmental performance is a convincing research agenda among tourism scholars, and this study is not short of such aim. For this purpose, this study focused on hotels in the case of TRNC to explore the accommodation sector's management toward this aim in their conduct. To evaluate and explore the management's approach to environmental performance, the research covers Five and Four star hotels (i.e., 50 establishments) in the cities of Lefkosa, Kyrenia, Famagusta and Karpaz region. Survey questionnaires that were administered to the managers in their respected hotels contained four dimensions: *environmental protection, solid waste management, purchasing activities, and energy use.*

Responses on each dimension, captured by several attribute that clearly stated in the survey questions. The main assumption is that the greening of the hotel sector plays a decisive role in achieving the aims of sustainable tourism system in the destination (i.e., in this case, TRNC). Although the similar study approach in other cases did not

utilize any hypothesis; however, this study applied hypothesis testing in the case of TRNC, which all of the hypothesis supported by the outcome of the data analysis.

**Keywords:** Eco-Hotel, Green Hotel, Sustainable Destination, Management; TRNC.

## ÖZ

Turizm sektörü, çeşitli sektörlerin birleşiminden oluşan ve dünya ekonomisinin merkezine yerleştirilmiş karmaşık bir endüstridir. Çevreci temelde oynadığı rol düşünüldüğünde, yapısında ve işlevinde bulunan ileriye göremeyen yaklaşımlara karşı çıkmaktadır. Turizm endüstrisinin hayati ve önemli bir parçası olarak konaklama sektörü, çevresel etkiler ve enerji kullanımı bağlamında turizm alanının yüksek derecede ölçülebilir ve geniş bir kısmını oluşturmaktadır.

Bu anlamda, konaklama sektörü ve bu sektörün çevresel performansı turizm alanının araştırma gündeminde bulunmaktadır ve bu çalışmanın da amacını oluşturmaktadır. Bu amaç doğrultusunda, Kuzey Kıbrıs Türk Cumhuriyeti'nde bulunan otellere yoğunlaşarak, konaklama sektörü yönetiminin bu konudaki idare şekli araştırılmıştır. Çevresel performans konusunda yönetimin yaklaşımını araştırmak ve ölçümlemek amacıyla; Lefkoşa, Girne, Gazimağusa ve Karpaz bölgesinde bulunan Beş ve Dört yıldızlı oteller (50 otel) incelenmiştir. Otellerdeki yöneticilere dağıtılan anketler dört farklı bölümden oluşmaktadır; *çevre koruması, katı atık yönetimi, satın alma faaliyetleri ve enerji kullanımı*.

Farklı bölümlerde, açıkça belirtilen anket soruları yanıtlanmıştır. Araştırmanın temel varsayımına göre, otel sektörünün çevreye duyarlı olması, belirli bir yerdeki (bu çalışmada, KKTC) çevreci turizm sistemine ulaşılması için önemli bir rol oynamakta olduğu yönündedir. Farklı örneklerde kullanılan benzer çalışma yaklaşımlarında hipotez kullanılsa da; KKTC'yi inceleyen bu çalışmada hipotezler geliştirilmiş ve yapılan veri analizleri sonucunda ise hipotezlerin desteklendiği görülmüştür.

**Anahtar Kelimeler:** Eko-otel, Yeşil Otel, Çevreci Otel, Yönetim, KKTC.

## **DEDICATION**

I dedicate my dissertation work to my family and my dear friend. I specially express my gratitude to my loving parents, Javad Behjati and Nahid Aminian, whose words of encouragement and push for tenacity ring in my ears. Many thanks to my sisters Mehryana and Parichehr, as well as, Ali Safai, who have never left my side during this ordeal. Finally, many thanks to my friend Faruk Ismailoglu for his encouragement.

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# Chapter 1

## INTRODUCTION

### 1.1 Introduction

Sustainability is an important component of development and innovation in modern world economies. Therefore, sustainable tourism is not immune to the demand of the world community for a better future in the destinations that are highly dependent on tourism (Benn, Dunphy, & Griffiths, 2014). However, sustainable tourism cannot come about automatically; rather it requires a particular approach based on scientific research which will provide rational methods to the managers and operators of tourism system in general and accommodation sector in particular (Benn et al., 2014). The major challenge that destinations are facing is how to operate the accommodation sector in order to be qualified as a green approach toward green outcome (Naidoo, Moola, & Place, 2013). And those outcomes are elaborated within the dimensions that the survey has focused on. In another word, how do managers of the hotels protect and utilize their resources which are highly limited (Naidoo et al., 2013). The fact of the matter is, depletion of natural resources, global warming, pollution of the oceans, urbanization, and rapidly growing population with increasing consumption are only a few of the challenges that tourism industry must come to terms with (Becken, Frampton, & Simmons, 2001). Alongside of these issues, tourism plays the major role in depleting the resources by the excessive consumption of ancillary sectors such as transport, accommodation, energy, land use...etc. just to name a few. Within such framework, managers are playing a determining role in how

to proceed with processes and approaches to upgrade their establishments to be qualified as ‘eco-hotel’ so to speak (Erdogan & Baris, 2007). With the growing environmental awareness among the present tourists, accommodation sector cannot remain dormant. Nevertheless, the main agent who can disseminate eco-behavior into the accommodation sector lies with the managers who are at the helm of these establishments. As stated by Erdogan and Baris (2007, Pg. 604):

‘A clean environment is a basic component of quality service and is thus important for the development of travel, tourism, and hotel industries. Sustainable prosperity of travel, tourism, and hotel businesses also calls for the inclusion of environmental protection components in every phase of their business venture, from the preparation and application of site plans and business programs and policies to daily routine practices’.

Accommodation sector has become a major component of guiding the industry towards sustainability as various schemes developed to evaluate and reward the hotels around the world for their involvement in such ventures (Kim, 2013). For instance, International Tourism Partnership has come up with ‘green hotelier’ scheme where ‘Green Hotelier is the leading source of information on the sustainable and responsible agenda within the hotel industry (Kim, 2013). As the key communication tool of the International Tourism Partnership, which works with global hotel chains to drive the responsible agenda, Green Hotelier has a serious commitment to delivering accessible, expert and honest content’ (<http://www.greenhotelier.org/>). And/or, the EU Eco-label for Tourist Accommodations, renders the following assets to the accommodation sector if they limit energy consumption, water consumption, reducing waste production, favoring the use of renewable resources and of substances which are less hazardous to the environment, and promoting environmental education and communication (Kim, 2013).



## **1.2 Purpose of the Study**

This study aims to assess the environmental performance of accommodation sector and their effects on tourism industry among five and four star hotels in Northern Cyprus. It is reasonable to say that commitment of the managers to this purpose is a determining factor. Therefore, exploring how managers approach this agenda is vital to pave the way for a sustainable destination. This study also tries to understand if there is any relationship between eco-label of the hotels and managers understanding and awareness of the process. Implementing the green agenda by the managers is also good for business as it can give a competitive edge to the establishment. In a way, this study is trying to explore whether the accommodation managers are raising to the challenge of environmentalism by applying innovative ideas such as smart hotel where self-sustenance can be a long term goal (Morrow, 2013).

## **1.3 Significant of the Study**

Among the wide range of studies few of them considered accommodation as the important elements in green environmental practices. Most of the studies focused on business oriented issues and short term approach to tourism system (Morrow, 2013). For instance, marketability of goods and services in the short run to increase the number of tourists has attracted the attention of managers instead of their environmental performance (Chen, Chen & hsieh, 2011). This is the case in many Island states despite their dependency on tourism. Therefore, this study is the first attempt to bring up and research this issue in the case of an island state as TRNC. Another importance of this topic is to draw the attention of the managers and tourism industry to the nexus between accommodation sector and environment. This is rather a long-term project that is the prerequisite to sustainable development.

## **1.4 Methodology of the Study**

This research used the deductive approach known as quantitative research methodology. A survey questionnaire administered to the managers of five and four star hotels in TRNC. The applied questionnaires have been utilized in another case and the permission to use the questions has been granted by the original author. The survey result analyzed using SPSS version 22. Several hypotheses have been generated and tested based on the gathered data.

## **1.5 Outline of the Study**

The study consists of six chapters. Chapter one will consist of introduction about the thesis, philosophy and significance of the study plus methodology and a brief outline of the study itself. Chapter two is about environment challenges and issues and how world decided to deal with these problems plus many indicators that thought will be need to assessed in the hotel industry.

The third chapter is consists of history of tourism in addition to types of tourism and how tourism industry impact the environment. In the fourth chapter the case study is developed and explained. The fifth chapter includes the methodology, hypothesis development and data analysis of the study. The sixth and final chapter includes the findings of the study, conclusion and future implication plus managerial implication for hotel managers.

## **Chapter 2**

### **LITERATURE REVIEW ENVIRONMENTAL ISSUES AND SUSTAINABILITY**

#### **2.1 History**

United Nations established a conference in Stockholm in 1972 where numerous developing and developed countries agreed to create a productive agenda to deal with improving a healthy environment for everyone (Hart, 2013). Several meetings on the topics of food, water and sound pollution held and planned for counteracting these issues. These series of conferences lead to the start of global institutions in the UN (WCED 1987).

After 10 years the world charter was approved in General Assembly number 48 which stated that humans are a part of environment and nature and natural system must no interrupted by mankind (Hart, 2013). A year later, in 1983 the creation of World Commission on Environment and Development (WCED) was approved by the UN and then in 1984 started as an independent section from the UN. They request a change of global methods on the environment and began to push for an understandable relationship between environment and economic situation.

The first of Environment and Development conference was held in June 1992 in Rio de Janeiro by the UN. The main purpose was developing a program for 21<sup>st</sup> Century (Shobeiri, Meiboudi, & Kamali, 2014). The content of the program was taking action

for announcing to the countries to create a sustainable development plan for their future economic and industrial operations. The model has to follow the biological diversity and climate change agenda on their principles. (See figure 2.1).

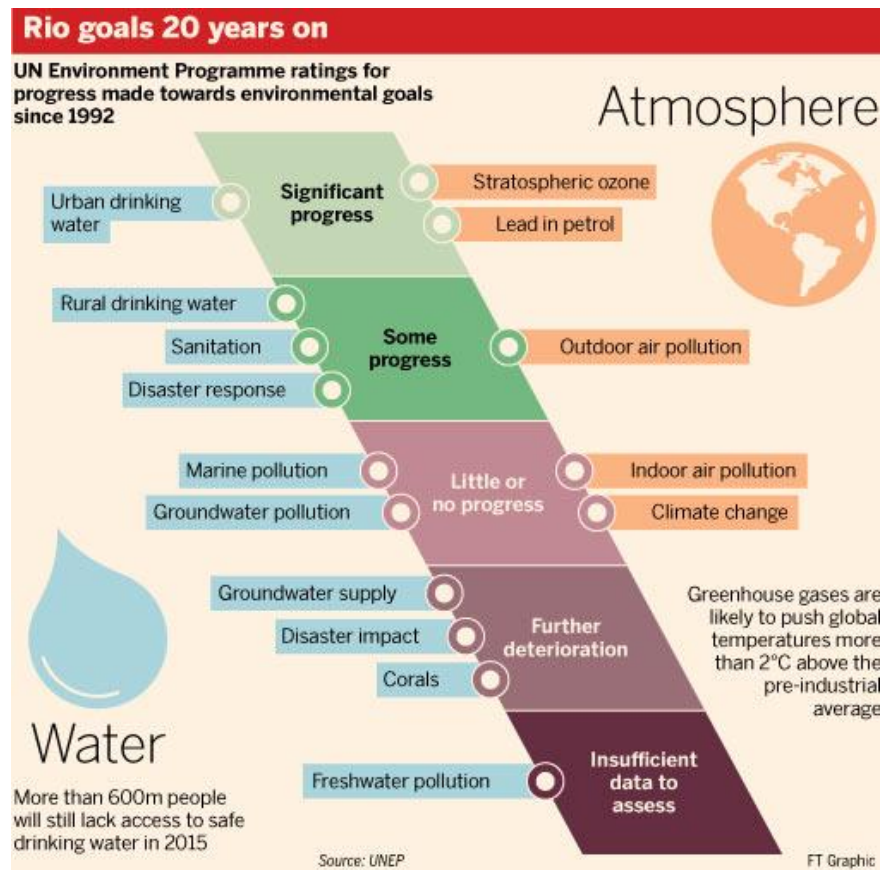


Figure 2.1: UN Environment Program 2015 Report  
 Source: UNEP

As shown in figure 2.1, the predictions and report for the year 2015 is shown. According to data available the rating for progress reports are very good for drinking waters in urban areas, ozone in stratosphere and petrol's lead. Small progression is made for sanitation of water, rural drinking water and response to disasters plus reduction in outdoor air pollution (Dobrow, 2014). The other parts such as different pollutions, global climate changes and greenhouse gases are had little progress no progress at all and is in danger of getting out of control (Dobrow, 2014).

In 21<sup>st</sup> century because of scientists work the global awareness is increased significantly in comparison to the previous decades. Threat of human interface has been indicated the main cause of many environmental issues such as enhancement of greenhouse effects, deforestation and using the fossil based fuels (Dobrow, 2014). In 2009 the scientists of Climate Council in Copenhagen announced that many threatening parameters have already accelerated such as surface temperature, sea level, acidification of oceans (Dobrow, 2014). If these trends continue to accelerate there will be an uncontrolled and irreversible climate change risk throughout the world as with the predication of increasing in international tourism arrivals in emerging and advanced economies (see Figure 2.2).

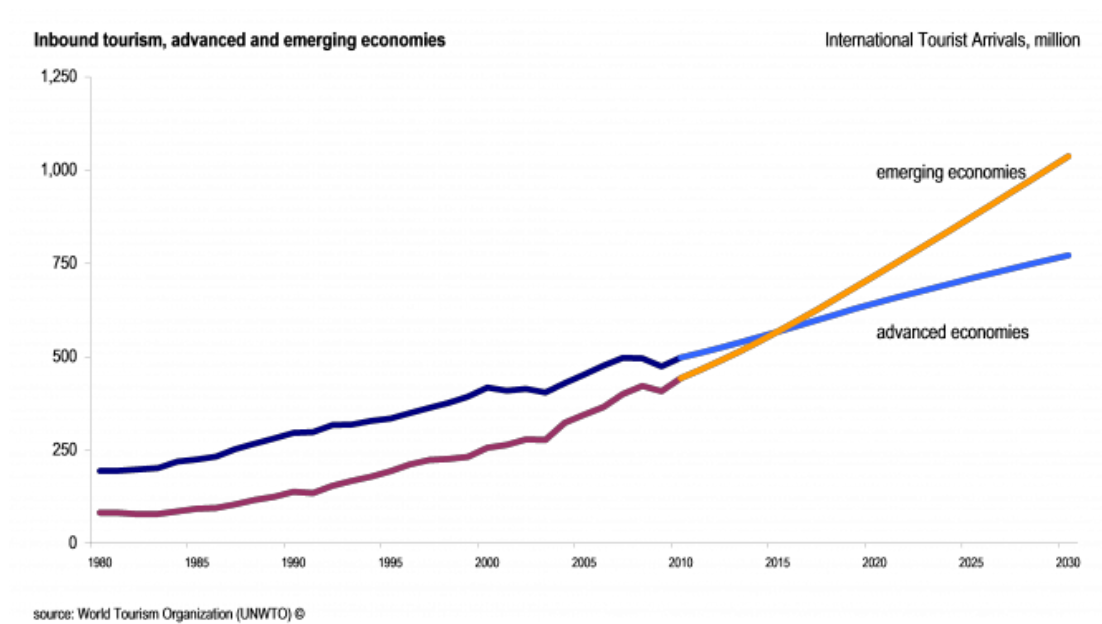


Figure 2.2: International Tourism Arrivals in Emerging Economies and Advanced Economies

Source: UNWTO

The definition of sustainable development is satisfying the needs of current generation without damaging the future generation's ability to reach their own goals and needs. In the environmental topic, the suitability often involves with decisions

that are in the parallel to preserving the natural world. In addition to those actions, quality human life in future generations must be considered and implemented in the development plan (Dobrow, 2014). Throughout these decision making process, the impact of human interference on the environment will be investigated and a suitable plan will be implemented (Abrahamson, 1997).

