

Exploring the Potentials of Agritourism; Evidence from North Cyprus

Maryam Shiralinezhad

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Science
in
Tourism Management

Eastern Mediterranean University
September 2020
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

Prof. Dr. Ali Hakan Ulusoy
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Science in Tourism Management.

Prof. Dr. Hasan Kılıç
Dean, Faculty of Tourism

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Science in Tourism Management.

Prof. Dr. Habib Alipour
Co-Supervisor

Prof. Dr. Hasan Kılıç
Supervisor

Examining Committee

1. Prof. Dr. Hasan Kılıç

2. Prof. Dr. Ali Özduran

3. Asst. Prof. Dr. Özlem Altun

ABSTRACT

The purpose of the thesis is to determine the potentials of agritourism for the wellbeing of the local communities in North Cyprus. This study examines local people's points of view about how agritourism activities and services can enhance the quality of life for the local community. In order to achieve the necessary information, the qualitative approach was conducted as a research methodology. The process of data collection was done through in-depth interviews among local farmers who live in rural areas of North Cyprus.

According to data collection, agritourism activities created several potentials in North Cyprus as follow: First, the educational potential of agritourism can educate visitors about the consumption of organic and healthy food and increase awareness towards preserving rural heritage, culture, traditions, and natural resources. Second, the socio-economic potential of agritourism can enhance the standard of living for the local people. It can also increase income and create more job opportunities especially for women and enhance the social position of women in the community. Last, the potential of agritourism for environmental quality by increasing environmental awareness among visitors and several environmental-friendly practices.

Keywords: agritourism, educational, socio-economic, environmental quality, local community's wellbeing, North Cyprus

ÖZ

Tezin amacı, Kuzey Kıbrıs'taki yerel toplulukların refahı için tarım turizminin potansiyelini belirlemektir. Bu çalışma, yerel halkın, tarımsal turizm faaliyetlerinin ve hizmetlerinin yerel topluluk için yaşam kalitesini nasıl artırabileceğine ilişkin bakış açılarını incelemektedir. Gerekli bilgileri elde etmek için nitel yaklaşım kullanılmıştır. Veriler, yerel halkın bakış açısından derinlemesine görüşmeler yoluyla toplandı. Ankete katılanlar, Kuzey Kıbrıs'ın kırsal kesimlerinde yaşayan yerel çiftçilerdi.

Verilerin toplanmasına göre, tarım turizmi faaliyetleri Kuzey Kıbrıs'ta aşağıdaki gibi birçok potansiyel yaratmıştır: Birincisi, tarım turizminin eğitimsel ve kültürel potansiyeli ziyaretçileri organik ve sağlıklı gıda tüketimi konusunda eğitebilir ve kırsal miras, kültür, gelenek ve doğal kaynakları koruma konusunda farkındalığı artırabilir. İkincisi, tarım turizminin sosyo-ekonomik potansiyeli yerel topluluk için yaşam standardını yükseltebilir, geliri artırabilir, özellikle kadınlar için daha fazla iş fırsatı yaratabilir ve kadınların toplumdaki sosyal konumunu geliştirebilir. Son olarak, ziyaretçiler arasında çevre bilincini ve çeşitli çevre dostu uygulamaları artırarak çevre kalitesi için tarım turizminin potansiyeli.

Anahtar Kelimeler: tarım turizmi, eğitici, sosyo-ekonomik, çevresel kalite, yerel halkın refahı, Kuzey Kıbrıs

DEDICATION

This study is wholeheartedly dedicated to the soul of my father and the entity of my mother

ACKNOWLEDGMENTS

I would like to thank Prof. Dr. Habib Alipour and Prof. Dr. Hasan Kilic for imparting their knowledge and expertise in this study.

My appreciation also extends to Instr. Zekai Altan, Ismail Cemal and Lois Cemal for their care and guidance at all times.

In the end, I would like to thank my dear family, my husband, and my dear friend Aydin Rahmani for their aid.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
DEDICATION	v
ACKNOWLEDGMENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
1 INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Aim of the Study.....	5
1.3 Purpose of the Study	5
1.4 Methodology of the Study.....	5
1.5 Significant of the Study.....	5
1.6 Research Question.....	6
1.7 Outline of the Study.....	7
2 LITERATURE REVIEW.....	8
2.1 Tourism Development.....	8
2.2 Tourism Impacts	9
2.3 Tourism Types and Forms	10
2.3.1 Mass Tourism	10
2.3.2 Alternative Tourism.....	11
2.3.3 Sustainable Tourism.....	12
2.3.4 Island Tourism.....	14
2.3.5 Rural Tourism.....	14

2.4 World Tourism Trend and Pattern	15
2.5 Tourism in the Future	19
2.6 Innovation in Tourism.....	20
2.7 Quality of life.....	21
2.7.1 Quality of life Indicators.....	22
3 AGRITOURIAM.....	24
3.1 Agritourism definition.....	24
3.1.1 Type of Agritourism.....	25
3.2 Nature of This Form of Tourism.....	27
3.3 Type of Tourists.....	27
3.4 Supply Side.....	28
3.5 Agritourism Trend.....	29
3.6 Impacts of Agritourism.....	30
3.6.1 Economic Impacts.....	30
3.6.2 Non-Economic Impacts.....	31
3.6.3 Negative Impacts of Agritourism.....	34
3.7 Sustainable Agritourism.....	34
3.8 Implication of Agritourism.....	36
4 THE CASE STUDY OF NORTH CYPRUS.....	38
4.1 North Cyprus.....	38
4.2 Tourism in Cyprus.....	39
4.2.1 Conflict and Agreement in Cyprus.....	40
4.2.2 Politics of Tourism in Cyprus.....	40
4.2.3 Latest Tourism Trend in North Cyprus.....	42
4.3 Agritourism in North Cyprus.....	44

4.3.1 Agritourism Resources in North Cyprus.....	45
5 METHODOLOGY.....	46
5.1 Method of Study.....	46
5.2 Data Collection.....	48
5.3 Sample of Study.....	48
5.4 Data Analysis and Findings.....	52
5.4.1 Educational and Cultural Potential of Agritourism.....	53
5.4.2 Socio-Economic Potential of Agritourism.....	57
5.4.3 Potentiality of Agritourism for the Environmental Quality.....	60
5.5 Coding	62
5.6 Categorization.....	63
6 CONCLUSION AND DISCUSSION.....	65
6.1 Discussion.....	65
6.2 Conclusion.....	67
6.3 Implication.....	68
6.4 Limitation and Recommendation for Future Studies.....	69
REFERENCES.....	70

LIST OF TABLES

Table 4.1: Number of Tourists' Arrivals between 2019 and 2020.....	43
Table 5.1: The Demographic Profile of the Interviewees.....	51
Table 5.2: Qualitative Data Analysis.....	52
Table 5.3: Coding Table	62
Table 5.4: Categorization Table.....	64

LIST OF FIGURES

Figure 2.1: International Tourist Arrivals and Receipts.....	15
Figure 2.2: International Tourist Arrivals Changes.....	16
Figure 2.3: Regional Tourist Arrivals and Receipts.....	17
Figure 2.4: International Tourist Arrivals by Month.....	18
Figure 2.5: Regional Tourist Arrivals in March 2020.....	18
Figure 3.1: Relationship Between Rural Tourism and Agritourism.....	25
Figure 3.2: Number of Nights Spent in Rural Settings of Old Member States	29
Figure 3.3: Number of Nights Spent in Rural Settings of New Member States.....	30
Figure 4.1: Cyprus Map.....	38
Figure 4.2: Total Number of Tourists Arrivals Between 2019 and 2020.....	43

Chapter 1

INTRODUCTION

1.1 Background of the Study

Small island is known as one of the most important tourist destination for both international and domestic visitors (Weaver, 2017). Moreover, the landscape of the islands makes them suitable for holiday and recreational purpose that require some human activities that can cause some environmental issues (de-Miguel-Molina, de-Miguel-Molina, Rumiche-Sosa, 2014). Furthermore, small islands usually face with several challenges such as remoteness, limited natural resources, high dependency on import and less market for domestic products and export (Mazzola, Pizzuto, Ruggieri, 2019).

Tourism including international and domestic as the main policy plays an important role in minimizing these barriers and challenges and can create economic development by providing more job opportunity and revenue for island destinations (Mazzola et al., 2019). Domestic tourism in this term refers to economic distribution from richer areas such as large cities to poorer areas like rural regions in order to eliminate the local poverty (Canavan, 2013) and keep the balance between regional economic distribution and decrease the inequality (Goh, Li, Li, 2014).

