

Impact of Community Based Tourism on Women's Empowerment in Karpaz, Northern Cyprus

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ABSTRACT

Community Based Tourism (CBT) has been one of the core branches of tourism due to the constant transformation in the supply and demand changes of the sector. CBT has great potential to accelerate the newer economic opportunities for the small communities. However, very little is known about the gender differences, especially, in terms of local women and their involvement in this branch. Due to the lack of concrete associations of gender differences along with the community development process, this study is designed to close the gap in the existing literature by revealing the relationship between tourism activities and women empowerment. This study indicated that CBT empowers rural women's life significantly and it impacts women's role in economy, society and social life along with their psychological capital.

The qualitative approach using semi-structured interview process is utilized to collect the data. The interviewees were selected using the judgmental sampling approach of non-probability sampling method to ensure that each participant is from Karpaz region. The findings of this study yielded some vital insights that shed the lights on the associations between CBT and women empowerment as a result of active involvement of women in tourism activities. Despite the tangible and intangible challenges that women face throughout these activities, nevertheless, it is observed that CBT does not only improve the quality of life for women, but it also adds significant contribution to entire community. As a result, findings of this study indicate that women empowerment impacts the community's economic and social life significantly.

This study's results offer significant implications for both researchers and practitioners including tourism developers to understand the differences between CBT and other branches of tourism.

Keywords: Community Based Tourism, Development, Women, Empowerment, Karpaz, Northern Cyprus

ÖZ

Yerel Topluluğa Dayalı Turizm (YTDT), sektörün arz ve talep değışikliklerinde meydana gelen sürekli dönüşüm nedeniyle turizmin ana kollarından biri olmuştur. YTDT küçük topluluklar için oldukça yeni ekonomik fırsatlar sunma potansiyeline sahiptir. Bununla birlikte, bu tür turizmin özellikle yerel kadınlar ve onların sektöre olan katkısı ile ilgili olarak cinsiyet farklılıkları hakkında çok az şey bilinmektedir. Toplumsal gelişim süreci ile birlikte toplumsal cinsiyet farklılıklarının somut birlikteliklerinin bulunmamasından dolayı, bu çalışma turizm faaliyetleri ile kadınların güçlenmesi arasındaki ilişkiyi ortaya koyarak mevcut literatürdeki boşluğu kapatmayı amaçlamıştır. Bu çalışma, YTDT kırsal kesimdeki kadınların hayatını önemli ölçüde güçlendirdiğini ve kadınların ekonomi, toplum ve sosyal yaşamdaki rollerini psikolojik sermayeleri ile birlikte etkilediğini göstermiştir.

Verilerin toplanmasında yarı yapılandırılmış görüşme sürecinin kullanıldığı nitel yaklaşım kullanılmıştır. Görüşülen kişiler, her bir katılımcının Karpaz bölgesinden olmasını sağlamak için olasılıksız örnekleme yönteminin yargılayıcı örnekleme yaklaşımı kullanılarak seçildi. Bu çalışmanın bulguları, kadınların turizm faaliyetlerine aktif katılımının bir sonucu olarak YTDT ile kadınların güçlenmesi arasındaki ilişkilere ışık tutan çok önemli bilgiler elde edilmesini sağlamıştır. Kadınların bu faaliyetler boyunca karşılaştıkları somut veya soyut zorluklara rağmen, YTDT'nin sadece kadınların yaşam kalitesini arttırmadığı, aynı zamanda tüm topluluğa da önemli katkı sağladığı görülmektedir. Sonuç olarak, bu çalışmanın bulguları, kadınların söz sahibi olmasıyla, toplumun ekonomik ve sosyal yaşamının önemli ölçüde etkilendiği gözlemlenmiştir.

Anahtar Kelimeler: Yerel Topluluğa Dayalı Turizm, Gelişme, Kadınlar, Güçlendirme, Karpaz, Kuzey Kıbrıs

DEDICATION

To my Family, in particularly to my dear and caring husband

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Chapter 1

INTRODUCTION

Community-Based Tourism (CBT) is recognized as a form of conventional and sustainable tourism that is intensively considered in the literature. There is no doubt that the local people encounter several difficulties during development of this approach, but if it develops properly, it will not only benefit the residents of the region but also the whole society and government will benefit from this approach. Actually, it provides opportunities for poverty alleviation, accessibility to improvements in high-quality life, enhancement of empowerment, and countless economic advantage to local people involving tourism activities (Dodds, Ali, & Galaski, 2018; Ruiz-Ballesteros, 2011; Giampiccoli & Mtapuri, 2012).

Concurrently, the gender dimensions and women's empowerment should be focused in these activities due to discussable nature of gender equivalence in this sector and the achievement to the rapid development in the rural areas (Chambers & Rakić, 2018). Additionally, the recent studies have revealed that rural tourism is identified as an effectual tool in order to support, empower and improve the rural women. The women participation in tourism projects, therefore, grows their financial autonomy, self-esteem, social communications, and their future successes. Thus, it should be stated that tourism as a global phenomenon directly opens prosperous doors for women especially in the marginalized zones where women suffer poverty (Mrema, 2014; Panta & Thapa, 2018; Biswas, 2018).

In this research, the role of rural tourism to inspire and empower rustic women economically, socially, physiologically, and politically is deeply analyzed. In the following part, the importance of the study, the research background and mythology, the researcher goals and the study outline along with further details will be presented.

1.1 Background Study

Although considerable researches have been conducted on women's empowerment in the tourism sector, still ample information is not available about the process of women expectations, challenges and how this kind of tourism contributions empower rural women.

Previous studies focused on financial empowerment and the other dimensions of the enablement framework have been ignored. Some researchers declared that tourism projects inside the community-based tourism experienced failure and positive impact has not been observed in the planned areas. Furthermore, in some cases, this form of tourism can also damage even the existing economic benefits due to lack of entrepreneurship awareness. On the other hand, some tourism projects that aims to focus on women have produced positive outcomes in terms of promoting their abilities and increasing the quality of life along with economic development level (Strzelecka, Boley, & Strzelecka, 2017; Morgan & Winkler, 2019; Gentry, 2007). In fact, women encounter various experiences during contribution in the tourism sector, but they are unequally impacted by this type of participation comparing to the men.

Northern Cyprus is one the best destinations, which is the third biggest island in Mediterranean for the tourists around the globe. This island attracts thousands of visitors with its spectacular and historic places, unique sandy beaches, local delicious

food, and its virgin and untouched nature. In this destination different forms of tourism such as marina tourism, ecotourism, and sustainable tourism have been recently raised. Under this circumstance, undoubtedly, opportunities are being provided for residents. In the rural areas of Cyprus like Karpaz and villages women participation in tourist projects, is crucial for the community development. Women participation helps to understand that in order to achieve a sustainable tourism development and improve the quality with the aim of the sustainable development of the region, women involvement is necessary and it should be promoted. Additionally, it is essential to focus on how this industry empowers women working in the field of tourism and the role of this business in advancing their financial, social and political life. Also vice versa, women empowerment is intensely needed forward to widely develop and sustain the tourism industry. Actually, they play a role as a village keeper and guider (Sharpley, 2002; Ling, Wu, Park, Shu, & Morrison, 2013).

1.2 Significance of the Study

Due to lack of amply researches concerning the impact of rural tourism on women enablement even about the relevance among four types of empowerment and the role of tourism activities for motivating women, the further researches are required regarding this topic.

Also, it is obvious that in majority parts of the world, tourism activities have provided financial and nonfinancial opportunities for residents. The Karpaz as one of the Northern Cyprus tourist destinations with its pristine nature is no exception from this global phenomenon and its effects where rustic women are primarily responsible for the implementation of the tours and businesses and automatically benefit from this phenomenon despite the lack of information and awareness and poor facilities.

This study presents the faced challenges of women during contributions, their expectations and their experiences of empowerment sorts by this involvement. Thus, the data of this research can be handy to find functional solutions in order to solve the difficulties of rural women as well as to curb the destructive effects of rural tourism on women. Also, it may motivate the other local residents and ladies those who have not been involved with these issues so far, to join the tourism projects after awareness of the positive impacts of this phenomenon.

Additionally, the research may help to formulate novel strategies by the government or the European Union to enhance the current tourism activities and sustainable rural tourism for villagers who can increase the quality of their life and control over their resources in the Karpaz regions. On the other hand, given the rapid growth of this industry and the tourists demand to experience differently of natures, perhaps the information inside this research is useful for future researchers investigating this topic.

1.3 Aim of the Study

This research seeks to identify the role of community-based tourism on women empowerment and how it sponsors their enablement, utilization a case study of one rural area in Northern Cyprus. This research has been conducted on rustic women who have experienced four dimensions of enablement (economic, social, physiological, and political) individually or in a group with the aim of recognizing the rural tourism impacts on womankind. This purpose is employed by the researcher during a qualitative approach as a guideline to reveal proper data and results. Furthermore, objectives such as the evaluation women perspectives about CBT, women challenges, the current status of tourism activities in the Karpaz, rural tourism as a motivating factor have been applied by the researcher in order to present applicable implications

for increasing positive impacts of CBT on involving women with tourism activities in the declared case study.

1.4 The Personal Rationale to Conduct the Research

As far as I remember, I have always been eager and interested in discussing gender inequalities and women's rights, as well as tourism. I concluded that the combination of these two topics would be the exceptional subject to research, particularly on this small island, which is also considered the best tourist destination, while women are more active than men in this industry, chiefly in rural regions. In most cases, womankind suffers from poverty and inequality in job opportunities and wages and misconceptions about them. Fortunately, with the emergence of a new form of tourism called rural tourism, the majority of rural women have been saved from these deprivations and even has been provided entrepreneurship opportunities for them. All of these aspects were motivating me to commence research on this topic.

1.5 Research Questions

This research will respond to these questions deeply:

- ✓ What is the role of tourism activities on women life?
- ✓ How CBT improves women empowerment?
- ✓ Is there any relationship between the four types of empowerment?

1.6 Method of the Study

The qualitative research approach has been applied for achievement comprehensive understanding of the consequences of rural tourism on the women empowerment in Karpaz-Northern Cyprus. This technique has provided an opportunity for the researcher to penetrate deeply into the interviewee's experience of the phenomenon and how this industry is able to empower them. In fact, with the aim of gathering data and information from applicants, a semi-structured interview was utilized as an

instrument study. In this research, 12 local women on purpose from the Karpaz area and its suburbs as a research sample were selected for interview. Interviewed women, whether old or young all were engaged by the tourism activities and gained financial independence during this contribution.

1.7 Structure of the Thesis

The thesis is composed of five chapters. In chapter one with the introduction title, issues such as the importance of research, the background of the study, project goals, researcher objectives and the method of data collection have been discussed. In other words, this chapter covers the overall concepts.