These responsible decisions involve mainly reducing the negative outcome of human actions on the environment. It is not all about just reducing the energy consumption or producing fewer wastes, it is about the development plan to make human business become sustainable in the future. All businesses are expected to follow a set of roles and contribute to the area of environmental sustainability (Abrahamson, 1997).

In 2009, the world started the adoption of European Sustainable Development Strategy (EU SDS). The SDS is a framework for the economic sustainability, social and environmental protection with ability of supporting each other in a long-term plan. The European Union has created a broad range of roles and policies regarding the SDS. Mainly fight against the climate change and planning for a knowledge based and low-carbon efficient economy (Kozlak, Pawlowska, Borkowski, Bak, Burnewicz, & Adamowicz, 2013). After revising the roles of SDS, European council stated in 2009 that all sustainable trends must follow the SDS strategy for decreasing in energy usage, battle against the loss of biodiversity and the resources. The overall priority objectives and action are described in 2010 according to European Council are as follows:

- Clean energy and climate
- Sustainable plans transportation
- Sustainable plans for production and consumption

- Sustainable plans for management and conservation of natural resources
- Sustainable plans for public health
- Sustainable plans for migration and colonizing new regions
- Sustainable plans for battling poverty and development challenges for the environment

In 2005, the social development world summit defined several goals such as, social, economic and environmental development and protection. These “pillars of sustainability” can be mutually reinforcing each other but they are not necessary exclusive. These three development plans used as a base for several sustainability certifications and standards for many systems in recent decade (Cato, 2009). In explaining these pillars, the three domain of environment, economic and social suitability are used. The main concept of sustainable development is based on the three objectives:

- Producing needs of society and worlds population call economic pillar.
- Goal of balancing the people’s equalities which called the social pillar.
- Avoiding the destruction of natural environment for the use of future generations which is called environmental pillar. See figure 2.3.

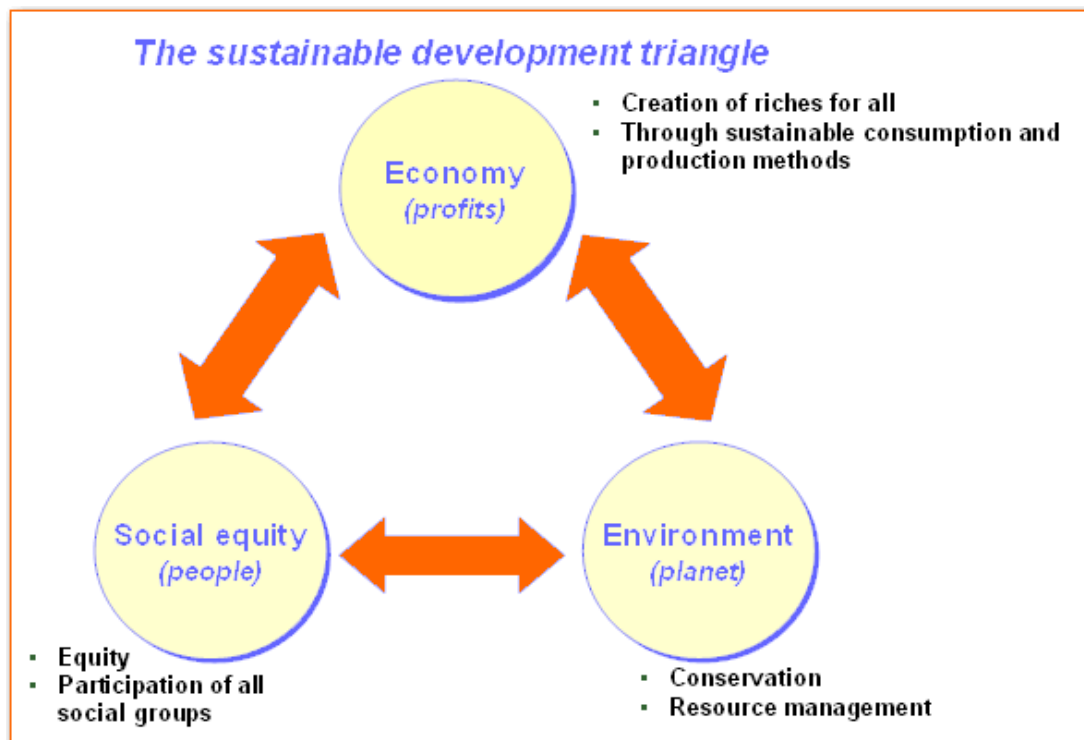


Figure 2.3: Environmental Pillars  
Source: Cato, 2009

## 2.2 Environmental Problems and Issues

Environmental problems will occur if there is a change in the quantity or the quality of environmental factors which then will lead to have adverse effects in human life. These issues mostly come from the results of human activity and their harmful effect on the environment.

### 2.2.1 Overpopulation

Human overpopulation happens if the number of humans in a society exceeds the capacity of the occupied region. Overpopulation in a long term aspect can be viewed when the population can't be continued without the fast use of non-renewable natural resources. The overpopulation terms refers to the link between the entire human population of the Earth and the natural environment that will be divided into smaller regions which are called countries. Overpopulation can happens where there is an uncontrolled increase in births, mortality rate decline, increase in immigration, or



depletion of natural resources. The United Nations estimate the world population to reach 9 billion in 2054. (See figure 2.4).

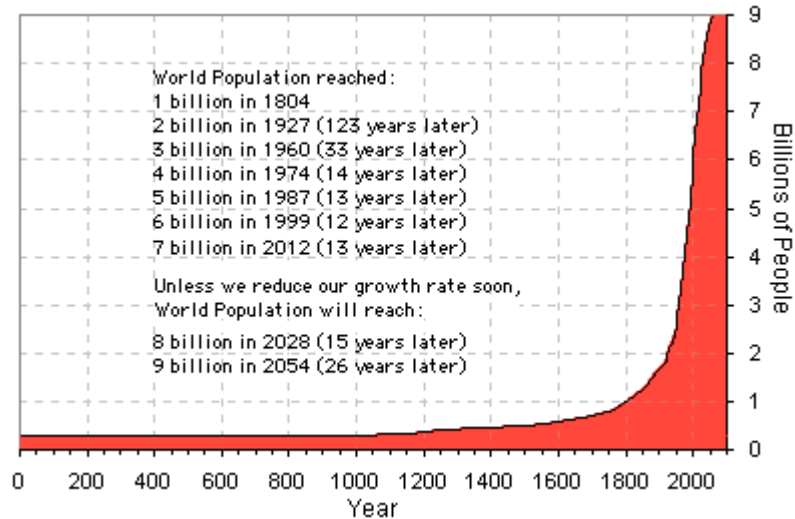


Figure 2.4: World Population Estimation in 2056

Source: United Nation Report on Overpopulation, 2012

The overpopulation will results in major issues and problems for an environmental sustainability plan such as:

- Inadequacy in fresh water, drinking water and water shortages.
- Natural Resource depletion such as fossil fuels.
- Pollution increase such as air pollution, soil degradation, water pollution and noise pollution.
- Loss of natural ecosystems and deforestation which will result in problems in the levels of oxygen and carbon dioxide.
- Global warming and changes in composition of earth's atmosphere.
- Desertification and loss of land.
- Loss of biodiversity and species extinction.
- Higher child mortality rates.

- Larger chance of having pandemics and epidemics and threats of new viruses and bacteria in overcrowded conditions.
- Loss of food and starvation in several regions.

Although there are many problems arises from overpopulation there were the most threaten issues for having a sustainable plan.

### **2.3.2 Surface and Marine Hydrology**

The main topic and meaning of hydrology is the water supply and reserves circulation rates. Like the rainfall and causes of filling lakes and rivers. The failure in this ecology system will eventually results in draught or flood in several regions of earth (Wills, 2013). The issues related to hydrology are the threat of landslide because of losing ground and underground water reservoirs, and the water quality in the reservoirs (Wills, 2013). The water reservoirs can be beneficial and also harmful to humans. They may become a breeding place for diseases and will be cause of new epidemic and pandemic disasters (Wills, 2013). Also earth's climate can change because methane gas can be generated from stratified water reservoirs and it contributes more than carbon dioxide to climate change and global warming.

### **2.3.3 Colonization and Land Use**

Land management and colonization have several major impacts on the environment especially the natural resources such as soil, water, animals and plants (Laurance, Sayer, & Cassman, 2014). The major activity of human's land use is deforestation and tempering with different regions. The tempering will lead to significant issues include, erosion of soil and degradation and desertification (Laurance, Sayer, & Cassman, 2014).

### **2.3.4 Use of Nuclear Technology**

The nuclear technology is considered to be a sustainable energy to substitute the fossil fuels and other carbon based fuels to reduce the emission of CO<sub>2</sub> and virtually have no air pollution. Barney and Hesterly (2010) have explained the pros and cons of using the nuclear energy and consist of many debates and arguments.

The “Good” aspects of using nuclear technology are:

- Its renewable energy.
- It is nearly unlimited and generates a lot of energy.
- Among the most energy sources it is the “safest” option.
- Advancement in nuclear knowledge will also add to the global security.
- Costs are lower in general in compare to other fossil fuels or renewable fuels.

The “Bad” aspects of using nuclear technology are:

- It can't be a fast response to climate change problem.
- It is expensive to set up.
- Still has serious waste problems and its effects on the environment is not truly known yet.
- Increases the chance of a nuclear war.
- Safety problems are existed within the execution of energy.

The only main threat to environmental safety posed by nuclear technology is the radioactive wastes. According to Grange and Sovocool (2011), the nuclear industry creates about 10,000 metric tons of nuclear wastes each year. However there are several waste management options are now in progress, which are long-term storage, transformation and disposal of the nuclear wastes to a non-toxic material.

## 2.4 Environmental Challenges

Nowadays environmental challenges are explained in different categories which they are already speculated through different studies (Gao, 2013). The most important ones are explained as follows:

### 2.4.1 Climate Change and Global Warming

Climate change and Global warming refer to increasing the global temperature. Human activities along natural events are believed to be the cause of an increase in global temperature. Greenhouse gases such as Carbon Dioxide are having a major role in increasing the world's climate.

According to National Oceanic and Atmospheric Administration (NOAA) in July 2010, there are 10 main indicators for an increase in worlds climate change: The Loss and decrease in: Glaciers, snow covers in the mountains, and sea Ice. Increase of humidity, troposphere temperature, sea surface temperature, sea level, ocean heat and over land's temperature (Figure 2.4).



Figure 2.5: 10 Climate Indicators  
Source: NOAA, 2010

The NOAA describes the term of greenhouse effects with several processes which are described below:

- Sun's energy heats the earth's surface and increases the climate and weather.
- The energy will radiated by earth back into the atmosphere.
- The greenhouse gases consists of carbon dioxide, water vapor will trap the energy radiated by sun and act as the glass of a greenhouse thus will end in rise of temperature on earth (Gao, 2013).

There are six main greenhouse gases; carbon dioxide (CO<sub>2</sub>), nitrous oxide (N<sub>2</sub>O), Methane (CH<sub>4</sub>), Hydrofluorocarbons (HFCs), sulphur hexafluoride (SF<sub>6</sub>), and perfluorocarbons (PFCs) which are considered as industrial gases plus water vapor. While the climate change was a natural process, the human intervention on climate change is accelerating these events since industrial revolution. The CO<sub>2</sub> while not being the most potent greenhouse gas, it has been increased by using a lot of fossil based fuels and the cause of increasing global temperature (CRU) (2012). See Figure 2.5.

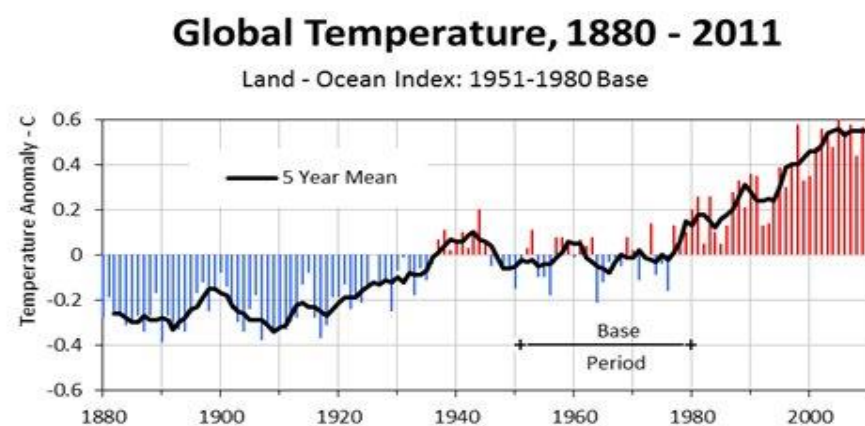


Figure 2.6: Global Temperature 1880-2011  
Source: Goddard Institute for Space Studies (GISS) and Climate Research Unit (CRU), 2012

The increase in global warming will eventually causes a lot of problems that are mostly dangerous and irreversible. Aggravating global warming will result in loss of Ozone, loss of species, collapse of ecological and biological systems with a slow recovery rate (Mitra, 2013). Another problem is rise of sea levels. Many human settlements are now situated beside the coastlines and major rivers and many of them are totally unprepared for the climate change (Wigley & Schimel, 2005).

The agricultural output will also be affected and with the failing of one of important food sources will eventually leads to food shortages cause by draughts which are the results of climate change. Local effects are warmer temperatures and lessen winter time may look harmless at first, but additional changes will mostly alter the many environmental face of the earth (Ateweberhan, Feary, Keshavmurthy, Chen, Schleyer, & Sheppard, 2013). The increase in average temperature has been resulted in early river flows in springs with the average of happening 2 to 3 weeks sooner in comparison to 30 years ago (Hodgkins, Dudley & Huntington, 2003). These global warming changes will also affect the many aspects of tourism industry such as ski tourism (Ateweberhan et al., 2013).

After assessing the problem, the Intergovernmental Panel on Climate Change (IPCC) has been established by the United Nations Environment Program. After many researches done by IPCC the main reason of global warming discovered to be the anthropogenic processes (Cameron & Zillman, 2001).

In 1992, United Nations officially addressed the global warming and climate change as serious threat and urged other countries to commit themselves to stabilize the greenhouse gases to prevent the instability of earth's climate. The aftermath was the

establishment of the Kyoto Protocol in 1997 in United Nations convention which held in Kyoto, Japan (Cameron & Zillman, 2001). The main features of Kyoto protocol were:

- The emission limits for each individual developed country must be achieved in the period of 2008 to 2012.
- The industrialized countries must take the lead and responsibility but no quantitative measures for developing countries.
- Market based methods and flexible mechanism can be used by developed countries to decrease their industry costs such as trading units responsible for emission reduction among themselves, giving credits to those developed countries which sponsor the clean projects and technologies, and trading emission permits among themselves.

In 2001, United States pulled out of the Kyoto Protocol. The US is responsible for 38% of total global emissions while United Nations stated that total 55% of greenhouse gases must represented in the policy (Cameron & Zillman, 2001). As shown in Figure 2.6, the latest record of CO<sub>2</sub> emissions is shown with addition to what country contributes to high global temperature.