One form of tourism that can help to improve sustainable tourism is agritourism (Naidoo & Sharpley, 2016). Agritourism is viewed as a part of rural tourism by which

tourists can link with farm activities for the aim of entertainment, education, gastronomy, and so on (Varmazyari, Asadi, Klamtari, Joppe, Rezvani, 2018). Agritourism activities contain hospitality services such as farm accommodation or farm stay, direct selling of fresh local products and homemade handicrafts, experience rural life and farming practices such as picking fruits, milking cows, fishing, some extracurricular practices such as educational courses, wine tasting and farm visits and entertaining activities like special events and festivals (Rong-Da Liang, 2017). These activities are based on conservation of environment, ecosystem and local culture that can contribute to sustainability of the rural areas (Tseng, Chang, Wu, Remen Lin, Kalnaovkul, Tan, 2019).

Agritourism has economic and non-economic advantages for farmers, tourists and community. First and foremost, tourists can enjoy the agricultural activity, whereas the agricultural organizations can enhance their revenues and make more job opportunities and promote economic condition of the local community (Broccardo, Culasso, Truant, 2017). Moreover, agritourism can offer great opportunity for conserving the natural heritage and other resources and can contribute to economical sustainability and environmental sustainability respectively and improve the quality of life for rural society through several ways (Tseng et al., 2019). Firstly, increasing the income for rural families who their living depends on farming and selling farm products. Secondly, generating more job opportunities for farm families and creates new jobs and services such as accommodation and rental services, transportation services, educational services and health services, etc. (Hara, Naipaul, 2008). Agritourism also can educate consumers about local products and can encourage farming practices as a hobby among visitors to enhance marketing and link consumers to their food resources and changes their eating habits to healthier diet. Furthermore, agritourism can increase

the knowledge of people about how their food is produced and can enhance the consumers' loyalty toward eating sustainably produced products and repurchasing farm raised products (Kline, Barbieri, LaPan, 2016).

In addition, several profit and non-profit advantages can be derived from agritourism. First, socio-cultural benefits such as conservation of local community's culture, traditions and also preserving natural heritage and monuments and renovation of them and informing people about local culture and encourage them to participate in cultural events such as different festivals, local sport events. Second, environmental advantages, protection of natural amenities and flora and fauna and inform local and residents about the importance of preserving these resources. Third, the economic advantages of agritourism that promote the economic conditions of the rural area through motivating residents to consume local products and creating more job opportunities for locals (Barbieri, Sotomayor, Aguilar, 2019). Last, educational advantages of Agritourism that is used as a tool for educational purpose for scholars, youths and families. It gives them better understanding of rural culture, traditions and the importance of protecting natural resources, learning about the process of producing and distributing fresh products and informing about the importance of healthy food consumption (Petroman, Varga, Constantin, Petroman, Momir, Turc, Merce, 2016).

Agritourism practices can target both families and their children to build agricultural literacy among both generations through direct contact with working farms and farm activities and encourage and motivate them to support local foods system which are healthier (Brune, Knollenberg, Stevenson, Barbieri, Schroeder-Moreno, 2020).

Furthermore, agritourism activities and services link visitors to agricultural settings and give them the opportunity to know more about local products and traditions and culture of rural areas and experience the daily life of local community (Anderson, 2017).

Cyprus is known as one of the best destinations for summer time in Mediterranean during the last 40 years (Sharpley, 2002). This island has been divided into two parts since 1974. Greek Cypriots are living in southern part and Turkish Cypriots are living in northern part (Kilic, Okumus, 2005). Like other small islands, this island suffers from remoteness, insufficient resources and dependency on foreign capital (Kiliç, et al., 2005). One of the major economic activities in this island is tourism (Darilmaz, 2017). Development of the tourism industry has been significant since early 1960s in this island. The number of tourists increased about 20 percent up to 1974 and over this time, the most rapid development could be seen in the seaside areas of Kyrenia and Famagusta (Sharpley, 2002).

Moreover, the economy of North Cyprus mostly relied on commerce and tourism industries. During the last decade, the economy of North Cyprus highly depended on the agriculture industry and the economic growth caused by the tourism sector was inadequate compared with Greek part of Cyprus. Therefore, the combination of the tourism industry and the agriculture potential of rural regions can contribute to economic growth in rural regions as well as tourism development in North Cyprus. Therefore, agritourism as an alternative tool can provide several diversifying products and services that can attract more international tourists. It can also decrease poverty by providing more job opportunities and incomes for farmers and farm families (Çetin, 2015).

1.2 Aim of the Study

The study aims to explore the potentials of agritourism in the rural areas of North Cyprus.

1.3 Purpose of the Study

The purpose of the study is to investigate the potentials of agritourism in North Cyprus.

Based on this aim, this research is going to examine following steps:

First, with the emergence of agritourism in North Cyprus, what potentials are created for local community? Second, how these factors can enhance the quality of life for that community?

1.4 Methodology of the Study

This study applied an inductive approach to explore the potentials of agritourism and how these potentials can improve the quality of life for the community. The qualitative method was conducted as a research methodology in order to achieve this goal. The sampling procedure was based on purposive sampling that is within the framework of non-probability sampling. The semi-structured interviews were used in this study to allow the interviewees to express their opinions freely on these arising topics.

1.5 Significant of the Study

The lack of sufficient studies about potentials of agritourism in small island specially in North Cyprus, emphasizes the need for more researches about this kind of tourism that links agricultural products and services and the process of providing those products with tourism sector to attract more tourists into farms with the purpose of educating and entertaining tourists and create additional profit for farms and rural community. To investigate these research questions, this study used inductive approach known as qualitative research methodology. This research also used semi-structured interview. This interview has conducted among farmers and locals who

provided agritourism products and services to the visitors in rural areas of North Cyprus.

1.6 Research Question

In order to achieve the aims and objectives, this study incorporated perceptions of farmers with primary data analysis in order to answer the following question obtained through non-probability sampling:

What are the potentials of agritourism in rural areas of North Cyprus?

Based on this research question, several sub-questions were considered as follows:

1. Why do tourists visit agritourism destinations?
2. What types of experience are they looking for?
3. What are the contributions of agritourism in your community?
4. What are the educational roles of agritourism for people who experience agritourism's products and services?
5. Do agritourism products and services can educate visitors for consuming organic and healthy food?
6. Do you think agritourism can educate consumers about farming activities?
7. Do you think agritourism can give awareness to visitors about preserving rural heritage and natural resources?
8. Have you received any guidance and support from the government for promoting agritourism?
9. Is agritourism a catalyst for further development of innovative farming?
10. Has the agritourism contributed to the role of women in tourism?
11. Has agritourism contributed to the environmental quality?
12. Have you participated in any agritourism workshop, congress...etc.?

1.7 Outline of the Study

This research contains six chapters. The first chapter includes a brief background about the study, purpose of the study and research questions, etc. Chapter two includes overview on tourism, tourism impacts, types of tourism etc. Chapter three is concentrating on the existing literature review on the topic of study in order to generate a better understanding of the keywords for readers who are not very familiar with the topic. Chapter four describes the case of North Cyprus. Following Chapter five describes the research methodology used comprises method, data collection, sampling, data analysis and findings of researches. The last chapter includes discussion, conclusion, limitations, implications, and several recommendations for future study.

Chapter 2

LITERATURE REVIEW

2.1 Tourism Development

Tourism includes a wide variety of products and services that tourists take part in during their trips. During this period, tourists stay temporary in places outside the actual places that they live for the purpose of enjoyment, business etc. (Glaesser, Kester, Paulose, Alizadeh, Valentin, 2017).

Undoubtedly, tourism is one of the most notable forces that formed the world around us. From the economical point of view, tourism is known as a major source of the world's export earning that play an important role in providing foreign exchange and job opportunities. Additionally, tourism has positive impacts on culture, environment and society through its contribution to the cultural conservation and environmental protection and welfare of the visitors by providing unforgettable vacation and meet their expectations. Finally, the most significant assistance of tourism is enhancing sympathy and peace among individuals and nations (Higgins-Desbiolles, 2006).

According to the World Tourism Organization (UNWTO) report, the tourism industry contributed to the global economic growth by creating more and better job opportunities and enhancing the innovativeness and entrepreneurships as well as quality of life for individuals. In 2018, the international tourist arrivals increased about 5% and reached to 1.4 billion mark and simultaneously the international tourist exports grew 4% and reached to 1.7 billion dollars in this period. Moreover, the international

tourist arrivals and receipts have grown even faster than global economy (www.unwto.org).

2.2 Tourism Impacts

Macon (2015), believed that, tourism occurs in the setting that is the combination of human setting (includes several factors such as economic, culture and social) and natural setting (includes flora and fauna). Furthermore, there is a close relationship between human and natural environment. Human activities can affect natural setting and vice versa. Therefore, tourism as a type of human activities can exert positive and negative impacts on destination due to the interaction of tourists with local settings, economy, culture etc.