The second chapter pursues a collection of previous data and information from previous researchers on the same issue. In fact, it presents the basic definition of CBT and its impact on women empowerment in the rural area as well as how four dimensions of empowerment (economic, political, social, physiological) are shaped by this sort of tourism activities.

The third chapter accurately demonstrates the applied method of the thesis and sampling process with the aim of gathering data.

The fourth Chapter comprises of analysis the outcomes of data generated during interviews and eventually, in the last chapter the study limitations, discussions of outcomes, conclusion, and recommendations for future studies are deliberated.

Chapter 2

LITERATURE REVIEW

2.1 Community-Based Tourism

In the 1970s, community-based tourism emerged as a reaction to the destructive effects of the worldwide mass travel industry (Zapata, 2011; Cater, 1993; Hiwasaki, 2006). There is a super-rich frame of community - based tourism literature ranging from academic view to social perspective. As according to REST, the literal definition of community-based tourism takes into account the environment, social and cultural sustainability. For the community, it is managed and owned by the local community to encourage tourists to boost their awareness and learn about the community and local ways of life (Dunn, 2007; Timothy D. J., 2000). CBT can be as an alternative shape of tourism that suggests a mutual association between residents and visitors, however, tourists are not placed in the dominant priority and converted an equivalent segment of the organization (Salazar, 2012; Wearing & McDonald, 2002).

CBT also considered as a tool to diminish poverty in a rural area through creating jobs and business opportunities for communities from an alteration of backgrounds, abilities, and capabilities. A part of that, it can be alternative income spring for local through their participation in tourism resource management (Anuar, 2017; Lee, T. H., & Jan, F. H., 2019). In some cases, participated people encounter some barriers like lack of training, professional inexperience, insufficient economic support, wasting

time and fund. Thus all CBT projects or people contribution do not embrace success (Taylor G. , 1995; Addison, 1996; Taylor S. R., 2017).

WWF declare that there is communication between tourism and CBT and it is a figure of tourism where all the local area has significant control over and participation in its development and financial management, and where a significant percentage of the benefits stay within the community. WWF recognized that the concept of the community depends on local social mechanisms and completely accepted that it must also include individual community proposals (Goodwin, 2009).

Okazaki (2008) states that as an essential part of sustainable tourism growth or a way of its implementation, a community-based tourism approach has long been endorsed. In fact, this approach by reducing negative influence boosts tourism optimistic belongings. He claimed that in the CBT approach residents will not be a victim even though they subsidy through participation. The target is the redistribution of power in a rural area. Thereby, this will permit society to redistribute profits and overheads fairly and CBT will be an involvement progression of all local government, natives, businessmen, and organizer in such ways that management is mutual, however, for this corporation host community requires to access ample resources and assistance along with facilities in order to take place activities such as distinctive festivals or events.

According to Goodwin (2009), what Scheyvens has claimed as community-based tourism's eventual aim is to authorize the host community economically, psychologically, socially and politically. In fact, at the poorest community, local

people have invested their valuable time, labor and initiatives then communally they have profited.

As noted in (Mtapuri, 2016), the type of local participation on CBT can be formal or informal whereas the advantages of being small as well as informal participation will be more and includes a flat organizational structure, no responsibility to report to a higher office, the liberty of the company to decide which product and service to sell and its market positioning, the ability to personalize the service by being closer to the consumer and avoiding the need for brokers, and the ability of the business to open and close the workshop as they wish. Significantly, control remains with local people that spend all the costs and they enjoy profits.

The other issue that has been claimed is the dissimilarity between ecotourism and community-based tourism. In the recent decades, however, novel forms of tourism have appeared, for instance, ecotourism, cultural tourism, pro-poor tourism, adventure tourism, pleasure tourism, ethnic tourism, village tourism, wildlife tourism, and volunteer tourism. All this type of tourism is related to CBT (Singh I. , 2011). What distinguishes CBT is the core action of villager's participation in the tourism activities and the benefits division between residents (Suriya, 2010, July; Tucker H. , 2016).

It is claimed that CBT is a system of pro-poor tourism and ecotourism (Honey, 2008). Community - based tourism focuses on the environmental, natural resources, social system, and culture management to respond the community needs while ecotourism is responsible to manage natural landmarks, native culture and the unique characteristics of the destination by focusing environment and tourism (Dunn, 2007). It is claimed that ecotourism provides a memorable experience for tourists based on natural states

and local residents care about their natures besides wildlife. In that approach, both visitors and residents take advantages of this industry. People improve their life by job establishment and visitors experience in a different way at travel (Emin, 2009).

Felipe (2014) has provided a great understanding of CBT and has claimed that rural community-based tourism will be factual if it:

- Strengthens local creativities and native organizations
- Adjusts to rural natural life and conserves the countryside's hospitable, calm and rural atmosphere
- Mixes natural gorgeousness besides the daily local lifestyle in that area
- Embraces productive or profitable methods
- Promotes local people's ownership of land
- Employs local residents, shares benefits fairly along with supplements agricultural incomes.

Therefore, it can be concluded that among the various impacts of CBT, the economic impacts play the key role to reduce poverty in the literature of the studies. Homestays, guidance, and crafts are opportunities that have provided novel jobs for local women who have not formerly had a career, yet they are using present skills (Mack, 2006). Additionally, CBT can be sustainable due to the wide knowledge of local residents about needs and challenges in a rural area as well as they know how to manage and solve this participation in the tourism industry.

2.2 Community-Based Tourism for Development

Although community based-tourism has carried undesirable effects on domestic region like climate change, natural habitat damage, seasonal unemployment, increased crime

and changing habits of animal feeding, the ultimate goal of CBT development is known an action to close poverty, keep the planet life and make sure of all persons enjoy peacetime plus wealth (Amerta, 2017). As stated by Cole (2006) the core reason for community participation in the development of the tourism industry is sustainable tourism that under this circumstance both community and tourists take advantage.

It is believed that the bottom-up approach to improvement has gained greater want in the local area. Bottom-up tasks have proven to be more sustainable due to the fact they sell local capability-building, local participation and neighborhood possession of community development. Community-based methods to improvement perform under the belief that skills and knowledge exist already inside the local community. Local humans recognize their problems and requirements and they are capable offering answers (Dunn, 2007). In point of fact it has been seen that CBT has brought major gains, such as increasing income and liquidity cash flow via employment, elimination poverty in rural area, heighten local awareness of how to use natural resources to attract tourists, adding worth to natural products via maintainable way and tourism diversification (Salazar, 2012; Snyder & Sulle, 2011; Reed, 1997).

2.3 Gender in Tourism Development Policy

There was a developing focus in the middle of the 1970s that poverty all around the world has been seen among more women than men, and this poverty in womenfolk led to integrating gender awareness in order to reduce poverty and develop interventions. This perception caused to arise women in development, as a segment of the gender and improvement standard which converted well-informed by liberal feminism by focusing that women are motivated to obtain employment and income generating task (Tucker H. &, 2012; Zuckerman, 2001; Singh S. , 2007).

Tourism is built up of human relationships as leisure tourism and the industry that supports it, thus impacts and is affected by universal and local gender relationships. Actually, it is considered as a way for financial development, for gender analysis, following the lead of the literature on development plus gender. (Swain, 1995). It is believed that the women's main reason for being away from contribution to tourism activities is dramatic gender cracks at tourism sector policy, making a decision, designing and execution. Furthermore, the inequalities in the status of males and females, the authority to make a decision, control possessions, access to capitals that eventually leads to weakening justifiable and reasonable development is dramatically observable (Lama, 2000; Cole, 2018; Alarcón & Cole, 2019).

In the past decades, tourism could influence women positively or negatively. In some cases, it had led to reducing their empower while nowadays, by growing women participation trend in the tourism industry, a new ideology has been raised that tourism has impacted more on which gender and it offers equitable profits for women. There is no doubt that each gender in terms of needs is effected in a different way by tourism development besides in this industry employment accessibility has been more for women than men (Dunn, 2007; Foley, Grabowski, Small, & Wearing, 2018). On the other hand, what shapes the marketing of travel industry, guest's encouragement, as well as actions of hosts is gendered truths (Swain, 1995). In another way, it is claimed that this sector plays a key role in women life due to women involvement such as cooking, producing original or homemade products, sewing and cleaning as well as in some rural area they do tour guiding (Xu & Gu, 2018; Gibson & Mirehie, 2018).

Studies demonstrated that a gender-balanced approach aims to encourage local residents to preserve their natural and cultural lifestyle by raising awareness plus

teaching how to diminish tourism's damaging influences while improving the standard of tourism services that ultimately increase opportunities and wider profits. (Lama, 2000; Mosedale, Assessing women's empowerment: towards a conceptual framework, 2005)

As a result, it can be mentioned that tourism experience has a gorgeous diversity, and one aspect to recognize is gender in actions, views, awareness, and perceptions, which are valuable in tourism planning ranging from marketing strategies to environmental influences. Thus, gender, as an ideology of social science in tourism as well as connections among the sexes, is a key dynamic in human relationship that can be effective for future research in the tourism industry (Swain, 1995; Tajeddini, Ratten, & Denisa, 2017). Nwosu (2014) believed that as a vital purpose of women's empowerment is a bridge to collaborate among men and women to shape righteous civilization.

2.4 Tourism and Women Development

Although, in the past decades women were commonly ignored from management role, community control, making decision also in some circumstances at more old-style culture even they were under pressure to voice their opinion (Lama, 2000; Alarcón & Cole, 2019), nowadays it is quite visible the advent of female entrepreneurs and their involvement at the national economy and their association in tourism industry.

Over a period of time, especially in the 1990s, the number of female's entrepreneurs has developed (Sathiabama, 2010). Womenfolk's entrepreneurs must be commended for their increased use of modern technology, increased investment, finding a niche in

the export market, creating considerable jobs for others and setting the trend for other young women startups in the organized sector.

The two core aims in order to study distinctly on women development in tourism industry is firstly the women's involvement and their Entrepreneurship has been recognized as an income resource not only for themselves but also they can create job opportunity even for their family or other young women in the rural area. Secondly, the women role in entrepreneurship has been ignored mainly ranging from society to social science.

Thus, the influences of tourism and other aspects of ecotourism and their potential to enhance the lives and careers of urban communities have been rarely assessed from a gender point of view. (Pritchard, 2014)

From another view, the advent of active women and contributions in environmental projects based on tourism area has led to developing resident wisdom about natural resources. For instance, they collect a greater range of herbal product, medicinal plants, and wood for fuel (Romanow, 2012). The role of women development cannot be ignored because empowering females has led to eliminating gender judgment and the balance of power amid men and women, profit not only for women but also a political, economic and cultural benefit for society (Lennie, 2002; Samah & Aref, 2009).