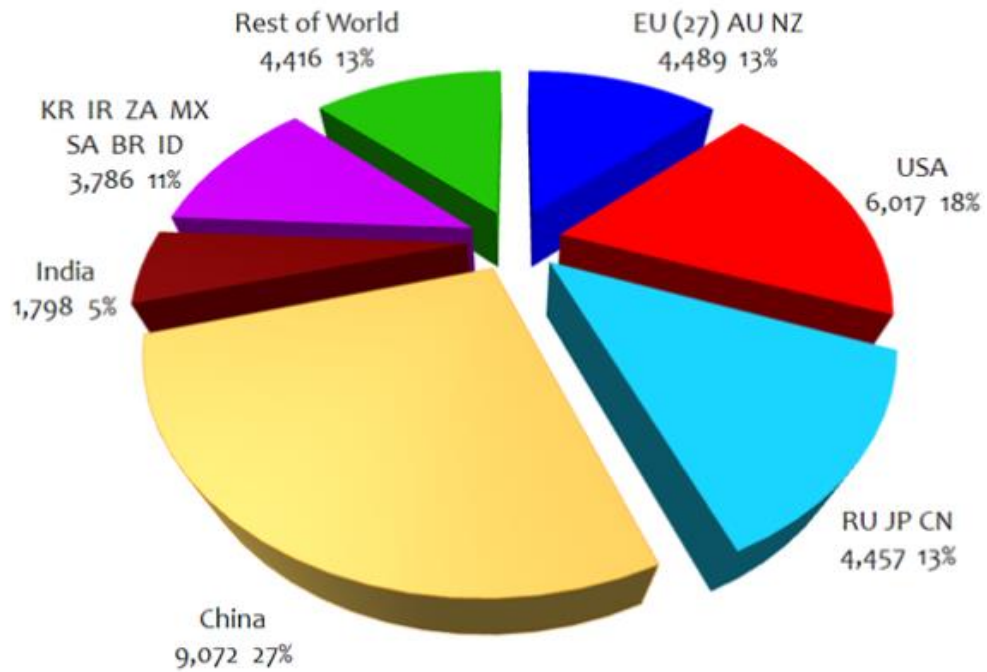


Figure 2.7: CO2 Emission Record in 2011 by tons  
Source: UEA report, 2012

### 2.4.2 Pollution and Wastes

The term pollution refers to entering contaminants into the environmental which then leads to drastic changes. It can be energy or chemical substances such as heat, noise, and light (Spengle & Sexton, 1983). The wastes are unwanted materials generated from using various resources. Wastes are including solid wastes, sewage, hazardous wastes, and radioactive wastes (Wilson, Velis, & Cheeseman, 2006). Pollution and wastes have their own impacts on the natural environment and their effects can be:

- Increasing in Bio-magnification which toxins and wastes increase in tropical levels and starts to concentrate.
- The CO<sub>2</sub> will result in acidification of Earth's oceans and decrease the pH levels. Plus nitrogen oxides and sulfur dioxide can cause acid rains which will affect the soil and water reservoirs.



- Haze and smog can prevent the sun rays and cause the troposphere ozone which in return causes the plan's destruction.
- Soil and land will be infertile which affects the food chain and loss of wildlife.

The costs for environmental is high and with uncontrollable wastes there can be the source of insects and rodents. Parasites, worms, and plague will contaminate the environment which is dangerous for every living being. Hazardous and toxic wastes can damage the groundwater, surface water, air, and soil.

There are several methods to contain the wastes and reduction of pollution. According to Pollution Prevention Act of 1990 (PPA), the waste management hierarchy is the terms for prevention of pollution, reduction, recycling, recovery of energy, treatment, and in the last resort which is less preferable, disposal and release to the environment (Figure 2.7).

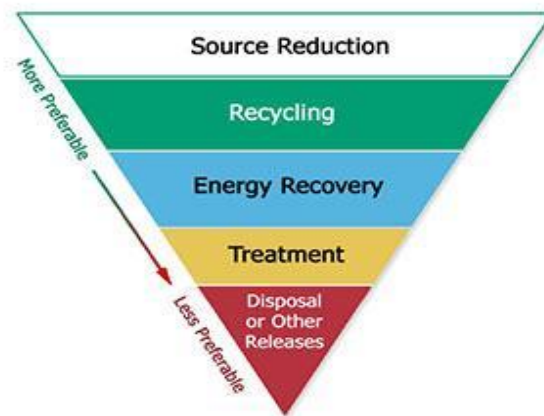


Figure 2.8: Pollution Prevention Act (PPA) the Waste Management Hierarchy, 1990  
Source: PPA, 1990

In this chapter the environmental challenges, issues and a history on countering some of these problems were presented. The next chapter includes the content about tourism industry and the environment.

## **Chapter 3**

### **TOURISM AND ENVIRONMENT**

#### **3.1 The Concept of Tourism**

The definition of tourism is the human activity of moving and travel to another place for several purposes like pleasure, business or pilgrimage. The industry itself is providing restaurants, resorts, transportation, accommodation and hotels for the tourists and people who are traveling (Williams & Lew, 2014). The World Tourism Organization (WTO) explained the activity of tourism as moving and staying in new places.

The importance of this industry is that it is one of the fastest growing industries in economic sector. The new destinations will develop modern tourism and it is a key for both economic and society's growth (Williams & Lew, 2014). Nowadays the volume rate of tourism industry has surpassed the many other industries such as oil exports, automobile industry or food industry. It even become one of the main sources of income for countries and represents one of the major players in international community (Williams & Lew, 2014).

With the growing of different destinations and new places for tourists, the competition has been growing. These competitions lead to the growth of economic and benefits in many other related sectors including, agriculture, construction, and telecommunications. The contribution of tourism industry has been great and it

depends on the services and revenues it can offer. The UNWTO helps the tourists' destinations in the sustainable developing programs with international and national markets. UNWTO stated that developing countries can benefit a lot from a sustainable tourism and also helps them with different plans (Cole, 2014). There are many developments in tourism industry are undergoing such as according to UNWTO arrivals of international tourism has been grown by 5% in 2013, reaching to 1.087 billion. International tourism in 2012 generated about 1.3 trillion dollars in earnings of exports. The growth in arrival of international tourism has been reported to be 4.5% in 2014. As shown in figure 3.1, the contribution of tourism to different sectors has been shown.



Figure 3.1: Tourism Contributions to the World in 2013  
Source: UNWTO Report, 2013

The significance of tourism has been told to be a vital source of revenue and income for many different countries. Because this an activity essential for growing several sectors such as social, educational, economic, and cultural. Also tourism brings a large amount of revenue and money for the local economy which tourists pay for services and goods (Cole, 2014; Williams & Lew, 2013). Plus the employment opportunities exist in service sectors by tourism activates.

### **3.2 History of Tourism**

In the old times, people were used to travel to different places to see arts, buildings and work of cultures and also pilgrimage. However these travels were mostly exclusive to kings and the royal families. During middle ages, the different modes of pilgrimage had been undertaken by many of religion followers (Sheldrake, 2013). They would go through journeys for spiritual and health improvements and undertake orders given by their religious leaders. However, several writers and adventurers were traveled to different countries and culture to write histories and observations such as Su Shi, Marco Polo and Francesco Petrarch (Sheldrake, 2013).

In the fourth and fifth centuries AD, with the fall of the Roman Empire, security and tourism excursions in Europe faced a crisis and finally with collapse of the empire (in the middle of the century) and the Renaissance period (14th century AD) was travelers in Europe faced with many dangers. The main events of medieval Europe were the holy crusades (Sheldrake, 2013). At the end of the Middle Ages, many pilgrims started to travel to the religious shrines such as Canterbury in England, and St. James in Composteia.

History of Tourism in Europe dates back to medieval pilgrims traveling. Canterbury Cathedral in England for religious pilgrims' travels for knowledge and experience for religious holiday (Sheldrake, 2013). Pilgrims began the activities that can still be seen even now. They would bring souvenirs of the trip, opening credit accounts in foreign banks such as in medieval Lombardy international networks of old banks and using different forms of transport used to travel to the shrine of Santiago of medieval English with wine ships to the port of Vigo in Spain (Weber, 2014).

Pilgrims still have an important place in the tourism industry. However, it is also shaped by secular forms. During the sixteenth century in England Grand Touring tours were quite common. Sons of nobles and aristocrats were sent to gain experience in tours around Europe. Eighteenth century was the golden age of Big Tours (Weber, 2014).

The modern tourism has been started by Grand Tour. This was consisted of trips in Europe which was done by upper-class people and young men. This custom has reach different parts of Europe from east to west and then served as rite of passage and other opportunities by wealthy British nobility. The Grand Tour used by several students in 18<sup>th</sup> and 19<sup>th</sup> centuries and acted as an educational opportunity for several educational groups through Europe (Weber, 2014).

### **3.3 Types of Tourism**

#### **3.3.1 Mass Tourism**

According to UNTWO, there are many types of tourism existed in the tourism industry; Eriksson, Jaworska, Worth, Cronin, McDowell, and Gramatica (2003) has divided the tourism into two main groups; sustainable tourism and unsustainable tourism (Eriksson et al., 2003). The conceptual model was main types of tourism such as ecotourism, adventure tourism and socio-cultural tourism placed with alternate tourism in sustainable classification and mass tourism in unsustainable tourism which all will be explained in the following variants (Weber, 2014) (Figure, 3.2). In this study the ecotourism along with accommodation service of tourism has been described thoroughly and used in the framework of this research.

Mass tourism is a type of tourism that involves several thousands of tourists going to the particular resort mostly in the same time of the year. This type of tourism considered to be the cheap and the best way of visiting a place in a holiday. Mass tourism is opposed to alternate and sustainable tourism which is not environmental friendly at all. Dorobantu and Nistoreanu (2012), made a clear distinct characteristics about mass tourism:

- Huge groups of tourists will visit the area
- High impact on environment because of tourist activities
- The main principles are on macroeconomic scales
- Will require an intensive program of tourism facility development and urbanization required to help this kind of tourism
- Need to program for mostly entertainment and activity behavior oriented leisure rather than training and educational activities.

### **3.3.2 Alternative tourism**

This type of tourism is exactly in the opposite of mass tourism. This concept of tourism is consisting of safe tourism with a very small group of people visiting a protected place in the sustainable tourism plan. Alternate tourism has been considered to be friendly to the environment by many researchers (Smith & Eadington, 1992), in part with preserving the nature state of the place (Newsome, Moore & Dowling, 2002) and one of the main types of tourism existed in the sustainable tourism. This type of tourism involves tourists who want exciting and unusual experiences which they can never did before. Dangerous activities, such as river rafting, rock climbing; visiting shark cave, skydiving, and bungee jumping are involved (Hannigan, 2014).

Shift in form of tourism occurred during the years of observing the negative and destructive aspects of mass tourism. Mass tourism was a bloom to the economy of some destinations for a short period of time but an end to their sustainable growth and life. By analyzing the impacts of mass tourism, critics tried to develop some sort of alternative tourism in a frame of environmental friendly activities to guarantee the sustainable growth of destinations.

The birth of alternative tourism was due to high criticism for mass tourism and its negative effects on destination areas. Alternative tourism incorporated soft tourism, small-scale tourism, green tourism, nature tourism and integrated tourism. Alternative tourism was used as a hope for proving consistency with natural, social and community values, as alternative tourism could have less negative effects on destination areas, environment and population without diminishing positive economic effects (Smith & Eadington, 1992).

Alternative tourism emphasized the idea of preserving social, natural and historical assets of tourist destinations. Hence, it was considered as the main factor in tourism development. As a consequence of alternative tourism, the concept of sustainable tourism was used as the main goal for tourism development (Moscardo, 2001) (Figure 3.2).



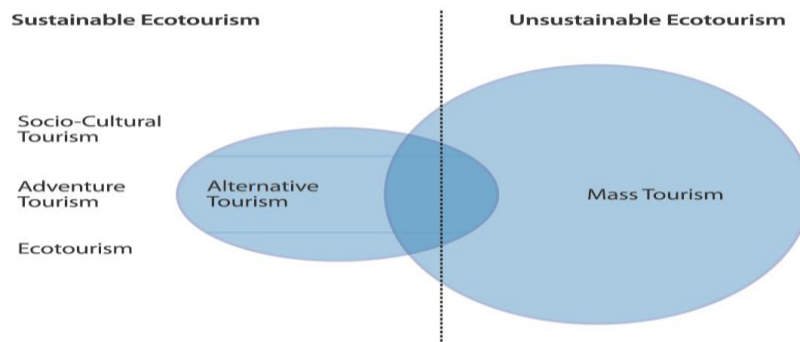


Figure 3.2: Model of Tourism  
Source: Eriksson, 2003

### 3.3.2.1 Virtual Tourism

E-tourism is an interesting concept that has improved and existed two decades since its creation. Virtual Tour is the observation of the physical world around us by a web digital voice data, text and image.

Using a virtual tour of the Palace Museum, the archaeological sites in the world, much context information can be found on ancient visual symbols. Another tourism issues is how to setting up effective virtual tours (Boniface, 2013).

### 3.3.2.2 Health and Medical Tourism

This type of tourism always existed but before the eighteenth century it wasn't important. In England, there were cities with special regions of hot springs and mineral waters used for the treatment of various diseases. Today some of the countries that are more advanced in the field of health use health tourism to development special facilities in their towns to provide services to patients who need surgical treatment (Wheeler, 2013).

Cost measures in the patient's own countries is very high and or treatment are not covered by insurances, decide to have treatments in the host countries. Health

tourists stay in the destination countries due to the long term treatment plans and their long recovery period. South Korea with attracting 10 billion dollars in the year 2013 is the most attractive destination for medical tourism (Wheeler, 2013).

#### **3.3.2.3 Leisure Tourism**

Recreational tourism was the invention of the England and has several roots in sociological science. Britain was the first European country which industrial revolution began from and the first industrial society to have a society that included enough entertainment opportunities for an increasing number of people. Tourists of this type will try to relax and rest and have a break from their usual routine daily work (Hannigan, 2014).

#### **3.3.2.4 Business Tourism**

This type of tourism involves travels which are related to doing business. Meeting, Exhibitions and Special Events (MESE) is part of the business activities. All of the major towns have building dedicated to conferences and also facilities for business tourism. Promoting the products by businessmen and involving in conferences are all part of business tourism (Hannigan, 2014).

#### **3.3.2.5 Educational Tourism**

This type of tourism involves traveling to a place of education and learning in another city which can be located in another country for studying new research fields or attending workshops special to that destination.

#### **3.3.2.6 Cultural Tourism**

In this type of tourism, tourists want to understand different cultures and mainly involved in visiting exhibitions, unique place or site to that particular destination (Hannigan, 2014).

### **3.3.2.8 Religion Tourism**

In this type of tourism, tourists want to experience and visit religious center places. People will undergo several pilgrimages for the sole purpose of visiting holy sites such as Mecca and Jerusalem (Hannigan, 2014).

### **3.3.2.9 Eco- and Sustainable Tourism**

Sustainable Tourism minimizes environmental damage, maintains resource diversity, renewability and productivity over time and seeks to mitigate the inevitable negative effects of tourism on local, regional and global levels. Ecotourism is the practice that tries to use environmental methods to help the environmental awareness to help ecosystem and ecology. For example by having reduced impacts on environment by tourists and creating beneficial activities to the local people (Joshi, 2011). Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles: Minimize impact. Build environmental and cultural awareness and respect.

The main area of ecotourism is the natural environment protection and raise the understanding of conservation and influence both local and tourist groups (Cheung & Jim, 2014). Figure 3.3 shows the relationship of ecotourism to other forms of tourism.

Eco-Tourism is a combination of two words Ecosystem and Tourism, together it is made Eco-tourism (Cheung & Jim, 2014). Ecosystem is the system where everybody live, this system is composes by the water, earth, sky and the living and not living objects such as micro-organism communities, plant, animal and their nonliving environment acting as a functional unit (Cheung & Jim, 2014). Some examples to

refer of ecosystem may be the river, the ocean, the jungle, a forest or a biome. And tourism means,” the practice of travelling for pleasure”. Therefore, a tourism which implicates a visit to an Ecosystem is well known as Eco-tourism. Thus, Eco-tourism can be defined as “Tourism involving travel to areas of natural or ecological interest, mostly of the time under the guidance of a naturalist”, having by objective learning about the environment making focus on wildlife awareness and conservation of the environment (Cheung & Jim, 2014).

However, Ecotourism still a new topic nowadays, the most acceptance definition is by Ceballos-Lascurain, who is generally accepted as the first person to define ecotourism “Tourism that involves travelling to relatively undisturbed or uncontaminated areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations found in these areas (Cheung & Jim, 2014).

In addition, “Ecotourism is a sustainable form of natural resources-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits and scale). It typically occurs in natural areas, and should contribute to the conservation of such areas (Cheung & Jim, 2014).