Andereck, Valentine, Knopf, Vogt, (2005), advocated that, tourism can not only improve the standards of living such as job opportunity, income leisure activities but also can exert negative effects on quality of life such as creating pollution, traffic etc. According to Andereck et al. (2005) categorized the impacts of tourism into three parts:

1. Economic impact: tourism can exert many positive economic impacts such as creating jobs, investment, incomes etc. while it can also create several negative impacts related to economy such as increasing the prices and costs of living.
2. Socio- cultural impacts: while this factor can have positive effects such as encouraging cultural activities and cultural preservation, enhancing nature parks and leisure opportunities, it can also have several negative impacts such as cultural damage, crime, increasing the population etc. these negative impacts are more due to cultural differences between tourists and host population.
3. Environmental impact: tourism industry has negative impacts on environment because tourism policies more focused on satisfying the tourists' expectation

and need without considering the negative effects of tourism on environment. Several negative effects caused by tourism are water, air and sound pollution, destruction of forests and wildlife etc.

2.3 Tourism Types and Forms

According to Tureac, Anca (2010), forms of tourism are varied and dynamic over the time. They defined several types of tourism according to following indicators:

1. Based on origin and destination of trips, there are two types international and domestic tourism.
2. Based on number of tourists, there are several forms of tourism such as individual and group tourism and mass tourism.
3. Based on types of transportation systems, there are several forms of tourism such as air tourism, marine tourism etc.
4. Based on tourists' age and occupation, tourism is divided into youth and adult tourism etc.
5. In addition, based on the purpose of travelling, length of travel and season, types of tourism may vary.

2.3.1 Mass Tourism

According to GURSOY, CHI, DYER (2010), mass tourism refers to providing amenities and attractions for the wide range of organized tourists. Furthermore, this form of tourism is more likely to be commercialized and there is insufficient interaction and understanding between host destinations and visitors.

AKIS (2011), described mass tourism as a form of tourism that enables large number of tourists to travel together as a group holiday to a particular destination at the same time with the same accommodation.

Mass tourism generates the main part of the tourism income around the world. The income achieved from mass tourism plays an important role in economic situation especially in the developing countries. Moreover, the level of economic wealth gained from mass tourism enable people in developed countries to travel easily without considering the socio-economic situation.

Akis (2011), also suggested several positive and negative effects related to mass tourism:

1. Economic effects, the major positive impact of tourism is its contribution to economic development by providing more job opportunity, increasing incomes that can improve the basic structure of the urban area such as transportation system, construction of roads etc.
2. Socio- cultural impacts, mass tourism causes changes in population through migration of people to the destination. It can also affect the traditional lifestyle. This change can be positive if people adopt the modern lifestyle along with preserving their own customs and traditions, furthermore, tourism can enhance the standard of living for people by give them this opportunity to travel around the world and to be highly educated.
3. Environmental effects, the environmental effects caused by tourism are mostly negative such as water pollution, environmental pollution, destroying the coastal areas due to building the tourism facilities.

2.3.2 Alternative Tourism

Akis (2011), believed that alternative tourism plays an important role in reducing the hazards caused by mass tourism. On the other words, this form of tourism offers several tourism activity methods that are relevant for eliminating the negative impacts

of mass tourism. Alternative tourism is designed in order to preserve the natural resources and heritage as well as host communities' culture.

Ei, K (2017), advocated that alternative tourism is designed as a solution in order to minimize the economic problems, environmental destruction, political and social issues caused by mass tourism. Furthermore, this type of tourism has less negative impacts compared with mass tourism.

They also defined several characteristics for alternative tourism:

1. Locals' participation in the decision-making process.
2. Maximizing the connection with several sectors such as agriculture that plays a major role in local's economy and minimizing the dependency on imports.
3. Minimizing the negative effects of mass tourism on environment and society.

In addition, in contrast with mass tourism, alternative tourism is less likely to be commercialized and it is also in accordance with values of the host destination.

It also focuses on the relationship and understanding between visitors and hosts through involvement of local residents in tourism projects. Furthermore, this form of tourism is considered for the small group of people compared with mass tourism and in result it has less negative effects on environment and community (Gursoy, Chi, Dyer, 2010).

2.3.3 Sustainable Tourism

With the emergence of the environmental issues caused by tourism industry during last two decades, the need for products and services that are environmentally friendly increased.

According to WTO (World Tourism Organization), sustainable tourism is defined as a form of tourism that aims to serve tourists' needs as well as host areas (such as economic, social and aesthetic needs) through managing all resources while it emphasizes on preserving cultural unity, necessary ecological procedures and biodiversity (Spilanis, Vayanni, 2004).

Barbosa, Almeida (2017), defined three dimensions for sustainable development:

1. Environment aspect, refers to conservation of environment and natural resources (such as water, earth etc.) in order to achieve wellbeing of the present and future community.
2. Social aspect, refers to meeting the community's wants and needs (such as job, educating etc.)
3. Economic aspect, refers to productivity in the process of the production and consumption.

Glaesser et al. (2017) advocated that tourism industry contributes to meeting sustainable development dimensions through enhancing economic development, generating job opportunity, preserving local tradition and culture and fostering sustainability patterns into the process of production and consumption.

Liu (2003), also defined sustainability as a way to address negative effects caused by tourism and to achieve long term survival. Moreover, sustainable tourism aims to address three main goals:

1. Enhance the standard of living for host's population for short and long time.
2. Meet the tourists' demands with the increasing in the number of tourists.
3. Preserving the natural resources along with two previous goals.

2.3.4 Island Tourism

Tourism industry plays a significant role in local development and growth, especially in fragile regions like islands that face with some barriers to growth and economic development that is related to remoteness, small size with restricted natural resources, high dependency on import due to insufficiency of producing domestic goods and services for local consumers. Furthermore, export suffers due to small market for local products and goods and high cost in transportation (Mazzola, Pizzuto, Ruggieri, 2019). Tourism in this term creates economic opportunities for local community by providing more job opportunity and increasing incomes (Mazzola, Pizzuto, Ruggieri, 2019).

In addition, Karampela, Kizos, Spilanis (2016), stated that, due to the unique features of islands (specific weather features), different kinds of tourism pay attention to these destinations. In this term, tourism brought many economic advantages to these regions through attracting many visitors. Islands give tourists this opportunity to experience a unique culture and nature in a unique environment with unique characteristics.

Furthermore, the insularity of islands attracts visitors to travel to this destination in order to escape from every day and routine life for a while and experience wonderful lifestyle of islands (Lim, Cooper, 2009).

2.3.5 Rural Tourism

For decades, economic of farmlands have faced with some difficulties such as declining in incomes, high rate of unemployment and increase in the number of young people who move from rural areas to urban areas. Tourism in this term, plays an important role in minimizing these barriers and enhancing the linkage between farming population and rural setting's socioeconomic health. Furthermore, rural tourism is one

of the most valuable economic sources among other sector of tourism. The potential benefits of rural tourism for rural development are:

First, economic development, through generating labor opportunity and generating new markets for agrarian products.

Second, sociocultural growth, through preserving rural culture and tradition and providing more social contact and exchange for rural community.

Third, conservation of natural resources (Sharpley, 2002).

2.4 World Tourism Trend and Pattern

According to the UNWTO report, except economic collapse in 2009, the international tourist arrivals and receipts have been growing continuously from 1995 to 2018. The international tourist arrivals increased about 5.4 percent and reached to 1401 million in 2018. At the same time, the international tourist receipts grew by 4.4 percent and reached to 1451 billion dollars in 2018. Figure 2.1 and figure 2.2 indicate the international tourist arrivals and receipts and their changes from 1995 till 2018 (www.e-unwto.org).