2.5 Empowerment Framework

Although empowerment measurement has been asserted as a challenging subject for the sake of poor definition, there are some key indicators that define female empowerment like choosing, control, and authority. Women accessibility along with control over resources in order to improve making decision capability by focusing on

freedom, revenue, engagement, domestic resources and expenses, and productiveness is empowerment (Sethuraman, 2006).

Actually, empowerment is an ongoing action instead of a product. There is no ending aim. Individuals do not reach in an absolute sense at a stage of empowerment. What has been noticed as an empowerment target for local residents is their need to assess what shape of tourism they prefer to develop at the rural area as well as by which way they must share tourism benefits and costs among themselves (Mosedale, 2014).

The term empowerment implies various content in term of diverse views. The individual or social ability with the aim of carrying the outset of tasks is recognized as a women empowerment (Allahdadi, 2011; Aref, 2010). In other phrases, empowerment is an ongoing process that happens with specific aim so local women would have more and more control above the resources of area (Rezaei, 2007).

Boley and McGehee (2014) defined the empowerment as the minor visited road of tourism industry growth as well as development also believe without empowerment obtaining sustainable tourism will be problematic. On the other hand, they claimed empowerment description is somehow similar to obscenity then for easy understand you need its opposite such as loss of a sense of control, powerlessness because of being diverse in personalities or perspectives. In spite of the above meaning, achievement mastery or control by persons over their setting is known as a common clarification.

From another standpoint among power enhancement and local participation, there is mutual interaction. It means that when the resident's involvement in tourism activities is promoted, this empowerment is enriched (Okazaki, 2008; Selin, 1995).

It is evident that the tourism industry has brought financial, political and social empowerment for the rural community especially for women but our perspective should be realistic due to unpaid labor in some cases (Ferguson, 2011). In the following part, the four types of empowerment will be explained that has been experienced in CBT.

2.5.1 Economic Empowerment

In the study of the economic empowerment of females can be regarded commonly as the enlargement of women control and accessibility over assets, property, money, business opportunities, and equality with men based on revenue or offers of an extremely salaried career outside of the house. In fact, Females' economic empowerment is a requirement for sustainable growth also, it is an approach to accomplishing the millennium improvement objectives. (Moswete & Lacey, 2015).

It is considered to evaluate economic opportunities by tourism industry on CBT that can be formal or non-formal business sector also these income resources stay for long term or in some cases they liquid cash inside the local community for a short time (Scheyvens, 2000). This gained profit sometimes directly is for rural family or women that attend in tourism projects or business, otherwise, informal projects they have to share revenue with the government, the other local residents do not take advantage from this opportunity due to lack skills or participation.

After all mentioned issue above, women's economic empowerment is as the process via women enlarge their right to financial resources and control to make selections that advantage themselves, their children and their societies. Advancing in women's economic empowerment elements is a route for poverty decline and equal opportunity between men and women. The economic intention of CBT for the female is to

construct better livings, make more revenue, providing occupations. By rising financial security, other parts of women's lives also recover: they come up with the money for healthcare, to purchase family needs, and are able to play a management situation in the societies (Duflo, 2012).

2.5.2 Social Empowerment

Social empowerment has been defined as what permits females to decide safely in society with a sense of development and satisfaction. In other words, it is enhanced social status, such as laws standards, educational opportunities that earlier these circumstances for women had been denied or it is marital equivalence, freedom for marriage (Hovorka, 2006; Jütting & Morrisson, 2005).

There is no doubt that social empowerment is a necessity in order to effectively manage the challenges of the tourism industry at the local level (Boley, B. B., & McGehee, N. G, 2014). Tourism has been viewed also as an enlargement way of womenfolk's social position. Once the community recognizes women contributions particularly in a rural area, the overall social status of women will heighten and society appreciates their value. Eventually self-confidence, self-respect appear due to run business and service skills (Lama, 2000).

From another perspective, social empowerment plays a vital role to gather local persons to work on shared interest for the sake of their neighborhood development. Fundamentally, this form of empowerment through tourism is a citizens' perceiving their community to be more organized, with an expanded linking among the community and residents. What it should focus inside the community is how CBT impacts community's cohesion by focusing local viewpoints also whether tourism

carries a community together or separates them (Boley, B. B., & McGehee, N. G, 2014).

Thus, social empower enables women to encounter the current challenges by catering methods that assistance then to remove individual pressure. It generates a sensation of community life that permits females to face these related challenges as a group rather than as persons. The skill of Living inspires them to discover useful resolutions to difficulties so that everyone becomes very independent (McMillan, O'Gorman, & MacLaren, 2011).

2.5.3 Psychological Empowerment

Psychological empowerment has been identified as one of the most important non-economic benefits associated with tourism development. This phenomenon occurs when an individual human pride and self - esteem are mostly boosted by outsiders who recognize their own distinctiveness and real value. Furthermore, the awareness of the culture and surrounding value will be the result of pride sense or acquired psychological empowerment through tourism development in the urban area (Boley, B. B., & McGehee, N. G, 2014).

From another perspective, it is claimed that psychological empowerment comes with a self-confidence sensation or local ability to meet challenges and access to options in the future inside the community as well as the responsibility to protect traditional resources and maintenance of cultural lifestyle. On the contrary, it can be supposed that lack of that is a factor of women failure in the field of business and entrepreneurship. Improved training, high education, economic, social and political empowerment are the aspects to expand this shape of empowerment (Huntington, 1975; Stanistreet, 2007).

Past findings have demonstrated that enhancement psychological empowerment has positively impacted women engagement of tourism projects in the rural area. Indeed, the real personality element of rural areas women needs to be discussed so that they can increase their confidence towards more engagement (Musa, 2017).

2.5.4 Political Empowerment

Boley and McGehee (2014) claimed that political empowerment is an individual's empowerment to obtain control of their activities. Inhabitants' insights of being included in the tourism system, having a political voice in tourism improvement selections, and having channels to share their worries are items that should be focused to express political empowerment.

Essentially, if the community has political power, it has to participate as well as evaluate in tourism projects regularly particularly women and youth in the community as various interest individuals, they should have representation within community and decision - making frames. (Scheyvens, 2000).

As reported by Scheyvens (1999), the political party of the community, which impartially embodies the needs and interests of all community crowds, provides an opportunity through which people can raise demands about the ecotourism project and address their concerns. Some agencies doing tourism projects provide opportunities for local residents to make the decision and express their ideas.

Thus, it is necessary to remark that if women have profited economically from tourism projects, they will have the power to express their perspectives plus political voice in the society due to promote themselves and their communities. Fortunately, nowadays, some communities support women to attend and participate in tourism decision

making through the prevalence of cultural limitations. Eventually, women have learned to utilize the legal and governmental systems to push their reasons with the aim of development (Oberhauser & Pratt, 2004).

2.6 Cyprus History

Cyprus as one of the most gorgeous islands with rich natural resources lies in the Middle East. It is placed in Northern East of Mediterranean Ocean on the south of Turkey as well as west of Syria that has been recognized as the third biggest island in the Mediterranean while it has been occupied by many powers all around the world (History of Northern Cyprus, 2018).

Unfortunately, due to some struggles among local Turkish and Greek Cypriots, it was separated into two parts. What will be considered in this research is the northern part of Cyprus with 326,000 population that is named the Turkish Republic of Northern Cyprus (TRNC). Kyrenia, Famagusta, and Nicosia are the main cities that are located in the Northern part (country information history, 2019).

Since Cyprus is considered as the most popular and easy access destination for holiday, day by the day tourism industry in that area is developing also this phenomenon has effected on local people, nature and economic level of this country. Hence, recently northern Cyprus has opened doors for tourists to visit their area with the aim of new development along with close competition with southern Cyprus (Ioannides & Apostolopoulos, 1999; Elliott, 2018).



Figure 1: The Location of Cyprus

Source: <https://www.countryreports.org/country/Cyprus.htm>

2.6.1 Karpaz

Karpaz as an unspoiled district is a part of northern Cyprus that occasionally called Karpaz Peninsula or Karpasia. This distinctive destination for tourists has historical places such as Panagia Kanakaria Church, Kantara Castle, Apostolos Andreas Monastery and Panagia Kanakaria Church that annually attracts more tourists ranging from domestic to international visitors. It should be mentioned that although Turkish is more spoken and local language throughout Karpaz, most local people understand English wildly. Mehmetçik, Büyükkonuk, Dipkarpaz, Yenierenköy, and Boğaz are villages that you encounter on the road of Karpaz.

This low populated region has famous wild donkeys that are Cyprus symbol and recently has been converted to a part of an activity arranging in the area with the aim of protecting them. Furthermore, nowadays, Karpaz district is recognized best destination particularly aimed at ecotourism due to numerous plant life, historical locations, fauna, and environmental structures. The economic level at this town is increasing for the sake of changing old-style townhouses into guesthouses with

modern classes, while food production, farming, and fishing are still basic resources of family income, however for further improvement they need extra assistance from the government on the way to foster their activities related to tourism involvement (Karpaz Peninsula, 2019; Gunsoy & Hannam, 2012; Depoele, 2010).



Figure 2: Karpaz and the Kantara Castle
Source: <https://www.amazing3dworld.com>

2.6.2 Women in Cyprus

During recent decades, gender inequality is a key problem for development in most developing countries. Hence, to accomplish new development, reducing the gap between women and men based on accessing to resources and providing opportunities equally, as well as diminishing violence and conflict between two sexes will be most significant aspects.

It is claimed that in the past years, Cypriot women suffered from gender inequality. In terms of their tradition and culture, they had to avoid social contact with males, which can be viewed as having sexual output mainly in rural regions. However, in all sections of the population, the increasing economic independence of women was a power for freedom.

Over time, women's presence in all aspects became more intense in Cyprus. They have access to education, social participation and in some cases, are starting to embrace the political place of work. It seems that in matters such as social safety expenditures, unemployment benefit, and other common social requirements, Cypriot women enjoy the same rights to social welfare as men. Thus, despite the expectations of women who were married and kept from their children now they have higher education and participate in social activities.

It has been seen that for a long time, Cyprus had a high level of female participation in the workforce and female's contribution to the labor force is dramatically increasing. Obviously, these alterations have been affected on all aspects of their life ranging from personal sensation to social status.

Additionally, domestic women are asked in a rural area with the government association, keep their traditional lifestyle as a heritage for the next generation of tourists. Local Cypriot women in the village who engage with homemade meals, growing natural products like olive or handicrafts, still the old-style domestic characters of housewife and mom were expected to be fulfilled. They could expect tiny assistance from their husbands, since most Cypriot men were not willing to accept home responsibilities, and most females did not suppose to behave in a different way. However, even women having full-time jobs were adjudicated by the outdated values of continuing a clean house besides cooking hot meals.