The importance of the Eco-tourism and the benefits that this activity provides is indispensable for the sustainability of the natural destination. Eco-tourism is the only kind of tourism that provides awareness to the visitors as well the local population involving then in activities to preserve the destination, understanding the environmental issues and explain the consequences before they take place (Cheung

& Jim, 2014). Eco-tourism trainee the local populations in order to visualize the visitors as an alternative of income that will contribute to the destination survive. With significant economic benefits the local population needs to see their natural area as a source of income, conserving their local destination avoiding activities like cutting down all their rainforests that just contribute to the global warning (Cheung & Jim, 2014).

Tourism is one of the world's large industries; in 1950 the number of tourist went from 25 million up to 702 million in 2000. According to the World Tourism Organization for this 2010 the tourism growth rate will reach 1 billion and 1.6 billion in 2020. With the growth of science and technology, abundance in economy and revolutionary changes that have happened in the field of transportation have contributed largely to the development of the tourist trade all over the world. In today's world an individual can have breakfast in London, lunch in New York and dinner in Tokyo.

Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies (Cheung & Jim, 2014). Ecotourism, as an alternative tourism, involves visiting natural areas in order to learn, to study, or to carry out activities environmentally friendly, that is, at tourism based on the nature experience, which enables the economic and social development of local communities. It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural artifacts from the locality (Cheung & Jim, 2014).

A symbiotic and complex relationship between the environment and tourist activities is possible when this philosophy can be translated into appropriate policy, careful planning and tactful practicum. Carefully planned and operated ecotourism sites, especially if it is village-based and includes local participation, is able to provide direct benefits that might offset pressure from other less sustainable activities that make use of natural and cultural resources (Cheung & Jim, 2014).

Eco tourism, natural resources, cultural heritage, rural lifestyle and an integrated tourism is a type of local economic activities. Therefore, ecotourism in nature and cultural areas was carried out with a number of elements in their natural landscape and cultural landscape (water, vista, topography, vegetation, clean air), as well as in the variety of recreational activities suitable for all kinds of environments. Therefore, ecotourism and its natural assets and raw materials to create, as well as directing people to travel is an attractive force.

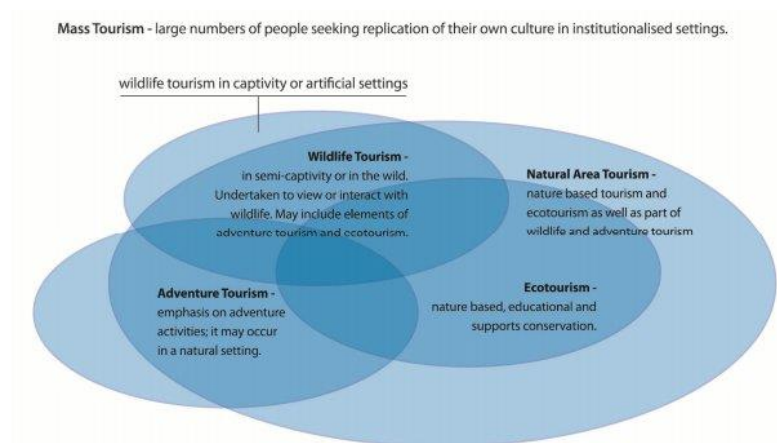


Figure 3.3: Relationship of Ecotourism to Other Forms of Tourism  
Source: Hill and Gale, 2009

Patterson (2002) identified the characteristics of tourism businesses:

- Low impact on natural environment especially the resources.

- Individuals, tourists, operators, and stakeholders in development and planning the ecotourism phases.
- Limiting tourists groups to smaller teams for special protected and natural areas.
- Help the conservation groups with their work for preserving the natural environment.
- Use local people to be more active in the tour plans.
- Using tour guides with experience in natural history or train new personnel in interpretation of natural environment values.
- Ensuring of not harassing the wild life in that region.
- Ensure the respect of local people (Cultural and privacy)

If all of these characteristics have been met by tourism industry, there can be many benefits for the local communities, species of that area, preserving the landscape, heritages, and natural resource in addition to economic benefits. According to Rahman, Kim and Brown (2014) the three main criteria has been included in ecotourism:

- Environmental conservation is provided by ecotourism for the industry itself.
- The community participation will become meaningful.
- It is self-sustained and can be profitable for tourism industry.

The ecotourism has been the main part of sustainable tourism and alternate tourism and in the opposite of mass tourism can be more beneficial for the industry. Dorobantue and Nistoreanu (2012) created a differentiation table for distinguishing mass tourism and ecotourism which presented in Figure (3.4).

Characteristics of mass tourism.	Characteristics of ecotourism
Large groups of visitors	Small groups of visitors
Urban	Rural
Touristic general marketing activities	Eco-marketing activities.
Average prices for purposes of market penetration	High price with purpose of filtering the market
Impact on natural environment	Little impact on the natural environment
Advanced control options	Limited possibilities of control
Management based on macroeconomic principles	Management based on local economic principles
Anonymous relationship between visitors and local community	Personalized relationships between visitors and local community
General development goals	Local development objectives
Behavior-oriented leisure activities/entertainment, opponents to education and training actions	Loyalty in the process of training and education for appropriate conduct for the natural environment
Intensive development of tourism facilities	Reduced development of tourism facilities

Figure 3.4: the Differences between Mass Tourism and Ecotourism  
Source: Dorobantue and Nistoreanu, 2012

This tourism can bring local people and tourists together in a friendly atmosphere (Wearing & Neil, 2009). The many characteristics of this tourism are that it has small impact on the environment and in line with many economical and also agricultural objectives (Cater, 2006). There are many other forms of tourism which are depicted in figure (3.5).

While nature-based tourism is just travel to natural places, ecotourism provides local benefits - environmentally, culturally and economically. A nature-based tourist may just go bird watching; an eco-tourist goes bird watching with a local guide, stays in a locally operated eco-lodge and contributes to the local economy (Cater, 2006).

Sustainable Tourism embraces all segments of the industry with guidelines and criteria that seek to reduce environmental impacts, particularly the use of non-renewable resources, using measurable benchmarks, and to improve tourism's



contribution to sustainable development and environmental conservation (Cater, 2006). Sustainable Ecotourism includes:

- Minimizes environmental impacts using benchmarks
- Improves contribution to local sustainable development
- Requires lowest possible consumption of non-renewable resources
- Sustains the well-being of local people
- Stresses local ownership
- Supports efforts to conserve the environment
- Contributes to biodiversity

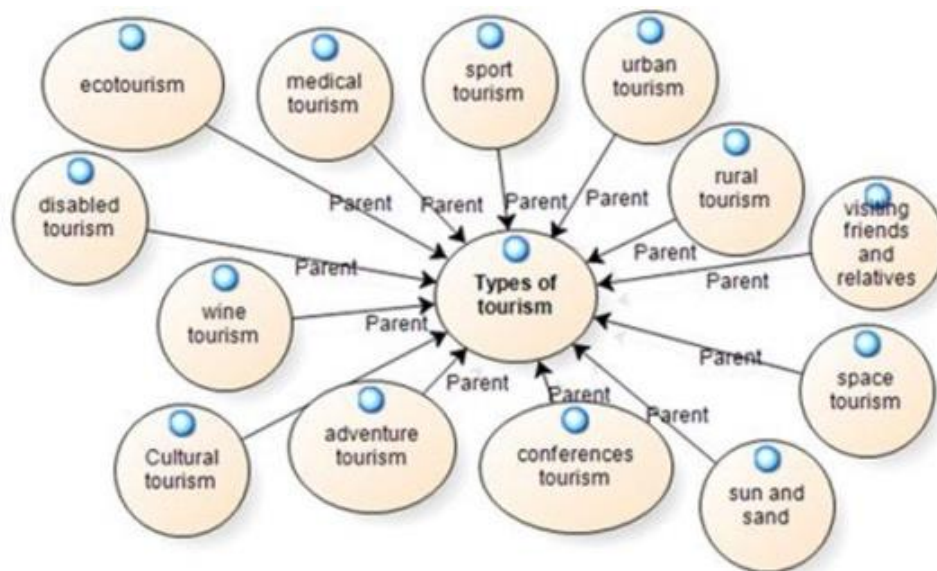


Figure 3.5: Different Types of Tourism  
Source: [www.scielo.gpeari.mctes.pt](http://www.scielo.gpeari.mctes.pt)

### 3.4 Impacts of Tourism

Tourism industry as the vital and proactive industry has some sort of impact on both society, economic and environment. Some critics mentioned that its negative outcomes covers the benefits but some stated that every industry contain negative and positive impacts on some dimension the case is how we come up with these

issues and how much efforts we do to alleviate the situation (Sloan, Legrand, Chen, & Chen, 2013). So having clear understanding about the area of negative and positive effects would give us better control management. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance (Sloan et al., 2013). Positive impacts of tourism mostly are creating employment opportunities for local people; promoting cultural awareness and can help preserve local culture and traditions e.g. Masai Mara in Kenya; Income from tourists can be used to develop local infrastructure and services e.g. new roads and airports (Sloan et al., 2013). Tourism income can be spent on developing access to education, clean water and sanitation, foreign currency can help local people to name a few (Sloan et al., 2013).

Negative impacts are shortly the increase in air travel has contributed towards increased carbon dioxide emissions; on a local level natural features that attract tourists are themselves under threat due to human actions; often local people are employed in low skill, poorly paid work in unsatisfactory working conditions (Sloan et al., 2013). With the improvement in transportation, social and economic infrastructures of cities, traveling became easier for people from any part of the world. With the increase in number and extent of traveling number of tourists had been increased so that new issues come to the mind for evaluating (Sloan et al., 2013).

- Economic Impact: The tourism industry generates substantial economic benefits to both host countries and tourists' home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. As

with other impacts, this massive economic development brings along both positive and negative consequences.

According to the World Tourism Organization, 698 million people traveled to a foreign country in 2000, spending more US\$ 478 billion. International tourism receipts combined with passenger transport currently total more than US\$ 575 billion- making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food (WTTC).

- **Social/Cultural Impact:** The socio-cultural impacts of tourism described here are the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry. For a variety of reasons, host communities often are the weaker party in interactions with their guests and service providers, leveraging any influence they might have. These influences are not always apparent, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify. The impacts arise when tourism brings about changes in value systems and behavior and thereby threatens indigenous identity. Furthermore, changes often occur in community structure, family relationships, collective traditional life styles, ceremonies and morality. But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. As often happens when different cultures meet, socio-cultural impacts are ambiguous: the same objectively described impacts are seen as beneficial by some groups, and are perceived as negative - or as having negative aspects - by other stakeholders.

- **Environmental Impacts:** The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends.

On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

### **3.4.1 Environmental Impact**

In general, humans and their actions can lead to the destruction of nature and its environment and also has been able to apply knowledge of various species of Flora and Fauna and develop the environment in a positive way (White, 2013). Especially species that are endangered and most cases have been considered to be protected in the environment. By applying the principles and genetics of human and technical, humans has been able to duplicate different kinds of plants in unsuitable conditions. Both positive and negative impacts cannot be ignored by the environment. According to United Nations Environmental Program (UNEP) there are several negative impacts related directly to the tourism activities on the natural environment (White, 2013):

- **Biological Diversity Loss** – the loss of natural variety of forms and patterns can lead to damaging the sources of food, energy, and medicine. Also it will

change the natural function and destabilize it leading to floods, hurricanes, storms and drought. The many aspect of productivity is also lost which tourism itself has draws its needs from. Nature tourism can also be one of the causes of biological diversity loss which with extent visiting out of the area's capacity can damage marina, forests, and coastal environments.

- Ozone Layer Depletion – the ozone most important role is protect the earth by absorbing the ultraviolet rays generated by the sun which is dangerous in its original quantities to human and other wildlife. The tourism industry is having a contribution to the depletion of the ozone layer by using the air conditioners, sprays which are used extensively in hotel's industry. Air travels contributed a lot and many researchers believed that by the end of 2015 about half of ozone destruction will be occurred by aircrafts.
- Climate change – as we said before the climate change and global warming refer to increasing the global temperature. Human activities along natural events are believed to be the cause of an increase in global temperature. Greenhouse gases such as Carbon Dioxide are having a major role in increasing the world's climate. The land and air travel by transportation in tourism industry can cause a massive change in CO2 levels.
- Natural resource depletion – the environmental resources such as fresh water are crucial natural resources. The tourism generally used the fresh water for swimming pools, hotels, and many other forms of resorts and can defiantly shorten the water supplies. These overusing of water can lead to droughts and will lead to severe problems especially in dry lands such as the Mediterranean itself which North Cyprus is situated in it. The tourists will use a lot more water in dry regions, almost double to any other areas. Local resources will

also have been the subject of great overuse by tourists. The are other energy sources such as raw materials and the transporting of these supplies can have great physical impacts upon the environment. Many destinations are expected to have high quality of services such as hot water and proper heating or cooling equipment to make comfortable environment for the tourists and these procedures requires high amount of resource material consumption.

- Pollution – as with many other industries, tourism industry generates pollution such as noise, air, littering, soil wastes, and chemical and oil pollution. The transportation in tourism is the main source of air and land pollution. The rising number of tourists and their need of mobility will increase the level of pollutions. UNWTO reported that from 1972 of 88 million international tourists, had a significant rise of 344 million in 1994. Also air pollution is reported to have 60% of total tourists’ transportation in 2012. All types of vehicles such as buses, cars, and even snowmobiles are the main source of increasing the CO<sub>2</sub> emissions. The areas which there are heavy tourist activities are generating a great deal of waste material and garbage’s and even camping equipment. Sewage wastes are also generated by the arrival tourists in destination which will increase the waste sewages in that area.
- Physical Impacts: Attractive landscape sites, such as sandy beaches, lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. Typical physical impacts include the degradation of such ecosystems. An ecosystem is a geographic area including all the living organisms (people, plants, animals, and microorganisms), their physical surroundings (such as soil, water, and air),

and the natural cycles that sustain them. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers.

- **Sewage Pollution:** Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals.

The Tourism industry has several physical impacts both because of development plans and tourist activities.

### **3.4.2 Tourism Development Impacts**

- Infrastructure and construction activities by tourism development planning. Building many tourism accommodation, tourism facilities, restaurants, water supplies can impact the sand and soil and airport and road construction will lead to deforestation and loss of land.
- Draining coastal wetlands and ski resort facilities will conflict with sustainable development of tourism and will disturb local environmental and ecosystem plus destruction of ecosystem in the long-term.

- Coastline and Marine Constructions – the overbuilding of shoreline resorts will destroy the habitants and disturb the land-sea links. Ecosystem will then suffer from these developments.

### 3.4.3 Tourist Activities Physical Impacts

The tourist activities have greater impacts on soil and vegetation of the landscape. The damages will lead to loss of biodiversity loss and these physical damages such as trampling can be very extensive by visitors. These activities can be harmful to fragile ecosystems of marines or coral reefs and will be alter the natural behavior of the ecosystem. Many other impacts are show in Figure (3.6).

Trampling impacts on vegetation	Trampling impacts on soil
Breakage and bruising of stems	Loss of organic matter
Reduced plant vigor	Reduction in soil macro porosity
Reduced regeneration	Decrease in air and water permeability
Loss of ground cover	Increase in run off
Change in species composition	Accelerated erosion

Figure 3.6: Tourist Physical Impacts on the Environment  
Source: www.unep.org

## 3.5 Accommodation Sector

Tourism is a social, cultural and economic phenomenon which involves movement of people to countries or places out from their usual environment. The purpose of their movement might be personal or business/professional (Cooper et al., 2008). These people can be tourists, excursionists, residents or non-residents, known as visitors and tourism have to do with their activities they produce. Some of the activities they involve in imply tourism expenditure, for example, accommodation



they use or food (Cooper et al., 2008). In their travel, accommodation provides the base, from which tourists can engage in any activities at a destination, therefore, travelling will be incomplete in absence of accommodation. (Cooper et al., 2008).

As tourists make their journey for travelling purpose, in most of the cases, they need some form of accommodation facilities to rest and refresh along their travel. Therefore, accommodation appeared to be a need of human travelling (Cooper et al., 2008). Throughout the human race many footage of accommodation can be found. Types and organization of accommodation varies in relation to its size and facilities but their main purpose is to service their customers (Cooper et al., 2008).