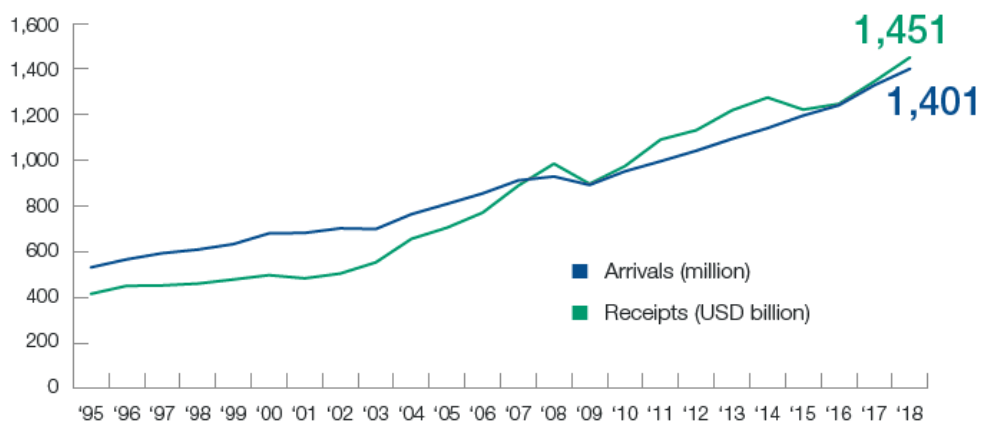


Figure 2.1: International Tourist Arrivals (million) and Tourism Receipts (USD billion) from 1995 to 2018

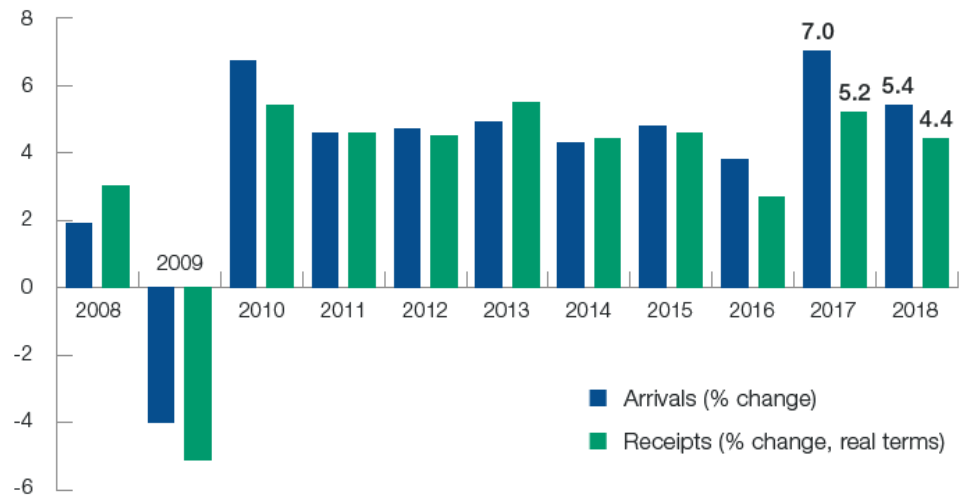


Figure 2.2: International Tourist Arrivals and Tourism Receipts (% change)

Moreover, figure 2.3 indicates the International tourist arrivals and tourism receipts by regions in 2018. As it presented, the most growth in the number of tourist arrivals can be seen in Asia and Pacific and Africa which is 7% while this growth was 5% for Europe and Middle East and 2% for Americas. In addition, the most rapid growth in the International tourist receipts can be seen in Asia and Pacific which is 435 billion dollars, whereas in Europe this amount grew 5% and reached to 570 billion dollars (www.e-unwto.org).

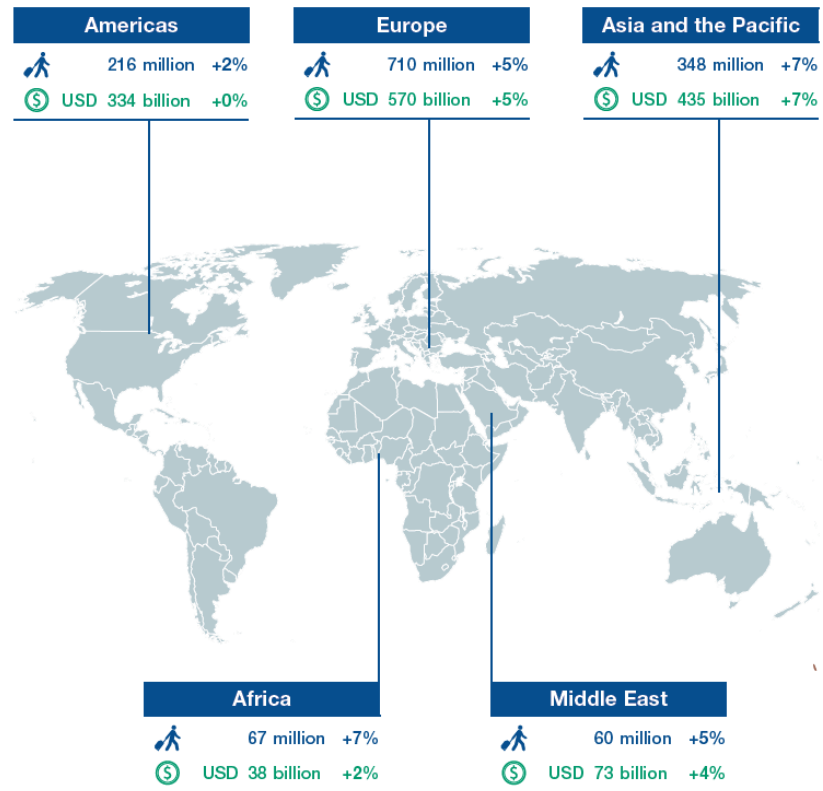


Figure 2.3: Regional Tourist Arrivals and Receipts

According to recent UNWTO report, the international tourist arrivals fell sharply by 22% in March 2020 compared to the same period of previous years due to the Corona virus pandemic and starting the lockdown in many countries around the world. Figure 2.4 compares the International Tourist Arrivals in March 2020 with the same period of previous years (www.unwto.org).

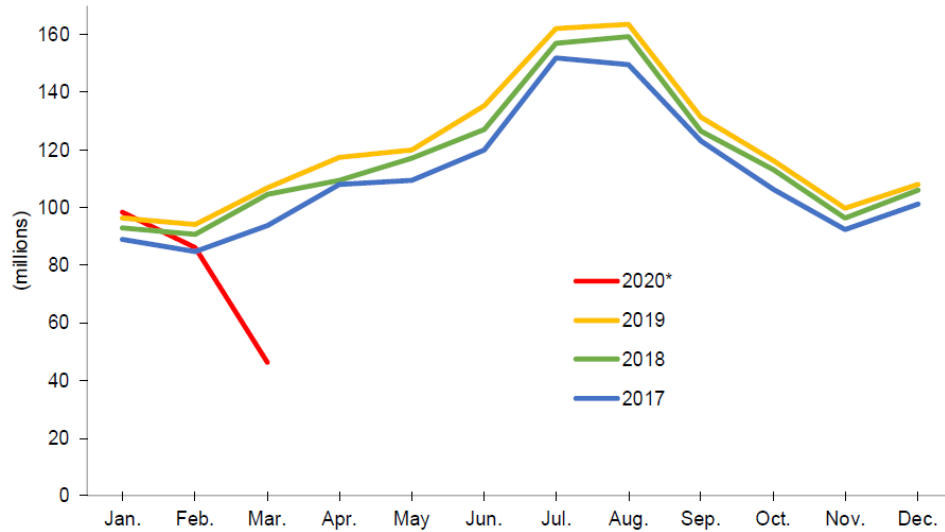


Figure 2.4: International Tourist Arrivals by Month

In terms of regional point of view, Asia and Pacific is the first region that suffered from the impacts of Corona virus pandemic and faced with 35% decline in the number of tourist arrivals followed by Europe with 19% decrease and Americas by 15% decline (figure 2.5)

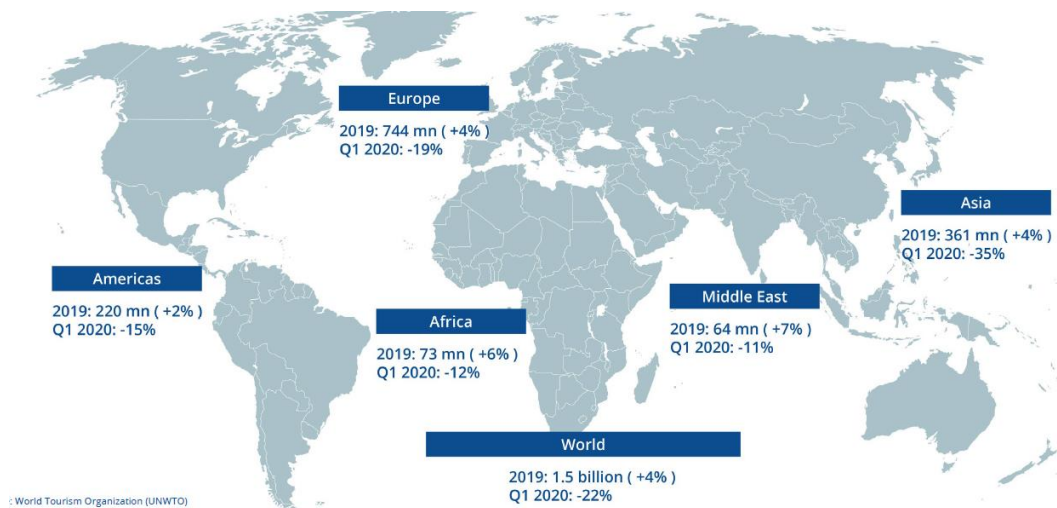


Figure 2.5: Regional Tourist Arrivals in March 2020

2.5 Tourism in the Future

In the upcoming future, tourism sector will face with several changes such as technological, biological and political changes etc. that will create new demands and new forces on global setting. Tourism sector in this term, requires to consider new strategies to cope with these changes. For example, with emergence of the technological growth and shifting from physical experience to virtual experience, hospitality firms need to promote the use of technology and consider several strategies in order to perform better in competitive settings (Anwar, Hamilton, 2005).