There is no doubt that these women encounter some challenges during development process such as the lack of self-confidence, inadequate support, poor self-image,

economic situation, inequality employment and resource accessibility (Ampumuza, 2008; Anthias, 1989; Scott, 1997; Women in Cyprus, n.d.; Hadjipavlou, 2010).



Figure 3: Women in Tourism Activities
Source: <http://newcyprusmagazine.com>

Chapter 3

METHODOLOGY

3.1 Introduction

This chapter considers pragmatic methods in order to reach the study objectives and the ultimate aim of that. There is no doubt that many investigations were done in this area but what has been distinguished this paper from recent studied is how CBT is functioning well on women in terms of diverse dimensions by focusing rural area. Moreover, these days due to dramatic existence and development of women in tourism participation as well as encounters that they face or elements impact on them, there is a need for more study in this regard.

3.2 Aims of the Study

The purpose of this paper is to survey the impacts of the community based-tourism on the rural women of Karpaz area. The objectives were followed to comprehensive the target of this study:

- ✓ To evaluate the prospect of women empowerment in the Karpaz region.
- ✓ To evaluate women's awareness and knowledge about community-based tourism.
- ✓ Demonstrate how this community-based tourism impact on women's earning.
- ✓ To demonstrate women the freedom to make a decision and Entrepreneurship.

- ✓ To learn the advantages of women's Leadership in that area through community-based tourism.
- ✓ To pinpoint how women's empowerment can achieve sustainable development.
- ✓ To address the challenges that women encounter in that area.
- ✓ To access strategies that women utilize in their community life.
- ✓ To determine how community-based tourism motivates females to keep traditional and local tasks
- ✓ To reveal positive examples that how women in that area can make wow experiences for tourists.

3.3 Research Methodology

Veal (2017) has been defined method types for research obviously. The quantitative approach that includes numerical statistics and the qualitative method is a naturalistic survey that tries to find a detailed understanding of phenomena that typically involves non-numerical data. Analysis of texts, informal interview, focus groups, record keeping, case study research, and participant observation are ways that are applied to obtain qualitative information.

The practice of quantitative and qualitative methods in the study of the tourism industry is visible during the last two decades. Dwyer, Gill, and Seetaram (2012) mentioned that the most prominent fact is that the best-established approach to research on social science phenomena is a qualitative study.

Comparatively, a more recent issue dating back to the late 1970s and 1980s is its application in the fields of tourism industry and management. The tendency to the

quantitative approach used in this field is dramatically increasing and accepting due to provide comprehensive, in-depth information from multiple perspectives with it's highlighting on a rich understanding of issues. The qualitative analysis provides an opportunity for researchers to penetrate the contributors ' inner experiences that finally helps researchers to recognize how meanings are constructed over cultures and also permits the investigator to access feelings, social actions, traditional opinions and communications between individuals.

Additionally, another characteristic that can be mentioned for the qualitative approach is an easy application. It means that researchers without needing a complex sort of training start to collect data and information such as questionnaires and recorded forms (Golafshani, 2003; Judge, Thoresen, Bono, & Patt, 2001).

Thus, as a result, the qualitative approach will be the best way for researcher specifically in hospitality and tourism area who penetrate to participants experience in order to better understanding cultural beliefs and their perspectives on the main purpose. Hence, the qualitative approach has been selected for this study with the aim of knowing how CBT impacts local women life via an in-depth interview with them.

3.4 Semi-Structured Interviews

When interviewer does not focus on formalized questions or prepared a list of questions during a meeting with participants is a semi-structured interview. In fact, it is a tool to assembly data by asking additional open-ended questions that eventually will lead to discussing further between interviewer and participant. Thus, there is no place for straightforward query and response format in this technique.

It is believed that researchers firstly should start by some warm-up inquiries to assistance the contributors in order to have comfortable sensation afterward, move on to depth discussion (McCammon, n.d.). Understanding of people perspectives about a specific issue, their feeling, and experience are advantages of this method. Apart from them, flexibility is so essential in this tactic. Researchers organize a list of questions for an interview in advance while during the discussion they have the flexibility to ask more questions with details. Firstly, they start to introduce themselves and what is their target of this project, after taking permission to record their voice conversation will be started with prepared survey queries as well as open-ended questions.

On the other hand, although, qualitative research has more or fewer limitations, its advantages are weighted. There is no doubt that if researchers provide an appropriate place and time for participants, they feel further comfort during the interview, then under this circumstance, is generated more perceptive responses particularly concerning delicate subjects. Furthermore, interviewers have the chance to ask consecutive questions, motivate them for more involvement, analysis for extra information, and focus on body languages of respondents.

3.5 Purposeful Sampling

Choosing a sample from population is a process that should be done during research with the aim of saving money, time, and energy. Sampling technique falls into two categories: probability and non-probability which each category includes some methods. Among them, purposeful sampling or judgmental sampling has been used in this research. Based on non-probability sampling and purposive technique the researchers select a distinctive group of individuals that are unknown while they are fitting to help in order to collect data.

In other quarters, the purposeful sampling process contains a purposeful selection of the individuals among the people by focusing the researcher's awareness as well as judgment (Marshall, 1996). However, in this study judgmental sampling has been adopted due to focus on the Karpaz area a part of northern Cyprus and local Cypriot women involving tourism activities. These local respondents are a principal share of the research who are asked about the current situation of their activities and how this participation influences their life and during this development with which challenge they have encountered. Assembled information and recommendations of strategies provide an opportunity to develop rural women and increasing empowerment in Karpaz area that will be beneficial not only for their region and for society, but also for themselves. Furthermore, for the conduct and design of research, dynamically women participants have assisted.

Table 1: The Demographic Characteristics of the Respondents

| Respondents | Position |
|--------------------|--|
| Respondent 1 | Local Woman and Handmade Rhinestones Seller |
| Respondent 2 | Local Woman and Tour Guide |
| Respondent 3 | Local Woman and Natural Honey Seller |
| Respondent 4 | Local Woman and Restaurant Owner |
| Respondent 5 | Local Woman and chef |
| Respondent 6 | Local Woman and Guest House Owner |
| Respondent 7 | Local Woman and Zivania factory worker |
| Respondent 8 | Local Woman and Organic Fruits and Dairy Products Seller |
| Respondent 9 | Local Woman and producer of Natural Karpaz Products |
| Respondent 10 | Local Woman and Tour Guide |
| Respondent 11 | Local Woman and Guest House Owner |
| Respondent 12 | Local Woman and Housekeeper |

3.6 Data Collection

In this research, 12 interviews were done exclusively and deeply from local women in Karpaz area who were originally Cypriot ranging from middle to young. Each participant was involved in tourism activities with diverse occupation (table1), in the following chapter will be explained with more details. There was a cooperation mutual cooperation, between interviewer and respondents due to an intimate atmosphere among rural womenfolk and their passion for interviewing. Thus, each interview continued for approximately one hour at the workplaces by considering their desire, comfort, free time and selling hours. These are the factors that have been considered during interviews in order to no external factor affects women in responding.

The instruments have been utilized throughout interviews were smart Samsung phone, voice recorder, and camera. During the utilization of these tools, the sense of assurance and comfort was given to the interviewees that all the data, recorded voices and their perspectives only will be used for the sake of research. At the beginning of each conversation, the permission was taken in order to record voices and take photos.

Turkish was mostly language was spoken during data collection, excluding two interviews that were done with English languages with the ladies who were the tour leader. All Turkish conversations were precisely translated to English for analyzing gathered data.

3.6.1 Difficulties of Data Collection

There were some challenges related to human subjects and external factors during data collection in Karpaz area that the researcher encountered. Firstly, the minority of women were prevented from recording their voices, some others did not have the

tendency to be interviewed due to rural culture. Secondly, finding the right time for doing an interview with them was challenging for the researcher since they were dealing with customers.

As an environmental barrier, the Karpaz area and villages are located 80 km away from Famagusta, regarding the bad state of roads as well as frequent rains in Northern Cyprus there was no easy travel to there. Therefore, the whole data collection process lasted from March to April.

Chapter 4

FINDINGS

4.1 Introduction

The analysis of the research findings has been provided with the details in this chapter. By way of the qualitative semi-structured interviews method, all conversations with participants have been printed out, highlighted and read deeply more than two times by the research for the sake of finding precise results. Additionally, these gathered data have been categorized based on relevant issues with literature review headings to make sure the reliable and appropriate analysis.

The interviews were done by recording local women voice with the aim of understanding CBT impacts on the women empowerment in the Karpaz, their feeling and challenges they encounter during activities. The interesting part of this data collection is that the majority of women with a sense of satisfaction and happiness declared that how this phenomenon in their region have altered their lifestyle as well. This part was very enjoyable for the research that led to stimulating her and put additional section to explain that in this study which will be accessible in the subsequent sections.

4.2 Participants Profile

As already mentioned, according to Table 1, twelve women were selected for interviews from different areas of the Karpaz zone. Each of them works in the different jobs in villages ranging from small hotel owners to women working as an employee at

a restaurant or factory such as a woman working at a factory produces a local alcoholic drink that is called Zivania. This business place is regularly visited by native and non-indigenous tourists.

Two ladies who were about 50 years old and originally Cypriots are operating tours particularly nature trips as leaders, even in the framework of organizing festivals in northern Cyprus play a key role. They were fluent in Greek, Turkish, English languages plus able to speak partially German and Spanish languages. Their comprehensive information and awareness were remarkable and admirable about CBT and ecotourism.

Two other women interviewed were women who leased extra homes for tourists, for both short and long term. They manage the finance and marketing of small guesthouses on their own. Besides that, one of them has hired a person to clean up guesthouses with the aim of saving time and labor, which was also interviewed as a participant in the study.

Other participants were women aged between 30 and 60 who were selling organic products or handmade foods and goods in the local rural market, which has a large number of visitors. Some were engaged in selling fruits of gardens and dairy products, and some displayed and sold their handicrafts. The remarkable thing was that all the mentioned jobs had started to operate by using very petite cash except restaurant and guesthouse.

At the end of this section, it should be noted that the restaurant, some of whose staff and the owner was part of the contributors, was sponsored by the European Union financially.



Figure 4: An Outdoor Market in Büyükkonuk, Karpaz (By Author)

4.2.1 Local contribution

In order to comprehend the extent of the respondent's contribution to tourism activities for development, the interviewees were asked to explain how are the local women contributing to tourism in this area? In reply to the question and their contribution, there were various views. Some stated that more recently, there have been actions to hold festivals that women share a major part in its implementation such as Karpaz green festival. During the festival, actions like wildlife walks, camp, music, dance and bicycle tours are being done. Visitors while enjoying these entertaining and open-air

actions, they are able to buy handmade crafts, organic products and local food that all of them have been supplied by local women, even if tourists would like to stay, accommodation is provided at a reasonable cost.