In the basis of price, location, by type of visitor and by services they offer, accommodation can be categorized in different ways (Gao, 2013). Starting from the luxurious five star hotels to the very economic hotels and One Star Class camping site to Five Star Class camping site where every visitor or guest can find the best options as they afford to pay Accommodation is diversified by the geographical location also. Some of them are situated in the city or some are in the countryside. It can be varied according to target groups also. Some accommodation facilities can target business travelers and families whereas leisure travelers could be targeted in other kinds of accommodation facilities (Cooper et al., 2008).

Hotels are the primary form of accommodation but, there can be found many other types of supplementary accommodation also. Supplementary accommodation has been developed in various parts of the world in respect to its necessity. It can be classified on the basis of location, services they provide, types of management etc. These kinds of accommodation are more economic for the visitor rather than the big

hotels and resort hotels (Wheeler, 2013). Services they provide here are minimal. These kinds of accommodation are designed to provide overnight stay and normal food where customers tend to pay money against service provided.

The main benefit of this kind of accommodation is that the cost of this kind of accommodation is moderate. Guests can enjoy their stay at an affordable price. Normally, but not always, they provide entertainment and sports around the accommodation services which makes it easy to interact with the local people and culture for the guest (Sloan et al., 2013). Supplementary accommodation plays a vital role in the destination countries' total tourist accommodation by accommodating both domestic and international tourists. The basic form of the supplementary accommodation are youth hostels, motels, camping sites, bed and breakfast, tourist holiday village, Inns, guest houses, farmhouse accommodation, time share and hostels etc.

Nowadays the vacation state of tourists have undergone through several changes. Spending good time with family and friends also requires a good place for stay to keep the satisfaction. The industry has a fast growth from previous years which also had an impact on growth of hotels and similar accommodation facilities. These constructions play an important role in the tourism industry. The level of comfort and wide service presentation is crucial to that particular destination, if the hotel or resorts can't satisfy the tourist they may never come back and visit the destination and will damage the image and reputation of that destination (Agarwal, 1997).

In the modern times, the way people spend their vacations has undergone a great change. People like to spend good times with family and friend while at the same

time exploring various tourist places across the globe. As a result the tourism industry across the globe has seen an unprecedented growth which in turn has also resulted in tremendous growth in accommodation facilities. Comfortable hotels and accommodation facilities play a very important role in popularizing any tourist destination (Agarwal, 1997). If a person, who is far away from home, gets to enjoy the same facilities and comforts as he enjoys at his home, then he is bound to become attached to the place. On the other hand if the tourist ends up at a place where the hotels and accommodation facilities are not satisfactory, it is quite likely that he might never return to that place (Agarwal, 1997). Perhaps that is why, accommodation facilities being made available at different tourists spots, have shifted focus on providing maximum comfort to tourists at reasonable rates.

It is also vital to provide comfortable accommodation to people from diverse economic backgrounds. While five star hotels can cater to the needs of affluent visitors, small and medium range hotels and lodging houses are available for use by a middle class traveler. There is no doubt that tourism is an important source of employment for non-metropolitan communities, especially those that are economically underdeveloped. Furthermore, tourism could lead directly to unsightly sprawl in rural areas by creating a demand for development involving different sectors within the tourism industry (Agarwal, 1997).

Accommodation has been a travel requirement since the first trading; missionary and pilgrimage routes were established in Asia and Europe in pre-Christian times. The basis for such accommodation was generally non-paying as travelers were provided with a roof over their heads and sustenance as part of a religious obligation or in the hope that similar hospitality might be offered to the host in the future. The first

reference to commercial accommodation provision in Europe dates back to the thirteenth century (Agarwal, 1997).

This concurs with the traditional perception that associates tourism with hotels. Traditionally, hotels played a central role in the development of tourism industry. Similarly, tourism accommodation in general can be used as a tool for tourism development. In contrary to the traditional perception, this article establishes that tourism is one of the most dynamic industries that change with time (Agarwal, 1997). Nowadays tourism is associated with service industry that embraces business principles like competitiveness, sustainability and many others that will hopefully come up in the proposed generic strategy.

The accommodation is also the main source of employing for non-urban areas. There is a lot of demand for different accommodations in tourism. The reason is because it is requirements especially for religion tourism which pilgrimage and missionary requires a great amount of accommodation. Also it is a tool for development of tourism and associated with service industry (Agarwal, 1997).

Tourist accommodation performs an important function within both the context of rural and urban tourism. It provides the opportunity for visitors to stay for a length of time to enjoy the locality and its attractions, while their spending contributes to the local economy. Accommodation forms a base for the tourist's exploration of the urban and non-urban environments (Agarwal, 1997). The tendency for establishments to locate in urban areas preclude peripheral opportunities from expansion thus intensifying their need to find a relevant strong position rather than

relying on what happens in the metropolitan areas and within established urban tourism initiatives.

Generally, accommodation do not attract tourist on its own right, rather they provide support services that are the core element of tourism industry. It can thus be argued that accommodation does not generate the tourist's motivation for travelling. The motivation to travel is usually led by the desire to experience a wider tourism product at a particular resort or locality with accommodation as one of the crucial tourism product (Agarwal, 1997). Accommodation as a tourism product has to reflect the vital components of any business product. For sustainability, a product has to be well positioned or located. The location needs to be accessible in terms of transport, information technology, and infrastructure.

Location often determines the appeal and accessibility of properties. Typically the distance decay principle applies to decision making when considering accommodation locations. However, accommodation is an integral part of the overall tourism infrastructure as without it tourists will not visit the location. There are situations where its provision has dominated development plans. Moreover, it also assists in attracting wider investment in the tourism product at the locality (Agarwal, 1997). Some scholars agrees that accommodation could feature as an element in wider economic development strategies but it needs to play a primary and varied role as a successful tourism product too.

It is difficult to generalize about the proportion of total tourist expenditure that is allocated to accommodation because this varies greatly according to the market, accommodation type and nature of product purchased. A generally accepted estimate

is that a third of the total trip expenditure is allocated to this sector. This figure decreases in the case of fully inclusive packages (Gao, 2013).

In addition, accommodation acts as a catalyst for a range of additional sales opportunities within the complex tourism and hospitality business. Casino hotels have discounted accommodation in anticipation of generating considerable profit from customers at the gaming tables, while golfing hotels may seek to generate good profits from green fees rather than room revenues. Indeed, accommodation pricing in general is a complex and sometimes controversial area in tourism industry.

### **3.6 Accommodation Classification**

The accommodation is the important function in both urban and rural tourism. It performs as a satisfaction concept for tourists who want to visit the destination and contributes to the economy (Kate, 2013). The accommodation however is not an attractive tool in tourism but it can provide support and service to the main element of tourism industry. Accommodation classification is defined as a process of categorizing the accommodation establishment into classes or grades according to services they provide. Quality comparisons are attempted through various grading and classification schemes, for example, on a national or regional basis and public or private basis.

Grading or classification may be applied to all sub-sectors of accommodation but it is primarily used with respect to hotels, guesthouse, bed and breakfast (B&B), farmhouse accommodation and camping and caravans (Poudel, 2013). These grading and classification are based upon assessment of quality for service provided, which will provide the headline information of the establishment for customers to choose

the right one according their budget. In existence, there is not any international standard classification adapted (Poudel, 2013). As a result, therefore, there are many ways to classify hotel establishments according to countries. To classify the accommodation according to its standard, both the tangible and intangible elements should be subjected to its judgment, such as personal service or the quality of products (Poudel, 2013).

In consequence, many classification schemes will concentrate basically on the physical structure and measurable attributes of operation where level of grade will be based on, for example, size of room, room facility and availability of service (Poudel, 2013). Accommodation classification, however, is not without problem. An effort to introduce a transnational system within some associates, for example, the EU has failed vaguely because of the diversity within the tourism industry of each country. There are several types of accommodation according to UNWTO are:

- Hotels – these properties are both have pleasure and business purposes and offer a wide range of accommodation types. Airports, deluxe, and convention hotels are usually situated in urban areas with several services such as shops, restaurants, fitness centers, and convention rooms are available for them. Other popular types of hotels are all-suite hotels which contain the same characteristics of an apartment and act as a private place for tourists plus kitchens for cooking.
- Smaller hotels for private usage.
- Lodges and Resort Hotels that contains sport and entertainment facilities such as skiing, tennis, golf, shops, casinos, bars, and dinner.

- Motels which have less than 150 rooms for overnight stays and situated in suburbs and beside the highways.
- Cottages and Cabins are located in other recreation regions and offers playground of fishing rentals.
- Campgrounds are usually in wilderness areas and offer some intensive outdoor facilities plus laundry, restaurant, and entertainment.

Accommodation has been interpreted by some researchers as a product. Factors that can impact upon the way the product is constructed are location of the establishment, facilities, service level, image on the market, price, ability to differentiate the product to different customers, and incentives to encourage key clients (Chon, & Weber, 2014). For example luxurious accommodation establishments place emphasis on their services provided and the image of facility in order to secure business. In contrast, economy accommodation will eventually focus on their price as the key component of the product formulation (Chon, & Weber, 2014). In each case, the accommodation product is a complex combination of factors that provide the tourists something they wish to consume.

Accommodation comprises both tangible and intangible factors. Tangible factors mean physical surrounding, the tools needed to provide accommodation, location, decoration and food and beverage consumed by guests in the accommodation facility (Chon, & Weber, 2014). The management of the tangible aspect of accommodation facility is complex and at the same time the guests will make their judgment to the accommodation provider concerning appearance and surrounding provided in comparison to their expectation. In addition, dining experience and of course, food



and beverage is also considered as an important factor of accommodation facility as it will influence guests' lasting memories (Chon, & Weber, 2014).

The intangible aspects of hospitality and accommodation are possibly more complicated than the tangible aspects, and include the atmosphere in an accommodation establishment and, more importantly, the services that the guest has experienced. As a whole, most hospitality and accommodation establishments are a combination of both intangible and tangible aspects (Cooper et al., 2008).

Accommodation cannot be stored, if it is not sold in the given time, the opportunity for the sale is lost forever. In order to consume the service provided by the accommodation facility, the guest should be present. One of the characteristics of an accommodation facility that distinguishes accommodation from other industries is its immediately perishable nature (Chon, & Weber, 2014). Therefore the demand of accommodation plays a vital role in its supply. Since it cannot be stored, to maintain the demand and supply of the accommodation is a challenging aspect of accommodation management (Cooper et al. 2008).

Comfortable hotels and other forms accommodation facilities play a vital role in attracting tourists to the destinations places. If a person who is very far from home can enjoy the same facilities and comforts as he/she has in his home, then he/she is bound to be attached to the place. In opposite, if a visitor ends up with a bad hotel or an accommodation facility, he/she is more likely never to return to that place. And also that place will have a negative reputation around his/her friends, who might have visited the place (Chon, & Weber, 2014). Realizing this fact, accommodation has a big influence to the certain tourism destination, accommodation facilities which

are available in different tourist spots have been focusing to provide maximum comfort to tourists within reasonable rates (Chon, & Weber, 2014). It is very important and tricky to the accommodation supplier to provide comfortable accommodation to the people from diverse economic back economic backgrounds according to their affording ability.

### **3.7 Accommodation and Environment**

Individually, hotels do not have a significant negative impact on the environment. Collectively however, they can be very wasteful and consume huge amount of resources. It has been estimated that seventy-five percent of hotels' environmental impacts can be directly related to excessive consumption (Bohdanowicz, 2006). This is wasteful in terms of resources and it creates unnecessary operational costs. The three key areas of environmental impact are energy, water, and waste.

- **Energy** - Excessive energy use is extremely costly and with minor adjustments, it can lead to massive cost savings. According to Gössling et. al. (2005), "the average energy consumption per bed per night in hotels might be in the order of 130 Megajoules. Hotels generally use more energy per visitor than local residents, as they have energy intense facilities, such as bars, restaurants, and pools, and have more spacious rooms" (Gössling et. al. 2005:6). Studies have determined that a hotel emits an average 20.6 kg of carbon dioxide per night (Gössling et al., 2005).
- **Waste** - A study conducted by Bohdanowicz (2005) also identified that hotels are not only resource intensive and that waste generation is one of the most visible effects on the environment. One estimate identified "that an average hotel produces in excess of one kilogram of waste per guest per day"

(Bohdanowicz 2005:190). Approximately 30 percent of waste in hotels can be diverted through reuse and recycling.

- **Water** - Tourists and residents alike require a clean and dependable supply of water for survival including drinking, cooking and cleansing. However, water is integral to the amenities usually expected by tourists, such as swimming pools, landscaped gardens, and golf courses. Water also supports industries such as agriculture that support the tourism industry (Pigram, 1995). Thus, tourists demand more water than local residents on a per capita basis (Essex, Kent & Newnham, 2004). It has been estimated by Salen (1995) that 15,000 cubic meters of water would typically supply 100 rural farmers for three years and 100 urban families for two years, yet only supply 100 luxury hotel guests for less than two months (Holden, 2000). In dryer regions, tourists' water consumption can amount to 440 liters a day per tourist, which is almost double the average amount of water used by residents in Spain (UNEP, 2008).

In destinations that do not have the required infrastructure and systems to manage these impacts, severe degradation of the environment can occur. To further demonstrate the environmental impacts of hotels, Figure (3.5) identifies the main environmental impacts from hotel services and development.

Service/Activity	Description	Main Environmental Impacts
Administration	Hotel management Reception of clients	Energy, water and materials (mainly paper) Generation of waste and hazardous waste (toner cartridges)
Technical Services	Equipment for producing hot water and heating Air conditioning Lighting Swimming pools Green areas Mice and insect extermination Repairs and maintenance	Energy and water consumption Consumption and generation of a wide range of hazardous products Air and soil emissions Generation of waste water Pesticides use
Restaurant/bar	Breakfast, lunch, dinner Beverages and snacks	Energy, water and raw materials consumption Packaging waste Organic waste
Kitchen	Food conservation Food preparation Dish washing	Consumption of energy and water Packaging waste Oil waste Organic waste Generation of odours
Room Use	Use by guests Products for guests' use Housekeeping	Energy, water and raw materials consumption Use of hazardous products Generation of waste packaging Generation of waste water
Laundry	Washing and ironing of guest clothes Washing and ironing of hotel linens	Consumption of energy and water Use of hazardous cleaning products Generation of waste water

Figure 3.7: Environmental Impacts of Accommodation  
Source: Graci, 2009.

### 3.8 EU's Environmental Standard

The hospitality industry is subject to rules at local, national, EU and international level. HOTREC represents the hotel, restaurant and café industry at European level. HOTREC is responsible for monitoring and influencing, on behalf of its members, rules which are decided at EU level. These rules cover a large number of policy areas, which are listed in this section, together with HOTREC's positions on the key issues under each policy area.

It is important to emphasize here the link between EU and national legislation. Often this link is not easily visible as much of EU law consists of so-called Directives, which only become binding on enterprises following implementing legislation at

national level. The individual entrepreneur might not realize, therefore, that the national legislation his or her business must abide by actually has a European origin.

Understanding the extent to which the legal and business environment of hospitality enterprises is determined by EU rules is crucial in three regards:

- First, the knowledge that the EU institutions are considering a measure enables the hospitality industry to participate actively in its preparatory phase, request amendments, or even a withdrawal, to the measure in question.
- Second, it is useful to be aware that national rules must conform to EU law. This can provide the necessary ammunition for criticizing burdensome rules at national level, which might not fully comply with EU measures.
- Third, thanks to the HOTREC presence in Brussels, the industry representatives can easily provide with relevant information to the EU institutions for any initiative under consideration or even request a specific EU action if needed.

To be certified, HOTEL enterprises/establishments must:

- Meet the EEIG's 2012 definition of a HOTEL enterprises/establishment ('HOTEL enterprises/establishment must promote accommodation service and may provide preparation of quality food.
- Be registered at National level.
- Have a formal constitution.
- Provide two years of relevant accounts.
- Meet all relevant legal, ethical, safety, equality, environmental and planning requirements.
- Be committed to forward planning to improve the service for users.