Dwyer, Edwards, Mistilis, Roman, Scott (2009), believed that future tourism will face with several forces due to the changes in customers' needs and values, politics, environment, technology and communication. Therefore, stakeholders need to react proactively to these changes in order to gain competitive advantages for their firms or maintain in competitive environment. It can be done through formulating several proactive strategies to adjust with these forces.

Dwyer et al. (2009) also defined six drivers of changes that will affect the future of tourism supply and demand as well as destination and firm management and travelers flow:

1. Economic driver, the global economy is dynamic and it is growing continuously. This dynamic trend can enhance tourism in both domestic and international sectors and in result can increase the global incomes.
2. Political driver, this force can affect future tourism flows such as power in international relation, safety and security and ethnical disagreements.
3. Environmental driver, a close relationship exists between tourism and the environment. Natural settings and climate situation play important in

attractiveness of the destination. In future, several environmental changes such as global warming, deterioration of natural resources, biological changes can affect tourism.

4. Technological force, technological growth can exert positive and negative effects on future of the tourism. However, firms require to utilize technologies in order to achieve competitive advantages. Therefore, firms need to renew their products and services continuously based on customers' needs and expectations. New technologies provide faster global transportation systems and enable managers to decrease their operating costs and meet customers; needs.
5. Demographic force, several forces such as population growth, age, gender, and urbanization can affect future of the tourism.
6. Social forces, these forces will influence customers' values and expectation such as individualism, seeking experience etc.

2.6 Innovation in Tourism

Innovation in tourism sector can be considered as a solution to address constantly changing of customers' needs and demands and future growth in order to reach to sustainability and competitive advantages. Furthermore, Innovation is defined as the process of bringing new ideas or updating the existing ideas through new organization methods that can result in producing new products and services as well as new markets or enhancing the process of existing goods and services. Innovation in tourism is defined based on two major parts which are services and marketing (Divisekera, Nguyen, 2018).

Divisekera et al. (2018) also considered five major factors for innovation in hospitality organizations:

1. Cooperation: this factor is one of the key factor in the process of innovation in order to reach to success. Collaboration enables hospitality organization to integrate information, skill, and knowledge of stakeholders to enhance the process of decision making in order to create new services or updating existing services.
2. Skilled workforce: this factor plays an important role in the process of innovation since hospitality sector relies highly on their workforce. Employees with sufficient skill, knowledge, capability and experience can create better ideas, implement the ideas properly and adjust themselves quickly with new technology and changes.
3. New technology: this factor can exert the strongest changes in tourism sector. It can help tourism and tourists in terms of cost reduction, information, reservation etc.
4. Investment: monetary capability of the organizations also exerts a major force on the process of innovation. Many tourism organizations are small in scale and they require external investment such as government support in order to encourage them to involve in the innovation process.
5. Institutional element: this factor is related to organization and market features such as size of the firm in which larger organizations are more interested in innovation activities.

2.7 Quality of Life

Quality of life is considered as a social measurement that influences the whole life of the human. Quality of life has several dimensions and is affected by individual and environmental elements and the interlinkage between them. This social indicator can be improved by self-realization, aim of life, resources etc. the quality of life of a person

is more related to that person's life satisfaction. The more quality of life, the more satisfaction of life (Peráčková, Peráček, 2019).

According to Naidoo, Sharpley (2016), quality of life is known as a human development. There are two types of well-being measurement. First, objective measurement that refers to wellbeing in terms of income, education, health, food etc. Second, subjective measurement that enable people to evaluate and define their own wellbeing such as psychological, social aspects.

Stiglitz, Sen, Fitoussi (2009), advocated that subjective dimension of quality of life is based on experience of each person and consists of two parts a) cognitive evaluation or the evaluation of that person about her or his whole life or in some areas like family, work etc. b) actual or real feelings of a person includes negative feelings such as sadness, fear etc. or positive feelings like joy, happiness etc.

In addition, objective dimension of quality of life plays an important role in shaping the subjective measurement of quality of life and can contribute to one's subjective wellbeing such as changes that society generate for the person's quality of life (Stiglitz, Sen, Fitoussi, 2009).

2.7.1 Indicators of Quality of Life

Estoque, Togawa, Ooba, Gomi, Nakamura, Hijioka, Kameyama (2019), stated that quality of life can be measured based on objective dimensions and subjective wellbeing. Furthermore, they classified objective measurements into three segments that can contribute to fulfilling the human's needs: 1) economic indicators include income, employment. 2) Social indicators consist of health and services, education and safety. 3) Environmental indicators include ecosystem service, water, and green

infrastructure. These objective indicators can contribute to people perceptions of subjective wellbeing which are happiness, satisfaction, welfare etc.

Chapter 3

AGRITOURISM

3.1 Agritourism Definition

According to Tew, Barbieri (2012), combining agriculture and tourism industries can minimize the shortage of labor and employment in tourism industry as well as shortage of market demands in agricultural industry. Therefore, agritourism is defined as a diversification strategy that doesn't need additional investment on basic structure of farms, assets and labors. This strategy can help manufacturers to maximize their revenue and deal with price fluctuation of agricultural products and technologies by practical use of existing resources as well as assets and equipment. In this term, Karampela, Kizos, Spilanis (2016), defined agritourism as any operation or service on farmland consists of a wide range of practices, farm accommodation, festivals, farm markets, fishing, milking the cow, etc., to attract tourists.

In addition, Tew, Barbieri (2012), described agritourism as participation of visitors in several agritourism activities in a farm or agricultural settings for the purpose of leisure, entertainment, education etc. Several activities and services are derived from agritourism such as daily visiting of farms, self- harvesting, wildlife watching and some services such as farm stay services, catering services, and selling farm products directly to visitors, holding special events and festivals etc. Moreover, Yang (2012), believed that agritourism is the combination of some aspects of agriculture and tourism

that can motivate visitors to come to the countryside for participating in farm activities and production processes and experience the rural lifestyle.

Furthermore, Petrović, Gelbman, Demirović, Gagić, Vuković (2017), defined the concept of agritourism or farm stay tourism as any tourism activities include tourism products and services in agrarian settings for the educational and recreational purpose and retailing farm products. They also defined agritourism as a part of rural tourism along with different types of tourism such as ecotourism, cultural tourism, etc., in rural settings. Figure 3.1 presents the relationship between rural tourism and agritourism.

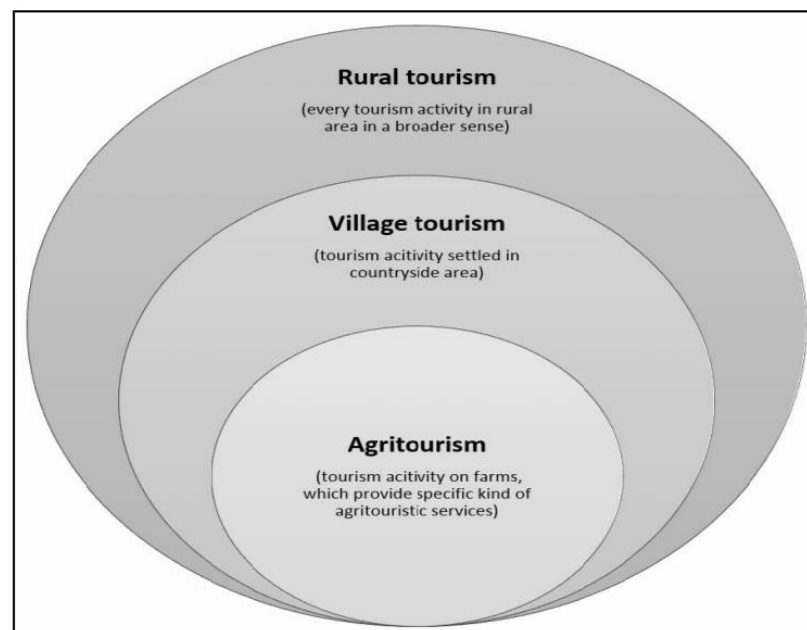


Figure 3.1: relationship between rural tourism and agritourism

3.1.1 Types of Agritourism

Karampela, Kizos, Spilanis (2016), considered three factors for defining agritourism. First, the tangible relationship between visitors and agricultural activities whether or not they have direct interaction with agriculture activities. Second, products and services are provided by working farms or not. Third, whether or not tourists have

authentic involvement in farm tasks. Based on abovementioned criteria, there are five types of agritourism:

- 1) Nonworking farm with non-direct interaction or contact: refers to some off-farm activities that linked tourists indirectly to agriculture such as off-farm accommodation.
- 2) Nonworking farm with direct involvement: refers to some off-farm activities that linked tourists directly to agriculture such as agricultural shows or demonstration of farms.
- 3) Working farm with indirect contact: refers to the product and services that are based on working farm but there is no direct interaction between tourists and agriculture. Such as farmhouse accommodation, some outdoor activities like horseback riding, fishing.
- 4) Working farm with direct interaction: refers to farm-based activities with direct contact between visitors and farm. Such as farm tours.
- 5) Working farm with direct authentic interaction: some farm-based activities in which tourists experience physical agricultural activities. Such as farm task participation (Karampela et al., 2016).