On Sunday, village women are waiting for a group of climbing tours. They cook the best local food and bread for tourist as well as local people welcome warmly them. It should be mentioned that men also assistance and support their wives in these activities.

Furthermore, with the aid of the villagers and the municipality, a market has been established called eco-market, a place to sell products and goods of Karpaz by villagers. One respondent who offers the garden fruits for sale in this market pointed out that:

“...While I did not have any funds for starting, I had a strong desire to work outside the house and this market. The only solution that seemed to me was selling delicious fruits of our garden. The tree of this tropical fruit called passion fruit, my husband planted several years ago, that is rare fruit here while it has more fans. This was the best idea I got to get started.” (Interviewee No 8)

The findings of this research showed that although women are keen to grow the number of tourists ranging from a domestic and non-native tourist as well as earning income, they care sustainable customers besides village development aimed at protecting their local and environmental standards. Installation of no hunting, drive slow wildlife crossing and do not litter boards were the obvious examples of what extent people in the village consider this aspect.

Thus, the results show that the potential contribution of local people in tourism activities is increasing in Karpaz zone and rural women are seen as the greatest follower of this type of activities, it ultimately leads to self-development and their part. What distinguishes the Karpaz area from other touristic places in northern Cyprus is the role of rural women affectedly in order to contribute to tourism activities.



Figure 5: Local Restaurant in the Karpaz (By Author)

4.3 Tourism Activities as a Motivating Factor for Women

The findings showed that with the advent of the tourism industry in Karpaz area, the lifestyle of rural women has gradually started to change. Cleaning, washing, and cooking were the only activities for rural women in the past years that took their whole time, while they asserted that nowadays, what they prefer to do is, boosting business,

bringing up new ideas for the tourism industry and feasible solutions to address their area challenges.

The data also revealed that these activities have led to increasing motivations for women to work outside the home instead of staying at home. Women also realize it as an opportunity to acquire novel experiences as well as doing different activities. Involvement in tourism activities acts as a motivation factors in our area for rural ladies to improve themselves in terms of personality, social and individual relationships, ability to manage financial issues, awareness of external and political factors. In fact, when respondents were asked how tourism industry in rural area impact on your life, they declared that although in first steps the elements such as stress, financial problems, heavy responsibilities, being away from our children, lack of sufficient information put us under pressure, after getting along with our effort and passing time, we are contemplating new ideas for developing businesses well as extending our goals every day. This was the most enjoyable share of our engagement with this industry.

All respondents emphasized the importance of tourism participation in their life is so dramatic. Rural women in Karpaz region stated that in the past years the gap of the activities and the corporation in the field of tourism between us and the men in our village was very noticeable and vast. The fear of failure and struggle with the daily routine of our home kept us away from this activity. So, we would prefer to spend time on small issues, whereas currently, we have exceeded men regarding day-to-day activities in outside, being away from home and the development of our village are aimed at attracting more tourists and preserving the natural resources of countryside. Hence, there is no doubt that tourism activities improved women and became an element to stimulate rural women in order to participate besides development. For

more clarity about the issue raised above, the part of the interviews with these growing women is mentioned below.

“.....As far as I remember, a few years ago, I had nothing to do except washing and keeping children. It was only my concern that when it came to drinking coffee with neighbors. We were the women of the village who used to go to homes several times during the day, and we drank coffee together, while nowadays, I do not even drink coffee. All my mental challenges are finding a different idea for my restaurant, in addition, how can I improve more and more it. This job motivates me to work hard.” (Interviewee No 4)

“Some days I'm full of energy, motivation, powerful to change, especially the days when German tourists visit the village. I am struggling to communicate and more selling. They give me the incentive to spend time learning the German language. It's even covered in short sentences.” (Interviewee No 3)

“...In spite of all the challenges, I prefer to work outside the home. With this job, I am eager to learn new experiences and thoughts day by day.” (Interviewee No 2)

Thus, according to collected data, tourism activities that rural women involved, acts as a motivating factor for improving education and training, experience diverse challenges, creating functional and professional ideas and working out of the home. This impact of participation on these elements growing women skills are significantly positive.

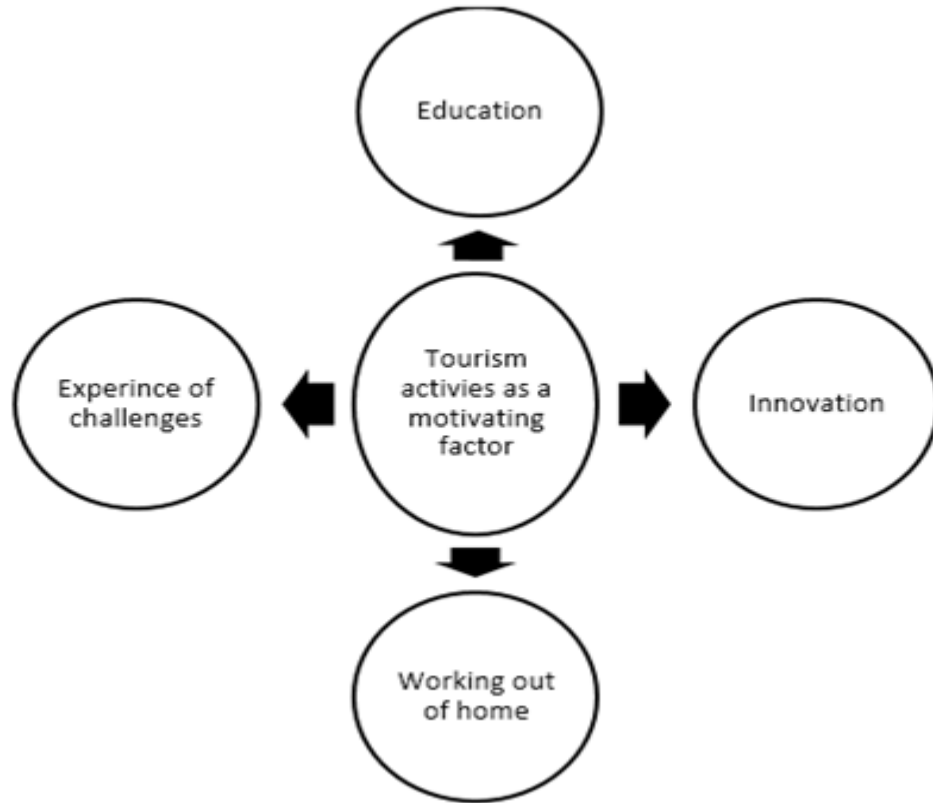


Figure 6: Tourism Activities as a Motivating Factor

4.4 Respondents' Awareness of the Community-Based Tourism

In the Karpaz area tourism industry is dramatically developing and has impacted their life particularly this effect is so visible on women, while they do not have enough information about this phenomenon. During the interview some questions were asked from local women regarding the term of CBT with the aim of understanding to what extent they have knowledge and awareness of this phenomenon. Except two respondents who were a tour guide, the rest of the women were not able to explain the concept of CBT obviously, whereas this issue has changed their life completely. Furthermore, the lack of local women awareness of courses and seminars relating to tourism activities and ecotourism which are taking part in northern Cyprus was the other point that should be mentioned.

The last interviewees cited that even if they desire about this issue then have tried to go ahead to understanding more about CBT, there is no one or organization to support and help us.

On the other hand, two of respondents that mentioned above had widely perception of this issue, They attend in the all tourism conferences even they hold multiple events to share the information of tourist attractions, the current circumstances of tourism in Karpaz district, how to keep safe their area from the destructive impact of tourist activities as well as how local women can develop this phenomenon in order to access economic resources to their area, whereas they mainly encounter difficulties ranging from financial backings and political issues.

One experienced respondent who was the owner of the guest house stated that:

“...Every year in Cyprus, there are countless useful educational sessions and numerous conferences devoted to the development of tourism for the public, which are mostly free. Few rural women are able to attend due to the nonexistence of access to social pages where the time and place of the meetings or courses are announced, as well as the responsibility of keeping children and long distance from the village to the city center”. (Interviewee No 6)

Therefore, the minority of Cypriot women in the Karpaz area have broadly awareness and understanding about this issue and added training in order to commence the tourism projects intensely is needed. This lack of awareness should be considered.

4.5 Women Expectations

When village women were asked about their expectations, they clearly stated that they need financial support from the government in the first stages of starting the business. This support specifically plays a vital role for beginners. They believe that even this care could be financial or non-financial. Profitable ideas such as promoting craft and

local cuisine in the Karpaz region, building wooden dwellings without forest degradation and establishing an area to visit wildlife, all are needed the government support.

On the other hand, interviews showed that women expect support from their spouses and families. They complained about the lack of time for homework and jobs, as they almost remain as responsible for both works. They attributed this issue to the lack of sufficient knowledge of rural men about the impact of this industry on women and the village.

In addition, some of them believed that other housewives must join the works relating to tourism activities due to the rapid growth of this industry in North Cyprus. Furthermore, native inhabitants of Kapaz region also lead to the development of rural women by way of fancying organic products, visiting indigenous areas and maintaining the tradition and culture of this district where a combination of the culture of the Turks and Greeks is.

As a result, It should be noted that the government's support for women to launch tourism and handicraft activities, rural men co-operation, localization to increase the number of tourists and keeping instinctive culture were the expectations of women interviewed.

4.5.1 Domestic or Foreign Tourist

The outcomes of this study demonstrated that international travelers had a specific main character for rural women, in the first place, while native tourists ranked second in the women's preference. When rural women were asked about the reasons why you

favor foreign tourists in comparison with the natives, they claimed that there are sufficient reasons for this predilection.

Firstly, overseas tourists contribute further towards the improvement of the rural areas. They lead to increase in different currencies that increase the development of the economy in the destinations particularly in northern Cyprus where its currency is Lira, and recently it is not worth much due to the economic situation. Thus, the cash flow of the dollar, the euro, and the pound in the area are increasing by foreign tourists. Additionally, with the regarding of population quantity, Cyprus has a very minor native population as a consequence of its small extent and island status. Hence, there is a need for a large number of international tourists.

In this regard, one of the respondents claimed that:

“Although it is easy to communicate with domestic visitors for rural ladies, the majority of us welcome warmly foreign travelers to stay in our neighborhood and purchase local products. When foreign tours come here, there are at least two buses, which in total will be 60 people. Now imagine how much daily and annually will enter our village, even if each person spends 2 euros at least. This is the finest source of income for the village and its residents, and there is no doubt that the government will eventually benefit from this flow”. (Interviewee No 6)

On the other hand, the area contains thousands of historic and virgin places that have been the result of several years of war and colonization as well as rich culture and local customs. These are the most influential attractions for foreign travelers, while for the inhabitants of Cyprus, it may no longer be attractive because of frequent stays.