- Protection of human health - Additional to the aforementioned legal stipulations concerning the hygiene and cleanliness, also the national requirements with regard to the quality of air (smoking/emissions) and noise levels have to be considered and respected.
- Precautions for disabled and handicapped people - All buildings, installations and equipment have to take care of disabled and handicapped persons according to currently valid national and international stipulations and standards.
- Fire protection - The currently valid national technical stipulations of the fire brigades have to be considered and respected as a means of preventive protection against fire.
- Energy economy - Energy saving means and measures have to be taken into account in all areas of the wellness center. They have to meet the most recent state-of-the-art techniques and latest developments in research (e.g. solar cells, heat pumps, insulation, and thermal energy).

## Chapter 4

### THE CASE OF TRNC

In this chapter the characteristics of TRNC will be explained along the hotel types and the level of accommodation which are available in North Cyprus.

#### **4.1 North Cyprus: Geography**

Turkish Republic of North Cyprus (TRNC) is situated in the northern part of the Cyprus Island. The North Cyprus is 3,354 of square Kilometers and 161 KM long. The North Cyprus part is roughly one third of the whole Island. The geographical position is latitudes 34 degree and 36 degree north with longitudes 32 degree and 35 degree east (Kontorovich, 2014).

The Kyrenia Mountains are 130KM long and situated in the Northern part of the Island, parallel to the coastline of Kyrenia. From the right of North Cyprus is Guzelyurt sector to North Nicosia (Lefkosa) and Famagusta in 20 KM to a 40 KM wide area (Kontorovich, 2014). The winter in North Cyprus is mostly rainy and cool. With short and unstable spring followed by dry and hot summer and then short and windy autumn. The North Cyprus has a total population of 294,906 as 2011 announced by the UN. The North Cyprus is divided into five main sectors and districts (Kontorovich, 2014).

Guzelyurt in the west, Girne or Kyrenia which is the harbor town situated beside the Five Finger mountains or Besparmak in the North, Karpaz Peninsula in the East

which is situated in the Iskele district, Gazimagusa which is situated in the eastern coastline, and Lefkosa or Nicosia is the capital of North Cyprus and divided into south and north (Kontorovich, 2014). There are other 28 sub-sectors which exist within the main 5 sectors (Figure 4.1).



Figure 4.1: Cyprus- Districts of North Cyprus  
Source: Wikipedia.com

The Cyprus among the Mediterranean islands is the third largest one. The island is divided into two states since 1974. Turkish Cypriots are the residence of the northern part and Greek Cypriots are situated in the southern part of the Island.



## 4.2 Economy of North Cyprus

During the 1963 and 1974, the North Cyprus encountered the problems of underdevelopment issues in their economy. The reason was the wrong economy strategies which conflicted with the development cycles. Unstable factors made economic activities difficult (Kontorovich, 2014). After changing the administration, the better health economy status was achieved.

North Cyprus economy is mostly active on services sector along with trade sector, public sector, education and tourism. The first development programs were instructed to restarting the tourism industry and manufacturing along with exporting the agricultural products. At first it followed a rapid growth in economy and then stayed in a sustainable growth rate.

Tourism is the main lifeblood of TRNC economy especially contributing in foreign exchange sector. Agriculture main products are grapes, citrus, potatoes, vine products and vegetables (Kontorovich, 2014). Construction, manufacturing, and distribution services are also biggest employers in North Cyprus. From 1977 until 2003, GDP growth was 37.5% and reached 1.283 billion dollars. For the growth rate until 2012 (see Figure 4.2).

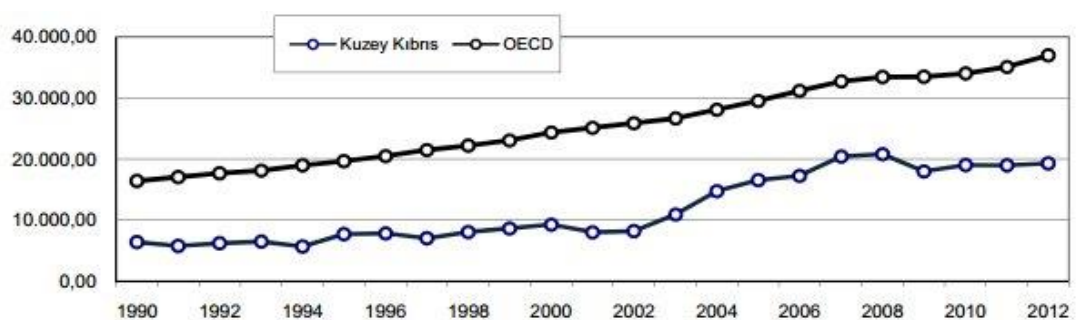


Figure 4.2: Growth Rate of TRNC 1990-2012  
Source: World Bank Report 2013

The main operation of economy is on free market basis. However the lack of government investment, shortages of skill labor, and high freight costs continues to be handicapped. The Turkey started to provide financial assistances and loans under economic protocol signed in 2005 started with a 450\$million over the next three years (Kontorovich, 2014). Turkish lira is the currency of North Cyprus. The growth rate of economy was 6.47% between 2003 and 2009. The North Cyprus has the fastest growth rates compare to other European countries during the economic crisis (Figure 4.3).

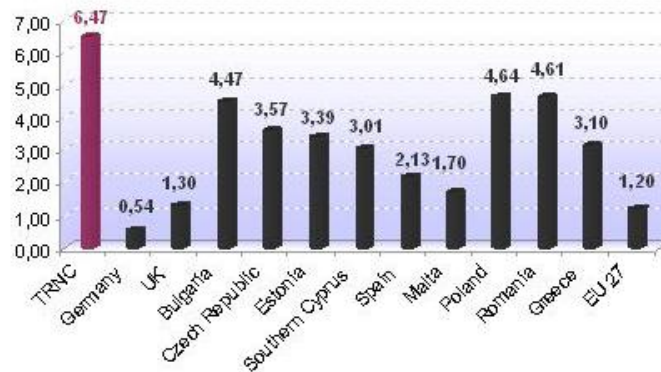


Figure 4.3: Annual Average Growth Rate TRNC and other European Countries (2003 – 2009)

Source: Eurostat and SPO, 2010

The North Cyprus resembles the island economy characteristics as service sector is the most developed industry with agriculture and others acting as a support for service sector (Figure 4.4).

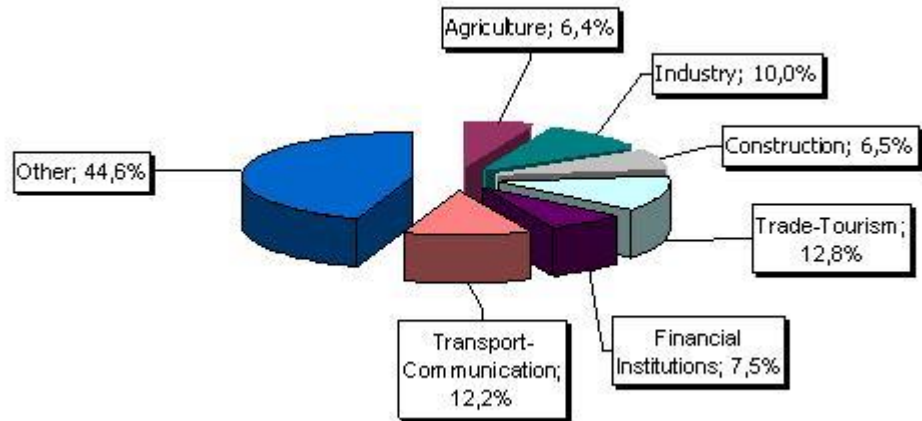


Figure 4.4: GDP in Different Sectors of North Cyprus  
 Source: www.worldbank.org

The North Cyprus has one of the highest growth rates despite its small size between European countries. There are about 24 commercial banks operating within the TRNC. Several international financial companies and institution are offering insurance and banking services such as Isbank, HSBC, Garanti, ING, Ziraat, Halk bank and many other banks. The North Cyprus also has the higher education sector which is contributing a lot to the economy and current account of North Cyprus. Many of the North Cyprus Key economic indicators are shown in figure 4.5.

	2007	2008	2009	2010	2011	2012
Real Growth Rate (% change)	2,8	-2,9	-5,5	3,7	3,6*	2,8*
GDP (Million TL)	4.604	5.079	5.376	5.614	6.322	7.019
GDP per capita (Current prices. US\$)	14.553	16.005	13.292	14.611	14.567*	14.821.1*
Consumer Price Index (CPI, %)	9,4	14,5	5,7	3,27	14,7	3,6
Exchange Rates (TL/€)	1,78	1,94	2,15	2,06	2,06	2,3
Exchange Rates (TL/\$)	1,29	1,28	1,55	1,51	1,51	1,80
Total Deposits (Million, TL)	4.937	5.563	6.505	7.067	8.403	9.284
Total Deposits / GDP (%)	107	110	126	126	133	132
Total Loans (Million, TL)	2.734	3.431	3.976	4.189	5.402	6.288
Total Loans / GDP (%)	59	68	77	75	85	90
Loan / Deposit Rate (%)	55	62	61	59	64	68
Balance of Public Budget / GDP (%)	-10,6	-14,2	-18,4	-15,4	-14	-8,8
Public Debt Stock / GDP (%)	100	116	130	139	141	139
Foreign Trade Balance (Surplus + / Deficit -)(Million US\$)	-1.455	-1.597	-1.255	-1.509	-1.580	-1.589
Foreign Trade Balance / GDP (%)	45,8	44,6	40,2	45,6	48,3	46,8
Current Account Balance (Surplus+ / Deficit -) (Million US\$)	-250	-390	-65,4	-275,7	-193,3	-146*
Current Account Balance / GDP (%)	-7,1	-9,9	-1,9	-7,4	-5,1	-3,8*
Total Employment (SPO Household Labor Survey)	89.787	91.223	91.550	93.498	97.103	99.117
Public Administration Employment (Including Education and Health)	21.155	21.513	21.192	21.186	21.557	21.499
Active Insured Persons	72.385	70.115	66.685	70.331	71.144	74.869
Number of Unemployed (SPO Estimation)	9.361	9.881	12.941	12.619	10.411	10.548
Number of Work Permits for Foreigners	42.779	33.619	32.260	34.607	32.274	35.135

Figure 4.5: TRNC Macroeconomic Indicators 2007-2012  
Source: World Bank

### 4.3 Tourism Sector of North Cyprus

Tourism is one the main source of income and funds for the North Cyprus economy.

In April 2013 the tourism ministry announced that hotels had an increase of 9% in their occupancy to the previous month and a total 13% from the previous year. Also announcing that the increase in total tourism arrival with showing a 112.645 in 2009 and 180.775 in 2013.

The start of tourism contribution was in 2005 which industry contributed 145 million dollars to the GDP of economy and began to establish near 8000 jobs. Tourism

accommodation is consists of several hotels, resorts and villas. There are a lot of tourist's arrivals from several different countries such as England, Russia, Netherlands, Poland, Azerbaijan, Turkey, and Iran.

Tourism industry of North Cyprus is consists of several different types of tourism.

The most important ones are as follows.

#### **4.3.3 Cultural Tourism**

North Cyprus heritage is involved with many cultures and many historical backgrounds. As many different monasteries, cathedrals, and castles exist in the North Cyprus. The most distinguishable cultural activities are:

- Handicraft – Wood carving, wicker basket knitting, and ceramics are representatives of Cypriot handicrafts. These products are exists as souvenirs in shops such as Great Han or Hasder institute productions site.
- Folk Dancing – An old tradition of North Cyprus which in several ceremonies such as marriages, harvest days, openings, or festivals performed by folk dancers.
- Cultural Festivals – different festivals with several cultural trends are existed and held throughout each year. Local theme is the main one which involved traditions of Turkish Cypriot people. They are held in many cities such as Guzelyurt Orange Festival, International Bellapais Abbey Music, Art and Culture Festival of Famagusa, Nicosia Village Date, Theatre Festival, and many other types of festivals.
- Cuisine – there are a rich selection of North Cyprus cuisine exists within different resorts, restaurants, and other accommodation areas. Traditional

meals such as Klefiko which is meat baked in ovens, Molehiya, Kofte or meatball, and Gologas are examples of North Cyprus foods.

- Traditional Coffee Houses – there are at least one coffee house in each city and village serving daily Turkish Coffee. They serve as a place to communicate with each other and tourists.
- Religious Tourism – many people visit holy sites and religious centers in North Cyprus for pilgrimage and religious purposes.

#### **4.3.2 Wedding Tourism**

North Cyprus is one of the famous regions for Wedding tourism and historical, holistic and sandy beaches act as wedding sites. It has become one of the popular destinations for many overseas customers such as Bellapais Monastery ([www.cleanuke.altervista.org](http://www.cleanuke.altervista.org)).

#### **4.3.3 Historical Tourism**

North Cyprus was hosted many civilization and many had left their traces in the North Cyprus such as Lusignan, Venetian, Ottoman, Byzantine and British empires. There are many tombs, monasteries, castles, and cathedrals existed within the North Cyprus. Gothic architecture is at its peak in North Cyprus and several historical monuments are existed within or around the cities.

- Kyrenia Harbor and Castle – close to the Besparmak mountains many ships and boats are anchored along with several restaurants and bars in the coastline and Kordonboyu Street. The castle is also home to a shipwreck museum.
- Castles – St. Hilarion Castle, Kantara Castle and Buffavento Castle are situated in the Besparmak Mountains which St. Hilarion and Biffavento Castles are above the Girne, and Kantara is in Karpaz Peninsula.

- Walled City of Lefkosa – there is a well preserved walled-city within the Nicosia city as a symbol of the city several gothic style sites are existed such as Selimiye Mosque or St. Sophia Cathedral. Near to them are Great Inn or Buyuk Han (Figure 4.5) and Samanbahce quarter which are 500 years old with the Buyuk Hamam or Great Bath.
- Salamis ruins – the site is near city of Famagusta and it is an ancient Greek city with agoras and statues and an amphitheater which concerts would take place within.
- Walled City of Famagusta – Lala Mustafa Pasha Mosque and Othello Tower as many other gothic –style buildings exist within it. Crowning ceremonies would take place during Lusignan Empire in this walled city.
- Bellapais – is another gothic-style monastery which is an ancient ruin with arches and stone walls. Several classic music festivals are taking place in there during each year.



Figure 4.6: Buyuk Han  
Source: Cyprustravel.com

#### 4.3.4 Sun, Sea and Sand Tourism

The most important aspect of North Cyprus tourism is the beaches. They are all can be found along the coastlines which divides into different sectors (Simon, 2013).

- Golden Beaches in the northern coast which includes many hotels and club resorts such as: Acapulco Hotel is near Girne, Yavuz Cikarma Plaji or Escape Beach is home to Club Locca and Escape Beach Club and is one of the main and famous dance clubs in North Cyprus. Cornaro Beach Club, Tatlisu and Kaplica in the Karpaz Peninsula.
- Karpaz Peninsula – Home to most famous beaches in the whole Island and one of the longest beaches, the Golden Beach (Figure 4.6) Barfa is another long beach home to the Kaya Artemis Hotel.
- The Eastern Coast – home to Salamis Conti Hotel and Palm Beach which is next to the ghost town of Maras or Barosha and Glabsides Beach.



Figure 4.7: Golden Beach  
Source: cyp.net



#### **4.4 Accommodation Sector**

There are many types of accommodations for different groups that exist within the North Cyprus such as holiday villages, 5 to 1 star hotels, guest houses, and budget accommodations. The luxury hotels have the characteristics of being modern, classic or a bit of both in their construction themes (see Table 4.1).

Five star hotels that offer only the highest level of accommodations and services. The properties offer a high degree of personal service. Although most five star hotels are large properties, sometimes the small independent (non-chain) property offers an elegant intimacy that cannot be achieved in the larger setting. The hotel locations can vary from the very exclusive locations of a suburban area, to the heart of downtown. The hotel lobbies are sumptuous, the rooms complete with stylish furnishing and quality linens. The amenities often include: VCR's, CD stereos, garden tubs or Jacuzzis, in-room video library, heated pools and more. The hotels feature up to three restaurants all with exquisite menus. Room service is usually available 24 hours a day. Fitness Centers and valet and/or garage parking are typically available.