According to Petrović, Gelbman, Demirović, Gagić, Vuković (2017), there are four entities that profit from agritourism. Firstly, organizations that prepare the product and service of agritourism (such as farm lodging). Secondly, some enterprises that sell their products directly through agritourism (such as selling the dairy products). Thirdly, an entity that uses agritourism in order to promote its products (transport firms), lastly, organizations that are supporting agritourism procedure (travel agency).

3.2 Nature of This Form of Tourism

According to Mahaliyanaarachchi (2015), agritourism is considered as one of the alternative tourism approaches. The other approaches are namely ecotourism, nature tourism, rural tourism, etc. Most of the approaches occur in rural areas. Therefore, they can enhance the economic situation of rural areas and cause rural development.

Unlike mass tourism, alternative tourism and its approaches play an important role in reducing the negative impacts of mass tourism and enable small and medium organizations to enter the business. Besides, they are designed to preserve the natural resource and socio-cultural value of the host destination through educating and encouraging tourists to respect these values.

In the following sentences, there are several characteristics of agritourism that makes it known as a type of alternative tourism:

1. Tourists can stay in farmhouses and experience the rural lifestyle along with amazing view and sound of nature away from polluted cities.
2. Tourists can experience the rural lifestyle, traditions, customs, culture, and history.
3. Visitors can relax and have emotional contact with nature and enjoy peace and quiet.
4. Income achieved by agritourism activities and services can distribute among people who prepare these goods and services, farmers, firms, etc.

3.3 Type of Tourists

Sharpley (2006), considered an eco-tourist or green traveler as someone who has a positive attitude towards nature, culture and promoting the host destination in order to learn about that place as well as contribute to sustainability of that destination in the

future. Eco-tourists can be distinguished from mass tourists or regular visitors who just seek to experience similar, predictable and resort type holidays.

Deng, Li (2015), believed that not all visitors who travel to a nature-based destination or involve in natural-based practice can be considered as eco-tourists. In addition, eco-tourists or nature-based visitors can be defined based on tourists' stimulation and how much they are committed to environmental conservation.

Deng et al. (2015), also defined three types of eco-tourists based on some elements such as spending the vacation in a natural environment, understanding the concept of eco-tourism to holidays, perception of tourists towards nature: 1. Tourists who follow all abovementioned elements. 2. Visitors who are keen on the natural environment and learning about that place 3. Visitors who have positive feelings toward the natural environment but their purpose of the trip is not mainly because of nature.

3.4 Supply Side

Contini, Scarpellini, Polidori (2009), believed that according to national laws, agritourism activities and services must support and complete farmers' main activities. Therefore, the first and main supplier of the agritourism activities and services are farmers.

From the supply side perspective, Chang, Mishra, Lee (2019), defined various reasons for emerging of this form of tourism:

1. It is the way that stakeholders and farmers can increase their incomes and make their income stable.
2. Agritourism can enhance the public's awareness about supporting rural populations.

3. Agritourism can promote local development.
4. Agritourism can enhance job opportunities and employment for farm family members.
5. Agritourism can improve the quality of life.

3.5 Agritourism Trends

During the last century, agritourism as one forms of rural tourism plays an important role in tourism sectors around the world. Moreover, this type of tourism includes several agriculture activities and services that occur in farm settings such as overnight staying in the farm setting. Therefore, Ana (2017), considered the number of nights that tourists spent in farm settings to discover the remarkable trend of agritourism. To obtain this goal, the two groups of states were considered in European Union namely old member states and new member state. Figure 3.2 indicates the number of nights that visitors spent in rural areas of old member state between 2012 and 2015. As it presented, the highest number of overnight stay was allocated to Spain, followed by Italy and France respectively. All of the states experienced an increasing in the number of overnight accommodation in 2015 except Finland and UK.

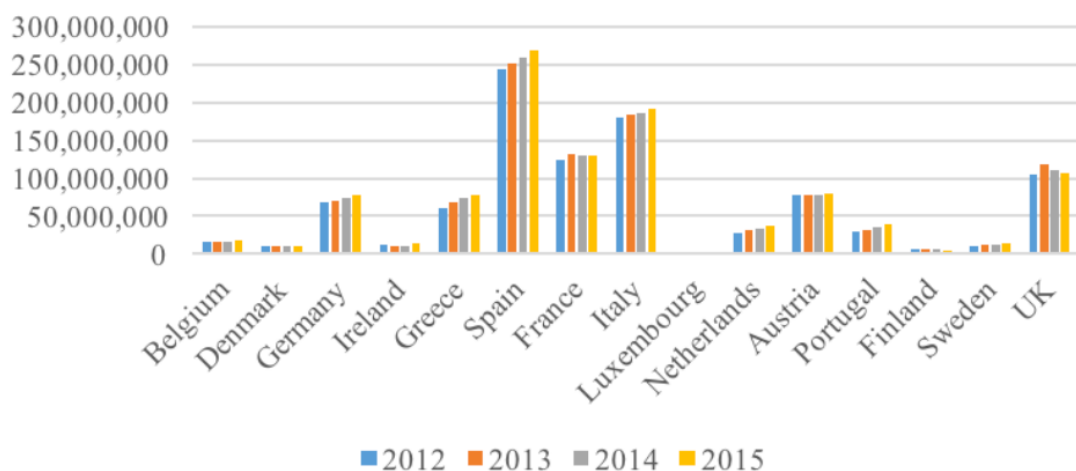


Figure 3.2: Number of nights spent in rural settings of old member states between 2012 and 2015

Figure 3.3 illustrates the number of nights that visitors spent in rural areas of new member states from 2012 to 2015. The highest number of overnight accommodation was allocated to Croatia, followed by Czech Republic from 2012 to 2015. Furthermore, Cyprus, Bulgaria, and Hungary had almost the same features during this period.

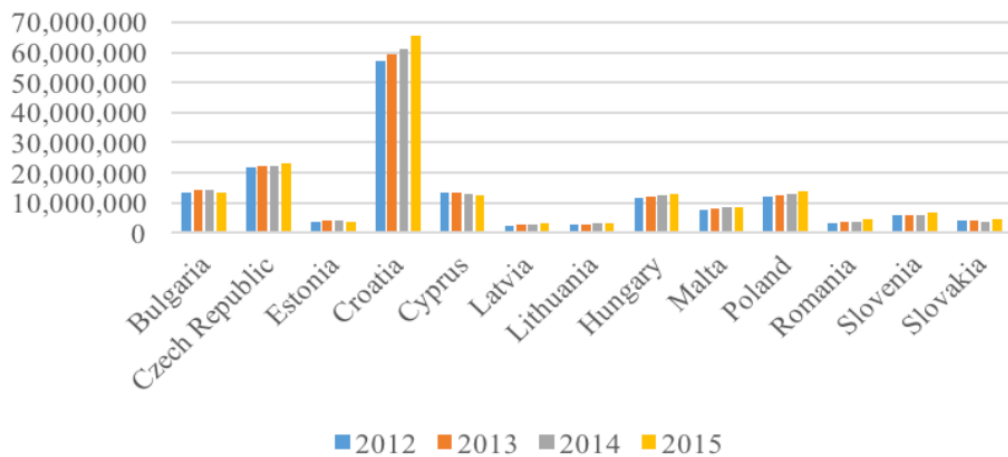


Figure 3.3: Number of nights spent in rural settings of new member states between 2012 and 2015

3.6 Impacts of Agritourism

Agritourism has economic and non-economic advantages for farmers, tourists, and community (Broccardo, Culasso, Truant, 2017).