There is no doubt that local tourists have been struggling to develop tourism with remarkable cooperation in the region, however, what is a priority for rural women is a foreign tourist.

4.6 The Challenges of Karpaz Women

The results of this research indicated that although women in the Karpaz region enjoy participating in tourism activities as well as benefit from that, there have been several challenges that women face when they involve. They claimed that the all tours are held in northern Cyprus focus on Famagusta, and Nicosia in order to demonstrate tourist attractions, while our zone along with surrounding like Dipkarpaz, Yenierenköy, Boğaz, Büyükkonuk, and Mehmetcik are ignored. Consequently, the opportunity has been not provided for tourists to visit these unspoiled areas that really are gorgeous. Hence, we are deprived of the potential benefits of visitors.

In this concern, two statements of the participants have been cited in the following part:

“We are able to organize perfect tours of Karpaz and its gravitation if this information is given to holidaymakers that Karpaz is one of the most elegant destinations in northern Cyprus and organizations put our zone as a station inside their tour packs.” (Interviewee No 9)

“The many agencies like... that work here have contact with big markets and malls, luxury restaurants and top hotels that two sides benefit from this relationship. Therefore, under a circumstance how we can benefit and promote as a touristic destination as well as an organic product seller in some cases, we bring some products that all decay. My mean is that when there is no visitor how we will be able to sell them.” (Interviewee No 8)

The second challenge that local women declared was the sales and services offered in our area are seasonal according to visitors' demands. One woman working in the boutique hotel as a housekeeper stated that:

“My salary, depending on how full the capacity of the hotel rooms, is changing. In some months, even due to the lack of guest, I cannot afford to pay for my living expenses.” (Interviewee No 12)

Hence, in order to balance the flow of cash and revenue into our area, they need government support for the city's domestic tours, so that in the seasons they do not have a foreign purchaser, native people come to visit there.

The strongest point of the problem appeared during an interview with a woman who runs a traditional restaurant in Karpaz along with family members. European Union in Cyprus has provided numerous opportunities ranging from financial occasions to social opportunities for a local woman starting a business with the purpose of conservation of cultural and rural style or organic products. It seems that rural people expect more from the European Union for the establishment of tourism activities in comparison with own government in order to ask for assistance. In the rural zones, for promoting sustainability of tourism activities the support of the government plays a key role for the market concept, investing in activities and borrowed money by focusing on protection of the natural resources and pristine regions. Regarding this issue, a part of the interview with restaurant owner has been mentioned below.

“At first years, only we cooked local bread and attended the festivals, as time went by, the need for a stable place for cooking was felt. There was no way except finding an investor or borrowing money from a bank. The only organization that supported us was the European Union that gave us around 40 pounds as a grant.” (Interviewee No 4)

4.6.1 Women Solutions

Based on the collected data of this research majority of the interviewees had consensus on the fact that when the community progressively involve in tourism activities, the numbers of faced challenges will be increased as mentioned in the previous section.

They discussed in their speeches to the different forms of feasible solution for Karpaz zone. These solutions have been referred briefly below:

- ✓ Carrying out domestic tours for the Karpaz region such as the climbing especially in the unseasonal periods.
- ✓ Impressive advertising of the area in the newspaper or magazines of Cyprus.
- ✓ Adding a visit to the Karpaz as part of the Cyprus tour.
- ✓ Raising the awareness of rural men and women about tourism activities and their benefits.
- ✓ Organizing free business courses for rural women and informing them by private or government agencies.
- ✓ Government financial support of women to develop activities related to the tourism industry.
- ✓ Informing the indigenous people to purchase organic products from the village and their crafts.
- ✓ Enhancement of the level of investors' awareness of the destruction and damage to the unspoiled environment of the Karpaz region as well as foreign and domestic visitors.

4.7 The Impact of CBT on Women Empowerment

According to collected data, it was apparent that the contribution to tourism activities is sited as a way for the promotion of the rural women empowerment in the Karpaz area. Several examples of the effective impacts of CBT on women empowerment were seen. It should be mentioned that heightening empowerment in different dimensions is required for local women for the sake of making a decision about plans or programs, evaluation the costs and benefits of tourism actions in their respective region and stimulating themselves to develop more. As the majority of women reported, the very

great influence of CBT on psychological empowerment has been seen due to increase self-confidence feeling in each woman. In addition, based on the presence of more economic control among indigenous women besides their abilities to communicate more, this impact is visible on their social and economic empowerment. At the same time, in comparison to other types of authorization, tourism contribution does not appear to be effective in terms of political empowerment as stated by Karpaz women.

With the intention of further clarification of what extent tourism involvement impact on women empowerment, four dimensions of empowerment: economic, political, psychological and economic, relationships and overlaps among them as well as the experiences of rural women who participate in tourism will be discussed separately in the following part of this study.

4.7.1 Impact on Economic Empowerment

When the women who had earned income through tourist activities were questioned about the impact of these activities on their power and economic life, at least ten respondents approved of economic positive changes on their life after starting these participations. They evidently remarked on the modifications in the level and quality of their monetary life compared to the past that how women's responsibility was limited to the household such as dusting, laundry, and cookery, while nowadays, rural wives in addition to gain new-fangled business skills and marketing, they are able to supply their family financially. Economic success has permitted them to expand their business dramatically, develop villages, invest in their capacities, support their children and be an economic supporter for their spouses.

The interviews were illustrated that in Karpz and villages neighboring women do not spend considerable time on homework or drinking coffee with neighbors. They have

been engaged with occupations such as restaurant manager, crafts seller, producer organic products, tour guide, dairy retailer, housekeeper, waitress, translator, and chef. All mentioned businesses even by scant income have led to generating income to their life. Thus, it can be claimed that the tourism industry provides superior occasions in the workforce, private enterprise, leadership compared to other industries for rural women and it has led to empowering them economically. Unquestionably, local people have played a key role to develop this type of participation by opening warmly doors for domestic and foreign tourists.

Some participants stated that tourism activities have carried positive waves in our villages. Among them, economic changes and the income generation are the initial and observable impact on women. Rural women in the past relied on men's income. There was only one resource available for the needs of the whole family, which caused some sufferings for them. Women claimed that even for basic needs, like food and dress they encountered difficulties, while at the moment we do not only have the freedom and financial independence, we can effortlessly supply the needs of our children and spouse. The admirable point was that day by day, through gained profits women have expanded their businesses and come up with new ideas and creativity to generate more cash. As interviewee 1 and 11 pointed out regarding this issue:

“... Years ago, when my husband was the only financial supplier for total household, no additional money was left for additional expenses such as paying attention to health or entertainment for kids. These days, however, I purchase what I like to wear or eat even for all family members. We send our children to foreign language classes and a heavy financial burden has been taken away from my husband by what I saved we will be traveling soon, which I have been dreaming for years.” (Interviewee No 1)

“When I was a housewife, I had no role in the financial decisions of married life. I did not even know the amount of my husband's salary. At the beginning of running a business, huge capital was needed that my father supported me. I

am surprised now, after generation income through this small boutique hotel, my spouse admires my financial management abilities. He looks forward to receiving great investment and financial ideas from me.” (Interviewee No 11)

Apart from the contents listed above, the accessibility to the productive resources is interrelated to economic empowerment which was seen among ladies in Karpaz areas. Many participants declared that they have equal right and access to lands, high-quality life, job opportunities, control on capital and sale, making decision, loans or credits with low interest and insurance in comparison with the past years that is one of the unique and factual achievements of CBT.

As a result, according to the interviews, community-based tourism despite some of its destructive outcomes is considered as an additional source of revenue for local women. In fact, the advent of this kind of activities has opened many doors to the flow of income and cash with valuable currencies in a rural area. Thus, increasing the quality of life, financial independence and freedom, skills of business management, accessibility to resources have been recognized as the positive consequences of tourism participants on women financial empowerment in rural areas that immediately is appeared after the involvement. Meaning majority of rustic women have been able to advantage in terms of economic status from the tourism venture and they called the economic impact of CBT as the first influence on them.

4.7.2 Impact on Social Empowerment

As discussed in previous chapters, the concept of social empowerment, in fact, it means getting a sense of integration and unity by individuals through activities such as tourism activities in the target area. It should be stated that even though these type of activities occasionally cause some struggles and challenges for local women when they do as a group, almost the whole woman claimed that unlike in the past, when

there was a huge gap between women and men in enjoying social rights such as access to resources, health issue, insurance, social status, job opportunities and educational, and benefit from bank privileges, nowadays, they have a sense of equality and integration with the start of the tourism activities in purposed village. Rural women feel to belong to a community and no deep gap disturb them. What they are considering to achieve at the moment is the development of the village and attracting more tourists which will ultimately lead to an advantage for the community and the villagers.

Regarding this issue, one participant remarked that:

“For setting up the business a bank loan was needed and necessary. With the same misconception that I cannot get this loan because of being female also for receiving such a mark, men need to be present, I went to a bank and explained to the responsible officer the details of how to set up and how to proceed the business. After several times follow up, I got that. Today I pay all the installments on time and I am treated with full respect as a successful rural woman with exceptional societal status. Finally, I can say that my misconception that men take an upper and superior social position than women is cleared out of my beliefs. ” (Interviewee No 10)

The gathered information from women in the Karpaz region proved that rustic women are now able to manage natural resources, run and organize the annual events or festivals, succeed their business, and the ability to work or deal with a group or individual, these are the powers which women have gained through the engagement with tourism business.

As a result, where tourism activities are warmly welcomed and appreciated and rustic ladies are involved to run such these types of tourism ventures, social empowerment as a second as well as an affirmative consequence of CBT appears and raises openly and gives women a motivation for active participation and teamwork. In countryside zones, women have become more active in the field of tourism, and even their success in this regard is commendable as the ratio of traditional cleaning works as well as they

dramatically surpassed men. Generally, they organize activities in a collective way at home in terms of financial or nonfinancial decisions and consequently men support more them as compared to the past years, as well as within the community or village they have alliance for events related to recruitment projects, festivals, food production, rustic organic products and providing accommodation for sightseers as a group or teamwork. One of the interviewees of northern Cyprus who has been working there as a tour guide for more than 12 years confirmed that:

“The annual and monthly tours of a large group of tourists, whether foreign or native, come here to visit the region. In most cases, rural females are already aware of the presence of visitors. Just sit here to watch their group effort. Hours earlier, they commenced arranging their products in the local market called ECO market. They make different pieces of bread and share their ideas together. However, they face the exhausting days; still help each other and interacting with clients. These are signs of the presence of social power in my land, which is proud of the successful and powerful women.” (Interviewee No 2)

Another rustic woman stated that:

“...Fortunately, with the increasing presence of our out-of-home activities, those misconceptions of men and villagers about females have disappeared based on that marriage, keeping the child, cleaning and cooking are the only women's task. Here and now, we have equal access to social rights such as working out home similar to men, and our spouses support us in this regard.” (Interviewee No 7)

Another benefit of the involvement with the tourism projects in the rural areas that local women during interviews admitted in the proposed area was that this participant led to the expansion of the number and friendship and social relationships. Raising awareness among local inhabitants, advertisements, community cohesion and establishing relationships with other organizations, including the municipality and the environmental department all are the items that are needed in order to organize tourism events or projects which finally these aspects have extended the circle of acquaintance.