Four stars are mostly large, formal hotels with smart reception areas, front desk service and bellhop service. The hotels are most often located near other hotels of the same caliber and are usually found near shopping, dining and other major attractions. The level of service is well above average and the rooms are well lit and well furnished. Restaurant dining is usually available and may include more than one choice. Some properties will offer continental breakfast and/or happy hour delicacies. Room service is usually available during most hours. Valet parking and/or

garage service is also usually available. Concierge services, fitness centers and one or more pools are often provided (Cohen-Hattab, & Shoal, 2014).

Table 4.1: North Cyprus Accommodation Types

<b>North Cyprus Accommodation</b>	Hotels
	Motels
	Apart hotels
	Pensions
	Dormitories
	Bungalows
	RVs
	Rental apt.
	Holiday Villages
	Camping Grounds

## **Chapter 5**

### **METHODOLOGY**

#### **5.1 Study Approach**

‘It is at researcher’s discretion to decide on the research methodology to choose from to develop his knowledge on the subject of choice. Hence, managing the research is solely concerned with the researcher’s choice for the developing of the knowledge on the concerned subject’. Researcher must understand that managing research is only builds in developing knowledge in an acceptable manner.

This research applied quantitative/deductive approach, which is categorized as ‘positivism’-where researcher assumes the role of objective analyst with a focus on specific issue. Furthermore, quantitative research is highly verified as a firm logic for generalization. It is also believed that quantitative method is able to reduce the complex problems to smaller and understandable units. However, one of the fundamental undertakings in the process of research is literature readings. This allows researcher to clarify his/her thoughts and explore the suitability of the research design and method. The deductive approach will test several observations and data gathered by different methods such as questionnaire, interviews or other available data for the indicators and test them in the theoretical framework of the study (Saleem & Islam, 2008). A quantitative approach is used in gathering and analyzing of the data and this type of approach is fundamental for reaching an

objective conclusion of subject of concern rather than just the human beliefs and interests (Newman & Benz, 2008).

Deductive approach will test several observations and data gathered by different means such as survey or secondary data for the indicators and test them in the context of theoretical framework of the study (Saleem & Islam, 2008). Quantitative approaches are used in gathering and analyzing of the data and this type of approach is fundamental for reaching a conclusion for any material (Newman & Benz, 2008). The process of quantitative approach is shown in figure (5.1). As the figure demonstrates, the main concern of deductive approach is that a theoretical framework exists which allows the narratives of hypothesis to be established (Wilson, 2007). The deducting results and conclusions from propositions of a theoretical framework is also the main objective of the deductive approach and seek to discover a certain pattern in the observations (Babbie, 2010; Snieder & Larner, 2009). A questionnaire was prepared and pre-tested during the pilot study in order to identify and correct any problems in wording. After making the necessary corrections, a 50-item questionnaire was used for the study.

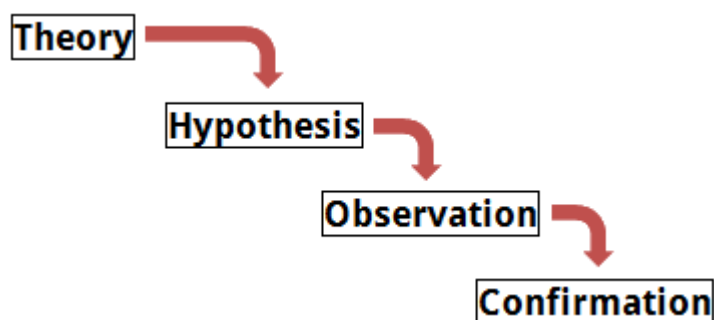


Figure 5.1: Deductive Approach  
Source: Hyde, 2000

## **5.2 Sample of the Study**

For the purpose of this study a judgmental sampling which is also referred to as purposive sampling has been administered. Judgmental sampling is categorized under ethnographic as well as convenience methods of sampling (i.e., non-probability) where researcher is convinced that subjects of the sample are experts and there is no other choice.

Judgmental sampling starts with a purpose in mind and the sample is thus selected to include subjects of interest and exclude those who do not suit the purpose.

In another hand, researcher believes the sample is appropriate and able to select a sufficiently representative sample for the purpose of the study. In a way, this study applied a cross-sectional method versus longitudinal study. In this type of study, researcher taking a slice or cross-section of whatever is measured.

## **5.3 Data Collection of the Study**

Data collection process contained several steps. First, 50 survey questionnaires distributed among 34 '4' and '5' star hotels located in the main cities of Kyrenia, Famagusta, Nicosia, and Karpaz region. The survey questionnaires have been tested and applied to the case of hotels in Ankara by Erdogan and Baris (2007). For this purpose, the authors were contacted formally and permission was granted to apply the questionnaires to the case of TRNC. After receiving the acceptance from the corresponding author of the study, the process of data collection with considering the theoretical framework of the study was in full swing. The questionnaires were distributed to 50 managers of 34 hotels. In some hotels, more than one questionnaire was applied to the managers and assistant managers (some assistant managers introduced them as in charge of some departments in the hotel that they worked). A

randomized selection of hotels was applied to allow various hotels in different locations to have higher chance of participating in the sampling; For the further information about the hotels and their locations (Appendix A). The duration of the study was from May 2014 until August 2014. Demographic characteristics of the respondents were not considered in this study because no decision or policy implication is intended to be achieved based on these characteristics. This study focused on actions of the respondents regarding ecologically oriented policies in the establishment (see Appendix A).

#### **5.4 Theoretical Framework**

The theoretical framework of this research is based on sustainable tourism development with focus on *Eco-Hotel* and *Ecotourism* dimensions as a strategic policy by the management (Garci, 2009; Wilson, 2007). This framework has been applied in practice by EU and various environmental organizations and NGOs (Cohen-Hattab, & Shoal, 2014). The Environmental Assessment and Performances (EAP) of hotels are directed and measured by the following model which has also assisted in generating hypothesis of the study (Figure 5.2). Hypothesis are based on literature material and ecotourism/eco-hotel plan along with sustainable development indicators in ecotourism.

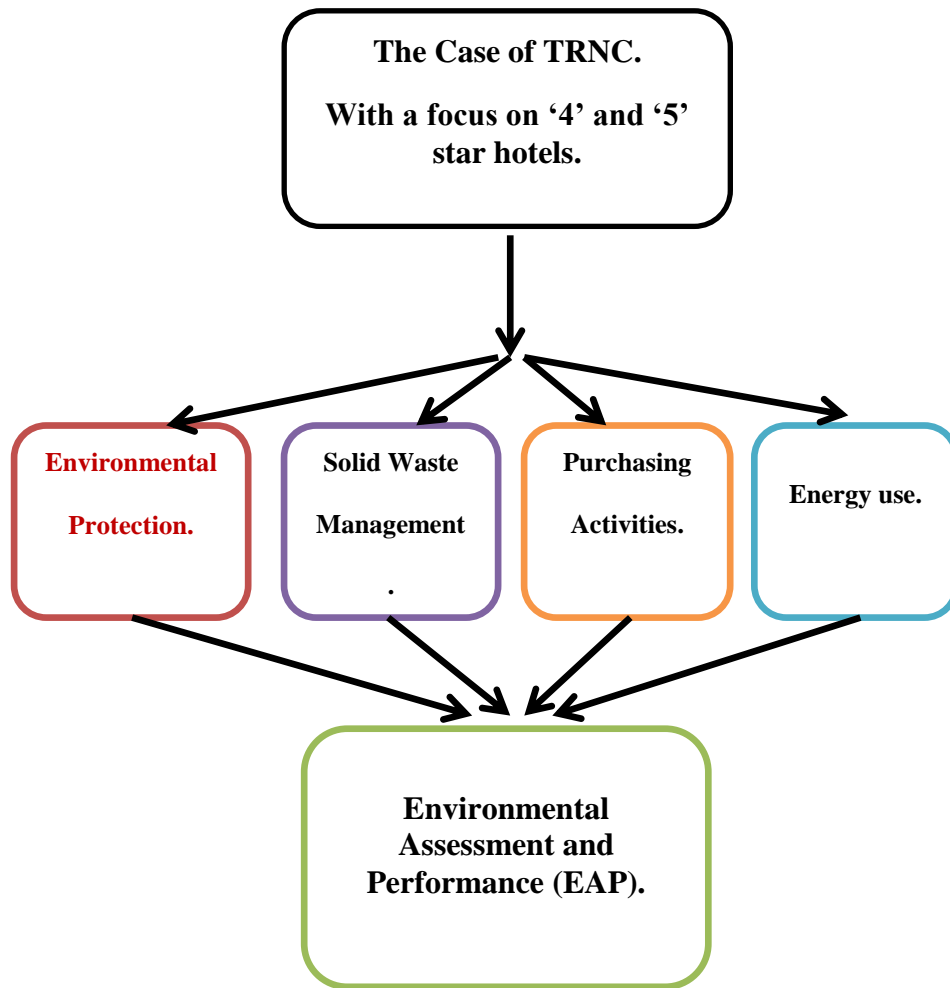


Figure 5.2: Hypothesis Model of the Study

The following Hypothesizes are proposed for the study based on four dimensions of the model towards EAP:

- H1: The Environmental Protection has significant Positive Impacts on Environmental Awareness and Performance.
- H2: The Solid Waste Management has significant Positive Impacts on Environmental Awareness and Performance.
- H3: The Purchasing Activities has significant Positive Impacts on Environmental Awareness and Performance.

- H4: The Energy Use has significant Positive Impacts on Environmental Awareness and Performance.

## 5.4 Analysis of Data

Prior to data analysis, reliability, which is the consistency of a measure of a concept, as well as, the validity, which is the issue of whether an indicator, or set of indicators that is designed to gauge a concept are acceptable. For this purpose, *Cronbach's alpha*, was computed to determine the internal consistency, that is, how closely related a set of items are as a group. (<http://www.ats.ucla.edu/stat/spss/faq/alpha.html>). In the case of commitment to environmental performance of the hotels, Cronbach's alpha figures registered  $>0.70$ , which is accepted as a 'satisfactory level'. See also table 5.1. To be precise, the environment protection indicators get a score of .787, which is a good consistency in science research cases and is understandable as top hotels manage the environmental protection scenarios. The solid waste management is credible as it seems the waste management is also already implemented heavily in the hotel's program and under control. The energy use gets a .709, which is not low but it shows that the level of energy usage aren't under control as much as other indicators because already know that energy is in a bit of losing attention in one of the highest consumable part of tourism industry. The purchasing activates gets a .723. All indicators show the internal consistency within the indicators and all are reasonable (Table 5.1).



Table 5.1: Reliability and Validity of the Study

	Cronbach Alpha
Environment Protection	.787
Solid Waste Management	.711
Purchasing Activities	.723
Energy Use	.709

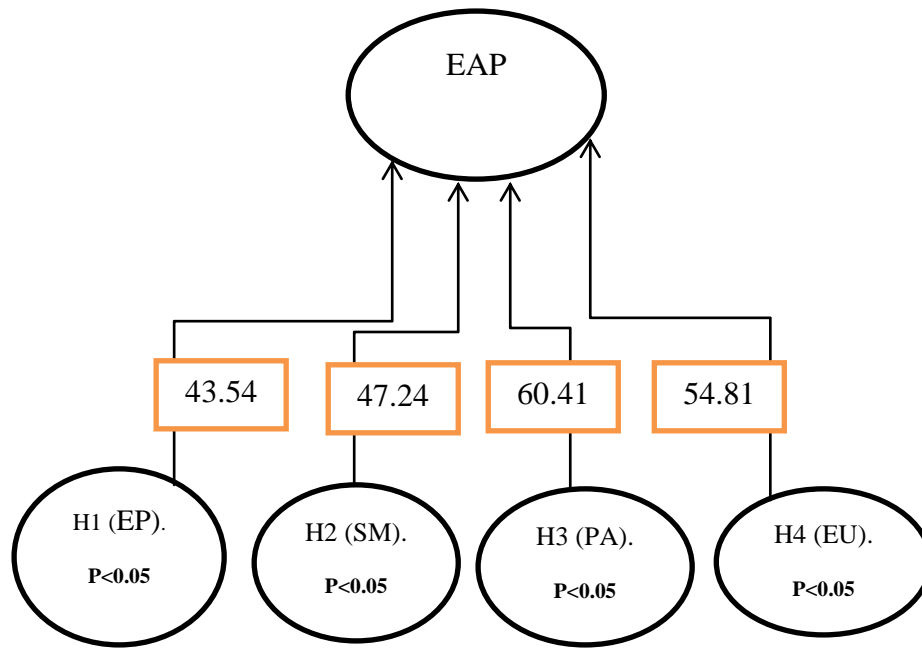


Figure 5.3: Hypothesized Model

## 5.5 Results and Findings of the Study

The study used the cross sectional sampling which a group of questionnaires were distributed to the respondents and then gathered in a specific time. Then the Pearson correlations were used to investigate the correlated coefficients between variables in EAP. The EAP considered being the dependent variable in the hypothesized model and all variables deemed to be significant (Figure 5.2). This is a technique to investigate the relationship between quantitative and continuous variables (i.e., in this case the EPA). I another hand, Pearson's 'r' is a measure of strength and efficiency between variables. In this study the Pearson's 'r' registered a value of 0.76 which is a positive correlation. This is also verified by t-test, which is explained afterward. This is highly statistically significant ( $P < 0.05$ ), which is an indication of a meaningful strength of association.

According to the means the most number of five star and four star hotels are following the green eco plan for their accommodation centers. Several of managers and owners expressed their desires to use recycling materials in their management plans. While not many of them not a member of certain environmental group or won any special awards their awareness of pollution, wastes garbage and knowledge about environment is very high. Their encouragement of personnel for using recycled material or safe cleaning material is very adequate.

The treating of waste material are good enough and in parallel in the ecotourism and green accommodation plans. However the energy usage is need a bit of attention as some 4 star hotels haven't reported enough adequate moves for saving energy as much energy saving material price is high in accommodation industry.

### **5.5.1 Environment Protection**

After measuring t values the environment protection hypothesis has been accepted. Owners and managers of hotels stated that they already recognize the environment protection plans into the hotel's development plan from the start and because of the rating; they followed the green hotel's assessment of dependence on the environment.

Most of the managers and owners believe the protection of environment to be positively affecting their sustainable plans for hotels. Also they indicated the long term and short term plans for environmental protection. They have also claimed that their hotel has written environment policy, however, regarding environmental impact assessment, managers failed to provide a clear response. Most of the managers reported that they have allocated environmental protection budget. Some of managers stated that they have programs in inline with some of the environmental

protection agencies (EPA) such as animal right groups and environmentally active NGOs .

Some of the hotels have stated that they awarded the Best Environmental Friendly hotel. However most of manager didn't believe that the environmental protection activities have a large role in complete market. But also there were none who believe it had no impact at all.

While they have brochures or material for educating hotel's guests, they reported that education on hotels personal has been average to adequate. They have also fixed rules on pollution control and involved in meetings and workshops such as Pine award conference in cultural tourism. For this dimension t-test =43.54, which is statistically significant at  $P < 0.05$ . See also figure 5.3.

### **5.5.2 Solid Waste Management**

By measuring the T-values and F statistics, the hypothesis of Solid Waste Management is supported. Managers indicated that they have a lot of plastic wastes, paper wastes and some glass and little metal wastes but no food wastes. They mostly sort the hotel's waste. They all believes that recycling have partly or significantly reduced their costs. The regaining of leftovers is not managed adequately and they mostly wasted. The have average to adequate corporation with recycling firms. For this dimension, t-test=47.24, which is statistically significant at  $P < 0.05$ .

### **5.5.3 Purchasing Activities**

By measuring the t-value and f statistic the hypothesis of purchasing activities is supported. Managers stated that they mostly bought reusable and easy to use materials in their order especially plastic materials. For paper material they prefer to

buy cheaper materials and easy to use. For glass package most selected healthy type. And not many have even used any sort of metal in their packaging preference.