3.6.1 Economic Impacts

Agritourism can contribute to local improvement through generating employment for locals, filling the employment gap, increasing locals' income and earnings, enhancing the local community collective development and empowerment especially among females through offering new skill and job opportunity (Karampela, Kizos, Spilanis, 2016).

Furthermore, according to Tew, Barbieri (2012), agritourism activities and services can bring economic advantages for farmers by increasing farm revenues and also the value of the farmlands. It can also minimize the economic problem of rural area when farms face with financial difficulties such as poor harvest, demand and labor shortage by capturing more tourists to agricultural settings and provide additional incomes and revenue for farms.

Also, Karampela, Kizos, Spilanis (2016), divided the economic effects of agritourism into three parts. First, direct impacts that consist of increasing individual and community's earnings (financial) and promoting infrastructure (non-financial). Second, indirect impacts include increasing incomes through the linkage between non-tourism sectors and tourism practices or activities. Third, the active impact includes employing tourism workforces.

Petrović, Gelbman, Demirović, Gagić, Vuković (2017), stated that more sections of the local economy can benefit from the tourism activities that agritourism offers.

3.6.2 Non- Economic Impacts:

Tew, Barbieri (2012), suggested that agritourism can also provide non-economic advantages for farm families and farmers such as maximizing farm resources productivity through utilizing the farm settings for leisure purposes and assisting farm families to survive in their business and enhancing the farm families' livelihood as well as their quality of life.

In 2016, Naidoo, Sharpley suggested that agritourism can enhance the wellbeing of the community through four components:

1. Education and culture: Agritourism can enhance local's level of education and professional skills and improve better understanding between different cultures and protect local culture and heritage and traditions (Naidoo et al., 2016).

Moreover, Agritourism can be used as a tool for educational purposes for scholars, youths, and families. It gives visitors a better understanding of rural culture, traditions and the importance of protecting natural resources, learning about the process of producing and distributing fresh products and informing about the importance of healthy food consumption (Petroman, Varga, Constantin, Petroman, Momir, Turc, Merce, 2016).

In addition, Brune, Knollenberg, Stevenson, Barbieri, Schroeder-Moreno (2020), believed that agritourism can create a link between visitors and local foods and can encourage visitors to consume those products by having direct contact with local cuisine and farm activities and learning about the process of food production. Therefore, it can affect future consumer preference towards consuming those products.

2. Job opportunity: Agritourism can contribute to the enhancement of job opportunities and employment for local communities and small firms (Naidoo et al., 2016). Moreover, Arroyo, Barbieri, Sotomayor, Knollenberg (2019), stated that women are the main part of agritourism activities and agritourism in this term can change the traditional role of females and create job employment for them. Participating in agritourism activities can enable women to make additional money for their families and enhance the social, mental, political and economic position of the women in the community.

Additionally, Tew, et al. (2012), believed that Agritourism activities can help farmers to reach their entrepreneurial objectives. These goals are divided into four parts:

First, farm profitability, such as maintaining or maximizing the revenue of farms and the reduction of farm liabilities.

Second, external elements such as respond to the market opportunity, enhancing the interaction between visitors, and locals etc.

Third, enhancing farm family connections by helping them to remain in business and work together.

Last, individual interests such as enjoying and experiencing the local's lifestyle and traditions etc.

3. Socio-economic impacts: Agritourism can enhance socio-economic benefits by creating a positive connection between local people and visitors and enhancing the standard of living and public services and basic structure and facilities for local community (Naidoo et al., 2016).
4. Socio-environmental: Refers to the contribution of agritourism through enhancing the shopping, restaurants, and recreational services.

Moreover, Barbieri et al. (2019) believed that agritourism activities can create several environmental benefits such as preserving natural assets, wildlife, ecosystem and the natural beauty of the landscape as well as enhancing the awareness towards conservation of natural resources and the importance of environmental preservation and pollution reduction among visitors. Additionally, agritourism practices can encourage the adoption of sustainable farming activities.

3.6.3 Negative Impacts of Agritourism

Like any other types of tourism, agritourism can exert also negative impacts on environment and economy and can cause several social issues that can influence the host community's behaviors and way of life as follows:

Firstly, agritourism can exert negative effects on the environment such as air and noise pollution and damaging the natural resource and heritage. Furthermore, agritourism practices can bring several negative social impacts such as increasing the crime rate, prostitution, etc.

Secondly, agritourism activities can cause negative cultural impacts such as negative behavioral changes associated with acculturation and adoption to the new cultures.

Lastly, agritourism can exert negative effects on the economy like increasing the price of the products, the seasonality of employment, etc. (Petrović, et al., 2017).

3.7 Sustainable Agritourism

Sustainable agritourism aims to maximize the economic advantages for stakeholders along with enhancing the quality of life and protecting the environment. Therefore, agritourism products and services are based on conservation of environment and ecosystem to guarantee the sustainability of natural resources and ecosystem.

Furthermore, agritourism activities can bring economic and noneconomic advantages such as socio-cultural benefits, employment etc. These activities can enhance sustainable development in rural regions through protecting local heritage and creating additional profit. In addition, sustainable agritourism can contribute to reducing environmental impacts by reusing and recycling some functional materials, tools and

resources and considering the service quality and increasing the visitors' number in priority (Tseng, Chang, Wu, Remen Lin, Kalnaovkul, Tan, 2019).

Tseng et al. (2019) also found five features for measuring sustainable agritourism:

Firstly, sustainable business performance: agritourism products and activities can contribute to increasing the number of visitors especially domestic visitors who use these products and services and in result, it can increase the total amount of farm income.

Secondly, sustainable rural economy: agrarian products and activities can contribute to local employment and local income and it can totally enhance the locals' livelihood.

Thirdly, socio-cultural sustainability: this aspect of agritourism can enable farm families that involve in agrarian activities to combine agriculture and local culture with tourism. Therefore, it can enable tourists to understand about local culture and tradition by joining in social and cultural events in this area.

Fourthly, sustainable of environment: agritourism activities aim to minimize the environmental effects by considering some practices to aware community about natural conservation, managing and recycling the useful materials etc.

Lastly, diversification ability of farms, can increase the tourist's satisfaction and as well as increasing in the number of visitors who revisit the agricultural areas and in result bring economic and environmental advantages for farm performances.

Among these five criteria, sustainable business performance, sustainable rural economy and diversification ability of farms are linked to each other and sustainable business performance is a key component in sustainability of agritourism performances.

3.8 Implication of Agritourism

Naidoo, Sharpley (2016), believed that educational and cultural role of agritourism is one of the most important factors for enhancing the quality of life among locals. Therefore, it is necessary to consider this factor in tourism development for further enhancement of locals' wellbeing. In this term, agritourism can prepare an environment for visitors and local community to exchange their knowledge and skills.

In addition, agritourism as a food supplier can enhance the public awareness towards organic farming activities and can guarantee the quality and security of food as well as decreasing the dependency on imports. Furthermore, agritourism enables farmers to preserve the traditional technique of farming while it can also help farmers in developing new methods of farming (Naidoo, Sharpley, 2016).

Tew, Barbieri (2012), suggested that agritourism can provide several advantages for farm families and businesses, most especially in attracting new visitors, educating individuals about agrarian products and activities and in result promoting the local community's quality of life. Therefore, for a successful agritourism strategy, focusing on capturing new customers is essential since those new visitors may buy other agrarian products along with creating recreational incomes. Moreover, educating individuals about agrarian products and settings can promote the conservation of rural lifestyle and traditions.

Tew et al. (2012), also advocated that economic benefits of agritourism for farm families must not be restricted to only direct incomes from customers. Agritourism as a marketing instrument can play a critical role in promoting the selling of products and generating more benefits for farm families. Some marketing techniques such as advertising the farm products, can increase the awareness among individuals towards those products and capture more tourist to the farm settings. More tourists will generate more incomes for farm destinations and in result, the farm profitability will enhance.

Chapter 4

THE CASE OF NORTH CYPRUS

4.1 North Cyprus

Cyprus is an island country that is known as the third biggest island in the Mediterranean Sea. It is located in south of Turkey with an area of 9851 square kilometers (Alipour, Kiliç, 2005).

Due to the conflicts between Greek and Turkish islanders in 1974, Cyprus was divided into two parts, North Cyprus or Turkish part and South Cyprus or Greek part (Scott, 2012).