Additionally becoming more renowned and emerging an affirmative reputation was another values of this contribution according to the women interviewed who expressed with pleasure. Furthermore, residents hope this cohesion and co-operation among the community over time will carry on and grow with the aim of achieving their ideal objectives which are, having a developed land with a rich culture and a daily stopover of thousands of travelers along with respecting to the environment and wildlife.

So, there is no doubt that community-based tourism absolutely has impacted on women empowerment socially and improved them through contributions as much as has a positive economic impact on rural women based on many examples of social cohesion in the Karpaz area which indigenous women supposedly remarked.

4.7.3 Impact on Psychological Empowerment

As psychological empowerment is recognized as the community's beliefs and faith to abilities, culture and positive vision to the future and pride sensation to traditional and cultural lifestyle, this study illustrated that the rural women experienced this type of empowerment through participation in CBT activities and there seems that the involvement with CBT events leads to psychological empowerment. It is worth mentioning that the majority of local women involving CBT activities reported that at the commencement of the movement they had no such sensation at all. Meaning their abilities were underestimated and they did not have optimistic sight of their business further. Gradually, over time, this feeling and power arose with the observation of the profitability of our projects and collective participation after the launch of the works and the finding of their social status. Contrary to the past belief that it was, women should spend their time for doing housework, they are these days, actively seeking further learning, raising awareness, attending the seminar, and frequently they are far away from family for a long time in order to develop their businesses as well as

improve their skills. The interviewees announced that compared to the past, the inhabitants of the village have a more enthusiastic desire to preserve native traditions and ancient culture also they insist on maintaining and transferring this heritage to the next generation for the sake of this optimistic outlook which the virgin and untouched nature of Karpaz area and its surrounding along with the rich culture will be the unsurpassed destination for visiting thousands of people.

A restaurant owner said in this respect:

“Our local restaurant is run by the whole family, it is said this business has been inherited from two generations ago to us. We baked weekly local bread called Cork, olive bread, or sesame bread rings and countless other Cypriot bread, especially for breakfast of climbing tour. Since their baking is difficult and time-consuming, however, my mother insists on continuing to cook in the old way. She declares this is our only point of distinction with other restaurants in the city center, which leads to appeal to more customer. Occasionally it happens that foreign tourists visit and take a photo of her baking style as well as her handmade and ancient oven.” (Interviewee No 4)

On the other hand, participants claimed that with the advent of CBT activities and subsequently the development of economic and social empowerment, their self-confidence, self-esteem, feelings of fit in wellbeing then happiness, daring to express themselves, freedom to do what they prefer, enthusiasm and motivation, speaking skills in public have been shaped and increased. Furthermore, rural women reported that this feeling and our strong point increases as much as our participation. That is, when their activities extend and expand, at the same time, equally their feeling and power becomes more and more such as passion for finding novel techniques to invite further tourists, tendency to grow up the level of awareness of nature and culture, assistance sensation with additional organizations to set up events, discovery feasible solutions for dealing with problems, Believing in themselves and faith in abilities for

the development of plans. In order to more affirmation, some part of participant words will be mentioned.

“As far as I remember, I did not even have the bravery to introduce myself to a multiplayer group before I started working outdoors, while today I proudly introduce myself as a successful rural woman, I even advised other women to work and join us...” (Interviewee No 9)

“.... The idea of making a necklace and a bracelet from the core stone of fruits or dried fruits like pomegranate, dates was the first thought to start and join the active women of the village. I had no hope during the first days, but when I fixed my child's need with the earned profit along with receiving the prize as a creative woman in the village, I believed in myself and my abilities and I am trying to grow this skill and create innovative ideas all the time.” (Interviewee No 9)

As a result, according to the gathered data, psychological empowerment leads women being respected by the whole villagers due to the growth and development of the tourism approach and participation. Subsequently, feelings of self-confidence and other dimensions of psychological empowerment arise inside community and women, however, this feeling emerged after the formation and expansion of the economic and social empowerment based on the completed and deep interviews.

4.7.4 Impact on Political Empowerment

The verdicts of this study showed that the presence of political empowerment is not dramatic during women involvement with CBT activities. The majority of proposed ladies during discussions illustrated that they do not have a tendency to this issue except participant number 2 who actively attend in the seminars related to tourism, the elections and assist with various associations. Moreover, they said that at all times rustic men are eager to discuss and engage in this form of empowerment and political events. Even no wide awareness was not found during interviews. As revealed during

the conversations, the reason for this can be the lack of awareness, lack confidence in this regard, of rural women about this type of actions.

In order to improve political empowerment among rural women during tourism activities the elements such as taking action and active presence in the political phenomenon, providing empower to make decision and trust to what they decide are needed that should be considered.

While the many of local women are working and engaging outside activities, they are far away from official works which can provide them to connect with the government and informing of the political news as well as awareness of what is happening around the tourism industry. Regarding this issue participant 2 openly explained why local ladies in the Karpaz do not have a tendency to political issues and engage with this form of the empowerment.

“...Although the lack of awareness of women about political issues is arguable and the presence of more men in this area can be a factor in the lack of political empowerment that is created through the tourism projects, but it should be said that the main reason for this gap can be women's frustration of the government. Where they needed support to get started business, they did not receive government support. When indigenous people disagreed to construction hotels and destruction of the forests by investors, they did not hear voices from the government, once the rural women voiced their thoughts to government officials relating to the improvement of road construction and restoration for the sake of the quick and convenient travel of visitors and natives, They did not receive any response again. Thus, under this circumstance, how do you expect women to voice their views freely or participate in political elections? The government needs to be responsible and accountable for improving this relationship.” (Interviewee No 2)

Hence, the results of this research displayed that there has been a great influence of CBT involvement on the empowerment of rural women participating in these activities. This empowerment has several dimensions that each of them are in a

different way impressive of CBT involvement. According to the gathered reports, the economic empowerment, as well as social empowerment, are recognized as the first empowerment that affects positively from this matter. Secondly, with the presence and increase of achieved social and economic power, psychological empowerment appears among the community subsequently. In addition to the positive impact of tourism participation, it has a mutual relationship with CBT activities. In other words, this type of empowerment is increasing as much as the women involvements are increasing. Lastly, the signs of political empowerment among participants were not seen except one case regarding done interviews and discussions due to the reasons listed above. With the aim of a deeper comprehension of how CBT impact on women empowerment in the targeted area and interrelationship between empowers, model 2 will be presented.

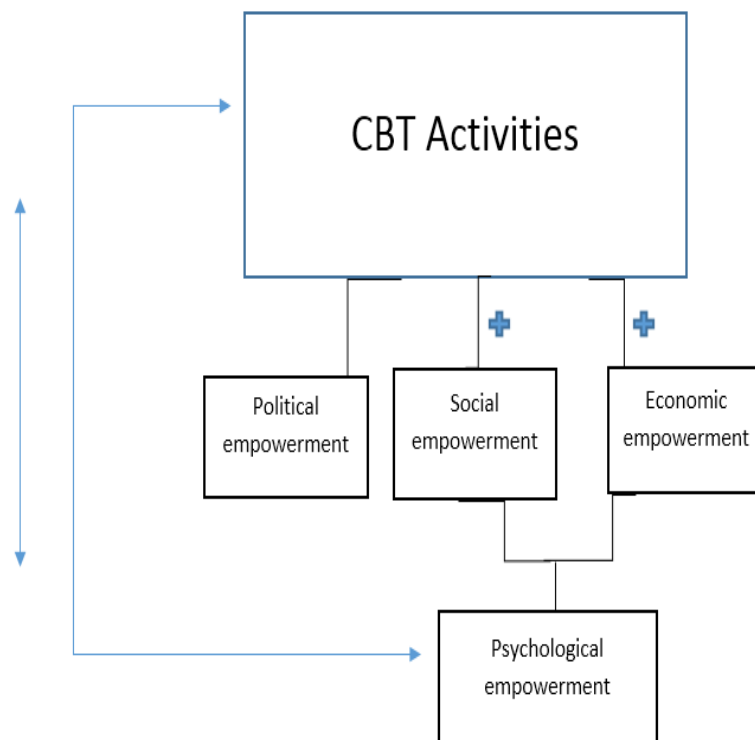


Figure 7: The Impact of CBT Activities on Rural Women's Empowerment

Chapter 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

Although the numerous studies have focused on the bond between CBT and women, this research profoundly integrates the impact of community-based tourism on women empowerment in the Kapaz along with the villages around it, also how these four types of enablement are related among rural women involving tourism activities.

In this chapter, a summary of the survey plus achievement of the purposes has been provided. Moreover, what will be highlighted in this chapter is the areas for future research as well as recommendations.

5.2 Summary

Over the past several decades, there have been numerous discussions around the bond between tourism and women as well as women empowerment through involving tourism participation and gender equality.

The main body of this research is empowering rural women by CBT activities. Even if during this contribution they occasionally encounter some challenges, the effect of this phenomenon is encouraging and astonishing in the proposed area. In fact, the tourism industry has provided a potential opportunity in order to develop women financially and no financially. Through qualitative method, data was collected and judgmental sampling was applied to select rural women who engage activities linked

to tourism in the Karpaz and the village around. The researcher had a deep interview and discussion with local women in order to fulfill the study objectives mentioned in the previous chapters.

Thus, by applied techniques and comprehensive interviews, it is confirmed that rustic women have rapidly experienced financial independence, high-quality life, Intellectual freedom to make decision, Social equality, improve individual and social relationships, management skills, Solving skills, and in some cases, voicing opinions, when they participated in tourism activities or accessed to CBT projects. The subjects such as women viewpoint and understanding of CBT, the encountered challenges and recommendations for upcoming developments in the rural area have been included with details inside the study by the researcher.

5.3 Discussion and Conclusion

Based on the gathered data in the Kapaz area as a case study, empowering influences of contribution in tourism activities for rural women has been verified. Hence, Concerning the promoting development economically or uneconomically in the marginalized regions, supporting sustainable utilization of natural resources along with the support of local women' control over the growth of their surroundings and increasing individual and group abilities among ladies ,community involvement in CBT activities in the rural area can adequately be affirmative and applicable which the findings of this research compared with the previous study results (Scheyvens, 2000; Dunn, 2007; Goodwin, 2009; Halim, 2014; Movono & Dahles, 2017) are relatively consistent.