The owners and directors paid adequate attention to recyclable characteristics of materials and buying energy saving materials and recycling and cleaning materials. They also cooperated with local firms for recycling materials. For this dimension,  $t\text{-test}=60.41$ , which is statistically significant at  $P<0.05$ .

#### **5.5.4 Energy Use**

According to t-values and f statistics the Energy Use hypothesis is supported. Managers stated that they adequately or very adequately treat the wastewaters. Also they discharged to environment after treatment. The treated water mostly used for garden irrigation. There are controls systems with electrical key are used in guestrooms. They have control systems with cards in their guestrooms.

They all have energy saving light bulbs in their guestrooms. However no or very low amount of Cat eye is used in general lightning. Managers stated that they used solar energy in their hotels. Guest request on linen/towel change is mostly taken into consideration. Photocell lightening is used in general rooms. They also stated that linen is sorted according to dirtiness. For this dimension,  $t\text{-test}=54.81$ , which is statistically significant at  $P<0.05$ . These results illustrate that all the variables are showing a positive relationship. Overall, the t-test results determined that managers of the hotels have had low variability in relation to four dimensions of environmental performance. Therefore, as demonstrated in table 5.2 and 5.3, all the hypothesis supported and means as well as standard deviation of the analysis are in line with the results of the t-test. There are no statistically high differences between the means of respondents in the context of performance dimensions.

Table 5.2: Result of Study Hypothesis

Hypothesis of the Study	Result of Hypotheses
Environment Protection	Supported
Solid Waste Management	Supported
Purchasing Activities	Supported
Energy Use	Supported

As shown in the above table, H1 (Environment Protection) is supported based on the results of analysis containing:

- Short -term and long- term environment programs.
- Environment policy statement.
- Environment budget.
- Participation and environment activities, e.g. Workshop, conferences.
- Cooperation with environment NGOs.
- (t-test=43.54);significant at  $p < 0.05$ .

H2 (Solid waste management) is supported based on the results of analysis showing:

- Sorting out the hotels wastes.
- Reduction of coast because of recycling of the waste.
- Corporation with recycling firms.
- (t-test=47.24, significant at  $p < 0.05$ ).

H3 (purchasing activity) is supported significantly based on the following factors:

- Purchasing reasonable materials.
- Purchasing cheap and easy to use materials.
- Healthy type glass package.

- Using recyclable materials.
- Purchasing energy saving materials.
- Cooperation with local firms.
- (t-test=60.41, significant at  $p<0.05$ ).

H4 (Energy Use) is highly supported based on analysis of the results as follow:

- Adequate treat of wastewater, e.g. discharging it in the environment or using in garden irrigation.
- Control system with electrical keys.
- Using energy saving light bulbs.
- Using solar energy.
- (t-test=54.81, statically significant  $p<0.05$ ).

Table 5.3 Mean and Std. Deviation

	Mean	Std. Deviation	N
Environment Protection	1.5451	.52034	50
Solid Waste Management	1.8462	.65252	50
Purchasing Activities	2.0216	.53725	50
Energy Use	1.7462	.59242	50



## Chapter 6

### DISCUSSION AND CONCLUSION

#### 6.1 Discussions

The world has recognized the importance of environmental protection and use of green technologies and policies in accommodation sectors. Ecotourism has taken these concerns into consideration and become one of the main goals of having a sustainable development for tourism industry. The protection of environment has not been the sole purpose of tourism industry or just one type of tourism as several government institutions respond to the issues and called for effective operations for a sustainable plan to help all kinds of businesses.

This study has researched the level of environmental strategies and knowledge of '5' to '4' star hotels in North Cyprus. The aim was to explore the extent of environmental performance of management in their respective accommodation establishments. In regard to this subject, it is even more urgent in the case of North Cyprus, as a small destination, this topic to capture a significant role in policies for environmental protection.

Accommodation sector, as an important element of business of tourism system, can play a vital role in contributing both to the local environment which will have global implications. Despite positive outcome of this research, and management's awareness of environmental issues and concerns, the study revealed that the

accommodation sector has a long way to go to raise the standards of environmental protection to the levels of EU. Managers are following the environmental protection strategies and they are aware of many environmental institutions and plans for protecting the environment. The uniqueness of most of the hotels is that they are situated mostly in environmental areas and not all in urban areas. These particular situations need the attention it deserves as it is crucial to the environment around them because any faulty activities can cost the environment (Carter, 2010).

North Cyprus like any other destination include luxury hotel segment. These hotels work to take the luxury title so they have to consider the prerequisites such as working and applying green environmental and eco-hotel sub-features. This research revealed the role of luxury hotels in the ongoing sustainable plans. An ongoing relation and cooperation with other institutions must take place. The accommodation sector is flow with customers and attracts every kind of visitors from all over the region. There is still the matter of educating the personnel about the environment protection and awareness as they did with guests but not with their own customers.

## **6.2 Conclusion**

The importance of accommodation sector within the tourism industry demands a particular focus and attention as it makes tremendous impact on the environment. The new destinations will develop modern tourism and it is a key for both economic and society's growth. One important outcome of this study is that hotels can increase their competitiveness by focusing on environmental performance. As stated by Mensah and Blankson (2013: 1227) 'Hotels undeniably play a very important role in the economy of tourist destinations but could also be self-destructive if their impacts

on the environment are not checked. It is therefore imperative for hotels to improve their environmental performance by reducing their ecological footprints’.

Nowadays the volume rate of tourism industry has surpassed the many other industries such as oil exports, automobile industry or food industry. Hotel industry has some sub-sectors such as food and beverage and accommodation sector. Managers’ and operators’ of tourism should clearly understand the system in general and accommodation sector in particular to be one of the leaders in this industry. The major challenge that destinations are facing is how to operate the accommodation sector in order to be qualified as a green approach toward green outcome.

The results from hotels in North Cyprus shows that many are in parallel with ecotourism and green accommodation strategies and follow the regulation and planning for the environment. Also the significant role of environment indicators was discovered and the role of accommodation sector in impacting the environment has been confirmed. The success of tourism industry in having a sustainable development depends on organizing the best strategies need for hotels to both save the environment and satisfy the tourist’s demands. Qualified and green accommodation facilities increase the customers satisfaction because nowadays most of the customers especially those for luxury hotels more or less are educated. Providing sustainable facilities in the hotels would be profitable for hotel, customers and society.

The environment protection sustainability was high and they contributed good amount of efforts for the environment. The waste management is organized and the planning is good and improving. The energy usage is mediocre at best. Most were

agreed upon not having a perfect plan for energy usage. The purchasing activities were mostly preferred the easy to use material rather than recyclable but they were buying energy saving materials and paid a lot of attention to healthiness of those materials. Finally many managers were aware of eco-friendly development plans and the futures for those hotels are bright.

### **6.3 Managerial Implications**

At the end of this study, it is worthy to give some recommendation for both the hotel and governmental organization. First of all, Most of the hotels try to reduce their cost and increase their benefits; although they are committed to some elements in order to be selected as the luxury segment but they have to also consider their performance as both green to the environment and satisfactory to their customers.

Second, tourism organizations should also act as the motivator to attract the companies alongside of green activities by providing some extra benefits or tax deduction roles. In this case most of them use green materials. Then, transformation in tourism policies and practices is recommended to the tourism organizations. Media also can play crucial role in this way to attract the attention of the people and related organizations to the sustainable environmental aspects and issues. Reduce erosion caused by visitors, by creating and repairing footpaths.

At the end, it is also recommended to managers, officers and architectures to use planning policies to control the spread of buildings in built-up areas development; encourage green energy-efficient buildings with planning policies and grant funding; encourage small-scale renewable energy schemes, like woodchip boilers and solar panels, with planning policies and grant funding.

Finally, Government should also support companies with providing subsidies to green companies in order to increase the sustainable performance of their tourism activities.

#### **6.4 Limitations and Future Direction**

This study assessed the environmental performance of 4 and 5 star hotels in North Cyprus. The study was limited in its own ways. First, the study conducted in the small Island of North Cyprus with its characteristics and problems which are unique to this place. Second, the sample was 4 and 5 star hotels in TRNC and didn't assessed the smaller accommodation group as they may have a lot of problem or need a good look at their environmental plans. Next, the questionnaire used in this study was from a specified study which in future, researchers can add to this material and use new indicators in the hypothesized models. Also, this study use one way relationship between the variables but future studies replicate this study with doing the two paths relationship will be helpful for understanding the direct and indirect effects of the variable on together.

Collecting data from governmental organization would give the academicians better perspective about the governmental activities and supports. So, future studies recommended collecting data from governmental institutes about their aspects from sustainable environmental issues and practices. The model itself can expand and can be tested on many other samples such as other five or 4 star hotels or smaller accommodations.

Also, study questionnaires was exactly used in previous study by Erdogan and Baris (2007), although this questionnaires was good enough but somehow its still suffer

from some deficiencies, future studies should put demographic variables of the respondent and add the public sector to the ending part of the questionnaires for complete overview and evaluation of the respondent perspective. Finally, the model and research can be conduct on other regions with different government and countries, and different environment to assess their goals and strategies. The mixture of quantitative and qualitative study gives the better insights for researchers and readers from the structure and evaluations of the study.

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## **APPENDICES**

## Appendix A: List of Hotels

Name	Star	Position	No. of Q.
Oscar Resort Hotel	4	General Manager (GM)	1
Hotel Acapulco Beach Club & Resort	5	General Manager (GM)	1
Hotel Pia Bella	5	General Manager (GM)	1
Hotel Salamis Bay Conti	5	General Manager (GM)/F&B Manager	2
Noah's Ark Deluxe Hotel & Spa	5	General Manager (GM)/HR Manager	2
Kaya Artemis Resort	5	General Manager (GM)	1
Vuni Palace	4	General Manager Assistant)/Cost Manager	2
Riverside Garden Resort	5	General Manager (GM)	1
Hotel Lapethos Resort & Casino	5	General Manager (GM)	1
Hotel Malpas	5	General Manager (GM)/Front Office Manager	2
Merit Park Hotel	5	General Manager (GM)	1
Hotel Deniz Kizi	4	General Manager Assistant/ Line Manager	2
Hotel Onar Village	4	General Manager (GM)/Line Manager	2
Hotel Cratos Premium Port & Spa	5	General Manager (GM)/F&B Manager	2
Hotel Merit Cristal Cove	5	General Manager (GM)/Line Manager	2
Sky Venus Beach Hotel & Residence	4	General Manager (GM)/Line Manager	2
Hotel Bellapais Gardens	4	General Manager (GM)/Line Manager	2
Hotel Dome	5	General Manager (GM)/Front Office Manager	2
Hotel Bella View	4	General Manager (GM)	1
Hotel & Casino Merit Crystal Cove	5	General Manager (GM)/Front Office Manager	2
Hotel & Casino Golden Tulip Nicosia	5	Cost Manager/General Manager	2
Hotel The Savoy Ottoman Palace	5	Human Resource Manager/General Manager	2
Hotel & Casino Kyrenia Jasmine Court	5	General Manager (GM)	1
Rocks Hotel & Casino	5	General Manager (GM)	1
Hotel Büyük Anadolu Girne	4	General Manager (GM)/	1
Büyük Anadolu Girne Hotel	4	General Manager (GM)	1



Saray Hotel	5	General Manager (GM)/HR Manager	2
Merit Hotel Lefkosa	5	General Manager (GM)/HR Manager	2
Arkin Palm Beach Hotel	5	General Manager (GM)	1
Hilton Park Nicosia	5	Line Manager/HR Manager	2
Holiday Inn Nicosia City Center	5	General Manager (GM)	1
Hilton Cyprus	5	General Manager Assistant(GMA)	1
Pasha Hotel and Casino	5	General Manager (GM)	1

## **Appendix B: Questionnaires of the Study**

### **I. ENVIRONMENTAL PROTECTION**

**1.** Please mark the one(s) that your hotel has:

- Written environmental policy
  
- Written environmental program
  
- Environmental Impact Assessment Report
  
- Other (Please state)

**2.** Do you have budget allocated for environmental protection?

- Yes
- No

**3.** Do you have personnel responsible for environmental protection?

- We don't have
  
- We have (Please state the number of personnel you have)

**4.** Are you member of any environmental institution/organization?

- Yes (Please give name/names)
  
- No

**5.** If you have no membership to any environmental institution/organization, do you consider membership in the future?

- Yes (Please give name or names of the one/ones that you would consider)
  
- No

**6.** Did you receive any environmental award?

Yes (Please name it/them).

No

7. To what extent can environmental protection activities create competitive impact on marketing?

No impact at all

Some

A lot

have no idea at all

8. Do you have any material like brochure and poster for hotel guests on environmental education?

Yes (Please state the kind of material/materials)

No

9. Please, mark your choice for each question

	Choices				
	None	inadequate	Average	Adequate	Very adequate
To what extent do you give environmental education to hotel personnel?					
To what extent do you have environmental items in work definitions?					
To what extent do you have knowledge about ISO 14001?					
To what extent do you know about Pine Award of Culture and Tourism Ministry?					

To what extent do you participate in meetings on environmental protection?					
To what extent is there environmental pollution around the hotel?					
To what extent do you get involved with the pollution?					
To what extent do you have rules on cigarette smoking?					

## II. SOLID WASTE MANAGEMENT

1. Please, indicate the amount of waste produced in your hotel.

	Very little	Little	Some	much	Very much
Plastic					
Metal					
Glass					
Paper					
Food					

2. Do you sort solid waste in your hotel?

Yes

Partly

No

Other (please state)

3. If you don't sort them, would you sort them if municipal government organizes it?
- ( ) Yes
- ( ) Partly
- ( ) No
- ( ) Other (Please state)
4. What do you think how recycling effects on the management cost of hotel?
- ( ) Significantly reduces the cost
- ( ) Partly reduces the cost
- ( ) makes no impact
- ( ) Partly increases the cost
- ( ) Significantly increases the cost
5. Please mark your choice for each statement about your hotel.

	Choices				
	None	Inadequate	Average	Adequate	Very adequate
Hazardous waste stored separately					
Waste oil is regained					
Food leftovers is regained					
Organic & food waste are composted					
There are recycling firms around					
We know about recycling firms					
We cooperate with recycling firms					

### III. PURCHASING ACTIVITIES

1. Please, first, sort the most preferred packaging type/types in your purchasing decisions; then, mark the reason for preference

	Reason for preference				
	Cheap price	Reusable	Healthy	Less damage to environment	Easy to use
( ) Plastic					
( ) Metal					
( ) Paper					
( ) Glass					

2. Please mark your answer for each statement about your hotel

	Preferences				
	None	Inadequate	Average	Adequate	Very adequate
Paying attention to the recyclable character of the article, while purchasing					
Single use materials like plastic glass and utensils are not bought					
Retail firms rebuy empty packages like glass, cans.					
Retail firms are encouraged for recycling					
Giving importance to purchasing from local companies					
Energy saving materials are bought					
Cleaning materials less hazardous					

to environment are bought					
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#### IV. ENERGY USE

1. Please mark your answer for each statement on your hotel.

	Preferences				
	None	Inadequate	Average	Adequate	Very adequate
Wastewaters are treated					
Wastewater is discharged to environment after treatment					
Treated water is used for garden irrigation					
Control systems with electrical keys is used in guestrooms					
Control system with card is used in guestrooms					
Energy saving bulbs is used in guestrooms					
Cat eye is used in general lighting					
Solar energy is used in our hotel					
Guest request on linen/towel change is taking into consideration					

Photocell lighting is used in general restrooms					
Linen is sorted according to dirtiness					
The amount of cleaning materials the personnel used is decided on					

## V. OTHER INFORMATION ABOUT YOUR HOTEL

1. Class designated for your hotel:
  - 5 star
  - 4 star
  - 3 star
  
2. Number of rooms in your hotel:
3. Number of employees in your hotel:
4. Your hotel:
  - Open year around     Seasonal
5. How often waste containers are collected in your hotel?
6. Do you have waste storage place/room in your hotel?
  - Yes             No

**Thank you for your help and cooperation**