The research indicated that the tourism industry has provided considerable opportunities for participation of rural woman in the entrepreneurship field. Tour guide, hotel owner and manager, local restaurant manager, festival organizer, chef, organic and local products producer, handcraft seller, home-grown dairy maker, and guest house owner are the job opportunities provided by tourism industry in rural area for women, those who were not expected to do anything before except keeping children, cleaning and cooking, while these days, they are engaging their business and most of their time are spent far away from home to manage their trade. It should be mentioned that still there are plenty abilities among other rustic females inside the community that can be applied not only for women as a job opportunity but also for the entire community that it brings and attracts more visitors. Through these type of occupations indigenous women improve themselves in terms of business management skills as well as they enter the flow of revenue and liquidity into the countryside which is not only a source of income for themselves but also increases the quality of life of the whole family.

Furthermore, native women are eagerly seeking an occasion or open the doors to participate in tourism activities as much as they can in rural areas. For example, one-day trips or international student camps are prepared to visit the area which the whole process is run by rural women or organizing magnificent annual festivals in the community-based on tourism with the aim of enticing further tourists to visit their rich culture, traditions, and lifestyle of villagers along with their pristine nature. Moreover, as mentioned in the previous chapter, recently, women in the Karpaz region have launched in a market place called the Eco-Market, where they have begun to actively contribute more in tourism ground, where their local and organic products also their handicrafts are traditionally exposed to display and sell.

The findings of this study asserted that tourism activities in communities act as a motivating element (refer to figure 1). Although in the past years, the vast gap has been seen of the women presence women in out-of-home actions compared to men, at the present time Women have overtaken men and with vigorous contribution have shown that tourism activities have led to increasing motivation, especially in the field of innovation and creativity of the novel approach to absorb tourists as well business development, raising the level of awareness and education related to their surroundings and the tourism industry and even learning foreign languages, learning skills to face troubles, and most importantly, an incentive to work outdoors.

There is no doubt that indigenous women are facing challenges during their participation with these type of activities, and they have expectations in order to support them particularity in distant zones where indigenous individuals suffer from poverty.

The lack of attention to the Karpaz region as part of Northern Cyprus tours, seasonality of tours and absence of visitors in some seasons, the shortage of financial and non-financial supports from involved women in the village by the government, demolition of the pristine environment by investors, lack of adequate informing and low level of villagers' awareness of the CBT projects and its benefits to community and indigenous inhabitants. These were the challenges and problems briefly mentioned by local women during interviews. On the other hand, collected data demonstrated that the government's support of women in launching tourism and handicraft activities particularly for beginners, rustic men co-operation of their spouses for the sake of handling duties and responsibilities, localization to increase the number of tourists

ranging from domestic or international, and maintaining ancient culture was some expectations of women interviewed.

Also, foreign tourists are ranked as the first priority in the Karpaz area. Rural women eagerly prefer them for the sake of the appearance of valuable currencies to the rural area, resulting in rapid economic development as well as their myriad number of them in comparison with local tourists as a result of the minor population of the island. Foreign tourists, on the other hand, are keen to visit the old style life of the native and the post-war historical regions.

As shown in this research, women participation in tourism activities apparently brings significant and affirmative influences in marginalized regions in terms of empowering women economically, socially, psychologically and negligible politically. Despite limited obstacles, Karpaz community already possesses a vigorous group of women who are ready to lead the approach toward empowerment as well as sustainable success through CBT activities. In fact, in the Karpaz as a community based-tourism, women have experienced three types of empowerment. The primary power that immediately villagers are able to experience is entrepreneurship occasions for rustic women by easing access to careers with the lesser capital. Thus, income generation and access to credit, financial independence, business and marketing skills, and control on the resources are economic impacts of CBT on women. To the same extent, the social impacts of tourism ventures are visible. Feeling of belonging to one community, tendency to participate and assist to others, teamwork skills, strong connection with other associations and organizations, clean competitions, cohesion in the community, more renowned, and resilient collaboration among women involving tourism activities demonstrate the impact of CBT participation on empowering women in terms of social

enablement. Subsequently, after experiencing women's of economic and social empowerment impacts, they experienced another form of empowerment in the name of psychological empowerment. This type of enablement has led to increasing Self-confidence, sense of value and respect, happiness, motivation to superior future, and freedom to express themselves. The other findings based on reports was the mutual connection between psychological empowerment and tourism activities. In other words, as women's activity in the field of tourism is improved, their sense of psychological empowerment rises, and on the contrary, the more this enablement is felt, women are eager to actively and vigorously engage in tourism activities in their villages as shown in Figure 2.

In addition, during the research and interview with rustic ladies in the villages, no evidence was found based on that in marginalized regions tourism activities lead to an increase or emergence of political empowerment among involved women, except one case. The reason for this matter can be the lack of a peaceful relationship between the government and the indigenous people, women's fears of voicing ideas, or the lack of awareness of participation in political activities.

Ultimately, with a comprehensive assessment, it should be mentioned that the CBT approach has brought significant and positive impacts on women empowerment in the Karpaz and the villages around it. There is no doubt that this form of positive empowerment eliminates gender discrimination and makes balance amid women and men which ultimately lead to advantage not only for native inhabitants and rural women but also for the entire community and the government.

5.4 Recommendations

Conducting free courses and seminars for women who have recently come up to tourism involvements can be dynamic in raising awareness among indigenous persons, meaning more participation. As already mentioned, women's awareness of tourism-related activities is inadequate and the Karpaz area has remained still undeveloped district. Hence, the need for further training on CBT projects in the marginalized regions is felt in order to sustainable development and enhancement of women empowerment.

Another recommendation put forward by the researcher is the support from government alongside with the European Union aids to help rustic women whether financial or non-financial aimed at launching the businesses and guiding them how they will be able to capitalize on the CBT concept. Still, there are countless unidentified local crafts and cuisine to entice domestic or international visitors which they need more funds and support. If this support is feasible, the field will be provided for the further and more rapid development of the villages, and even housewives will be encouraged to work outdoor and join in group work. Additionally, the government can play a key role to market the Karpaz area as a touristic destination as well as protecting unspoiled nature for the reason that Northern Cyprus is still recognized as one of the safest islands along with the stunning environment and historic places in spite of the frequent wars in this area.

Another commendation would be the invitation of local inhabitants to attend and join in CBT activities as much as possible for the ultimate realization of aim which is the improvement of the community and the inhabitants. For example, since international

tourist to rural neighborhoods are seasonal, the flow of income will also be periodic for women earning money from tourism actions. So, indigenous support of purchasing domestic products and organizing one-day tours or additional festivals particularly for students as educational tourists who structure a huge quantity of the Northern Cyprus population can be a source of income generation for rural women at non-peak times.

5.5 Limitations and Future Studies

Although several practical implications in this research regarding empowering women by CBT activities in the rural area was mentioned, this research possesses some limitations as well. Firstly, in this study, only four types of women empowerment (economic, political, physiological, and social) were investigated. A follow-up study can focus on other forms of empowerment, including decision-making empowerment or managerial empowerment. Also as previously mentioned, the impact of tourism activities on the political empowerment of women in the Karpaz area has not been proved during this study, therefore further studies can be considered this dimension with more details. Secondly, Karpaz and the villages around it of Northern Cyprus was selected for gathering data and the research and such outcomes in the small island we cannot generalize absolutely, so future study related to this topic can be conducted in other islands or new communities engaging tourism activities. As the qualitative data assemblage technique seems the third limitation of this research, the quantitative approach can be applied by the following researchers in order to achieve comprehensive effects of CBT on women.

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APPENDIX

Survey Questions

How long you have been involved in this activity?

How did you get involved in this line of work? What were you doing before?

What type of information was given to you before you got involved in this project?

Were you involved in the planning process?

Do you have any say in the way the whole thing is organized and run?

Who are the people who were involved in the organization?

Can you explain how involving in this line of work has changed your life?

Did it affect your economic life? How?

Did it affect your social life? How?

Did it affect your family life? (Your relationship with your family members such as husband, children). How?

Did it affect your status in society?

How are the local women contributing to tourism in this area?

Which type of tourists are you attracting (domestic or foreign)?

What are the local women in your area expecting from tourism projects?

Can you give us an example that you have recently done to attract more tourists?

What are the main challenges that you face in your area?

How do you solve your challenges/problems?

Can you easily declare your ideas about tourism development to organs are related?

What do you understand about CBT?

Before this job, did you know about CBT?

What do you feel about yourself after this involvement?

Does it motives you to work and involve more?

Türkçe Görüşme Sorular

1. Ne zamandan beri bu aktiviteye katılıyorsunuz?
2. Bu işe nasıl dahil oldunuz? Daha önce ne yapıyordun?
3. Bu projeye katılmadan önce size ne tür bilgiler verildi?
4. Planlama sürecine katıldınız mı?
5. Her şeyin organize olduğu ve yönetildiği konusunda herhangi bir fikriniz var mı?
6. Organizasyona katılan insanlar kimlerdir?
7. Bu işe dahil olmanın hayatınızı nasıl değiştirdiğini açıklayabilir misiniz?
8. Ekonomik yaşamınızı etkiledi mi? Nasıl?
9. Sosyal hayatınızı etkiledi mi? Nasıl?
10. Aile yaşamınıza etkisi oldu mu? (Eşiniz, çocuklarınız gibi aile üyelerinizle ilişkiniz). Nasıl?
11. Toplumdaki durumunuzu etkiledi mi?
12. Yerel kadınlar bu alanda turizme nasıl katkıda bulunuyor?
13. Hangi tür turistleri etkiliyorsunuz? (yerli ya da yabancı)?
14. Bölgenizdeki yerel kadınlar turizm projelerinden neler bekliyor?
15. Son zamanlarda daha fazla turist çekmek için yaptığınız bir örnek verin?
16. Bölgenizde karşılaştığımız ana zorluklar nelerdir?
17. Sorunlarınızı / problemlerinizi nasıl çözersiniz?
18. Turizmin gelişimi ile ilgili fikirlerinizi ilgili organlara rahat bir şekilde ifade edebilir misiniz?
19. Yoresel (ya da, Bölgesel) Turizm Gelişimi'nden (YTG) ne anlıyorsunuz?
20. Bu işten önce YTG 'yi biliyor muydunuz?
21. Bu projenin içinde yer almaktan dolayı ne hissediyorsunuz?
22. Bu proje sizi daha fazla çalışmaya ve katkı vermeye motive ediyor mu?