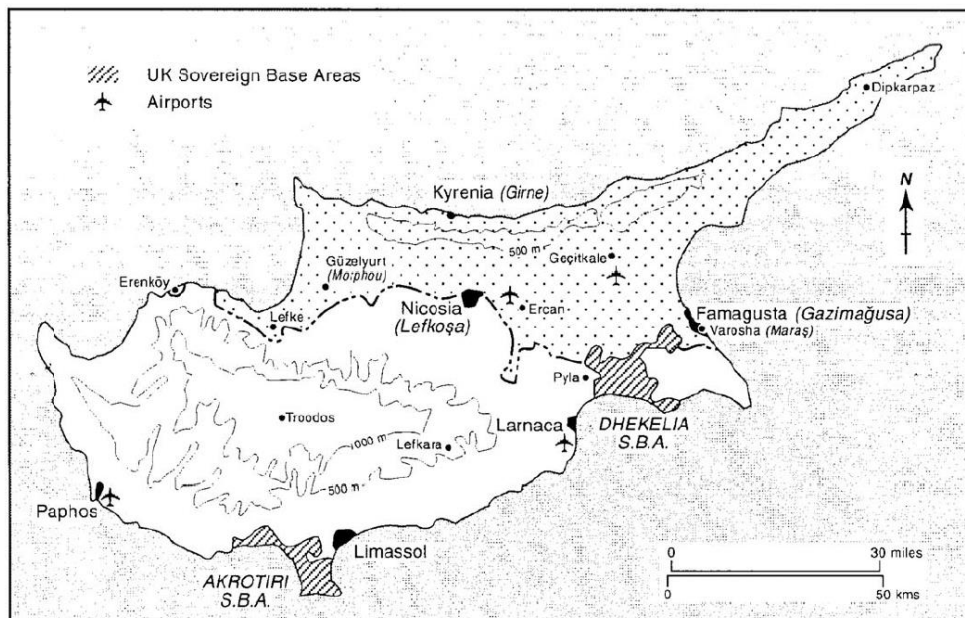


Figure 4.1: Cyprus map

4.2 Tourism in Cyprus

During the early 1960s, development of the tourism industry in Cyprus has been significant. From 1960 to 1974, the number of tourists increased significantly. The rapid growth especially occurred in seaside resorts of Famagusta and Kyrenia (Sharpley, 2002). After intervention of north part of Cyprus by Turkey in 1974, Cyprus was divided into two parts. Turkish Cypriots were transferred to north part and Greek Cypriots were moved to the south part that has recognized internationally as Republic of Cyprus (Scott, 2012) and the economic growth and also tourism industry fell down dramatically in this island. Therefore, visitor arrivals and receipts dropped suddenly (Sharpley, 2002).

After following war in 1974 and emergence of conflicts between two parts, United Nations offered that tourism cooperation can contribute to peace and relation between two sides. This contribution of tourism as a strength and force for peace depends on four concepts that are related to tourism nature. First, tourism is used to persuade contact between individuals. Second, tourism assists border crossing such as visiting tourism settings in both sides that can minimize the conflicts between two parts. Third, peace is used to provide commercial sense of tourism to give tourism specialist greater knowledge and understanding about tourism. Last, the difference between nature of war and tourism makes tourism as a representation and symbol of returning to the peace and calmness.

In early 1983, TRNC or Turkish Republic of Northern Cyprus was established in North part of Cyprus that is not internationally recognized (Scott, 2012). Excessive reliance on Turkey in terms of finance and politics has negative effects on development of the north part of Cyprus as well as its attractiveness towards international markets and

occupation. In result, the number of tourist's arrival decreased along with economic and market diminishing. In spite of these negative consequences, tourism industry developed and nowadays plays an important role in Northern Cyprus economy. This development was due to the potential of this area for maintaining as one of the few untouched nature in Mediterranean regions (Farmaki, Altinay, Botterill, Hilke, 2015).

4.2.1 Conflict and Agreement in Cyprus

Due to the unrecognizability of TRNC, North of Cyprus was isolated from other parts of world due to political boycott and sought to enhance its deterioration of tourism. The number of visitor arrivals were less than south part and it was more dominated by Turkish market. Visitors arrived at Ercan airport (located in TRNC) were not allowed to pass Green Line (which separates two parts from each other) into south part. While, tourist arriving at Larnaka airport in south part were allowed to pass into north side under some limitations.

In 2003, by increasing the pressure of Turkish people on their government through some mass protests and complaints, significant changes occurred such as decreasing the limitations on crossing the Green Line and enhancing the emotional contact between south and north residents.

By entering the Cyprus to the European Union (EU), hopes for political agreement between two sides increased. In 2004, referendum was hold between two parts and as result, most of Greek Cypriots voted against the plan. In result, just south part entered to the EU (Scott, 2012).

4.2.2 Politics of Tourism in Cyprus

In spite of the conflicts between Turkish and Greek sides in cooperation, some Turkish and Greek residents have started to cooperate in tourism especially some tour agencies worked together in offering combination tours for tourists to visit both destinations.

Turkish Cypriots were more interested in joint activities than Greek Cypriots. However, by increasing the pressure from international tour agencies, two-destination vacation was initiated in Cyprus by local agencies in both sides that allowed visitors to visit both destinations. This development enabled tourists arrived at Larnaka airport to cross the Green Line to north part. Although the scale of this trend remains small but implies potential needs for products of island and capability of external market in minimizing the conflicts between two sides (Scott, 2012).

In 2006, Global opportunity fund of British, designed a plan with the objective of creating linkage between development of agritourism in a village in north and development of rural tourism in one village in south part in order to enhance peace and cooperation between two parts through exchanging tourists and trading the local foods and products such as wine, honey and handicrafts. It gives those villages the opportunity to take advantages from cooperative marketing and generate value for their tourism goods. For the implementation of project, initially Karpaz in north part was selected but it was rejected due to some problems such as conflicts between Greek and Turkish Cypriots in terms of leaving some assets belong to Greek Cypriots after war in 1974. To resolve this problem, Büyükkonuk (a village close to Karpaz) was selected where most of its residents were Turkish Cypriots and Turkish. Several local residents have already started some tourism activities such as farm stays at local house and developed some ecotourism activities and goods such as selling local foods, gathering some crops like olive etc. The village also joint in bicommunal plan in order to promote organic products and farming for both part of Cyprus. These factors made Büyükkonuk relevant for participating in project of partnership with Greek agritourism village and enhance development among other villages. During 2005 to 2006 the project has been launched. The rules of Green Line allowed international visitors to

move from south part to the north and enhanced the collaboration among tour agencies that made it easier for tourists to stay in both parts. The coordinators of project sought to find a partner village in south part. The project members spent few days on visiting some agritourism village in south part with the same criteria with the village in north. The collaboration of these two villages can create a new market niche for their organic goods and generate value for their agritourism products (Scott, 2012).

After some conflicts and leaving the project by Greek sides, the collaboration between two sides were limited to collaboration of some individuals and groups that already joint in several agricultural and environmental projects. In result, project has continued without the existence of south part (Scott, 2012).

During 2011, Büyükkonuk has received numerous visitors who came to village for attending in several festivals and especial events. During festivals, there were several stands on the street that enabled local people especially women to cook local foods and sell their local products and handicrafts while some stalls were advertising the farm stays in local house and their donkey protection project. In result, by the monetary support from EU and USAID (United State Agency for International Development), Büyükkonuk has launched its agricultural tourism along with ecotourism (Scott, 2012).

4.2.3 Latest Tourism Trend in North Cyprus

During the first eight months of 2019, the number of tourists' arrivals (including international and domestic tourists) was 1,102,905 while this amount decreased about 69.1% between January and August of 2020 after starting the Coronavirus pandemic in March. Therefore, the number of Turkish tourists decreased by 67.4 percent and the number of international tourists fell by 74.6 percent. Table 4.1 presents the number of

tourists' arrivals (including Turkish and international) and the total decrease that happened due to the Coronavirus pandemic between 2019 and 2020.

Table 4.1: the number of tourists' arrivals (Turkish and international) between 2019 and 2020

Months	Turkish tourists			international tourists			Total tourists arrivals		
	2019	2020	%	2019	2020	%	2019	2020	%
January	82,519	92,100	11.6	23,111	20,132	-12.9	105,630	112,232	6.3
February	96,692	99,746	3.2	31,336	28,988	-7.5	128,028	128,734	0.6
March	95,869	34,452	-64.1	35,218	9655	-72.6	131,087	44,107	-66.4
April	113,446	24	-100	33,322	43	-99.9	146,768	67	-100
May	97,306	36	-100	32,538	1	-100	129,844	37	-100
June	118,512	169	-99.9	31,539	308	-99.0	150,051	477	-99.7
July	117,512	18,218	-84.5	34,735	2010	-94.2	152,247	20,228	-86.7
August	122,807	30,688	-75.0	36,443	4431	-87.8	159,250	35,119	-77.9
Total	844,663	275,433	-67.4	258,242	65,568	-74.6	1,102,905	341,001	-69.1

Furthermore, the following figure indicates the total number of tourists' arrivals (including Turkish and foreign tourists) from January to August of 2019 and 2020 (www.turizm.gov.ct.tr).

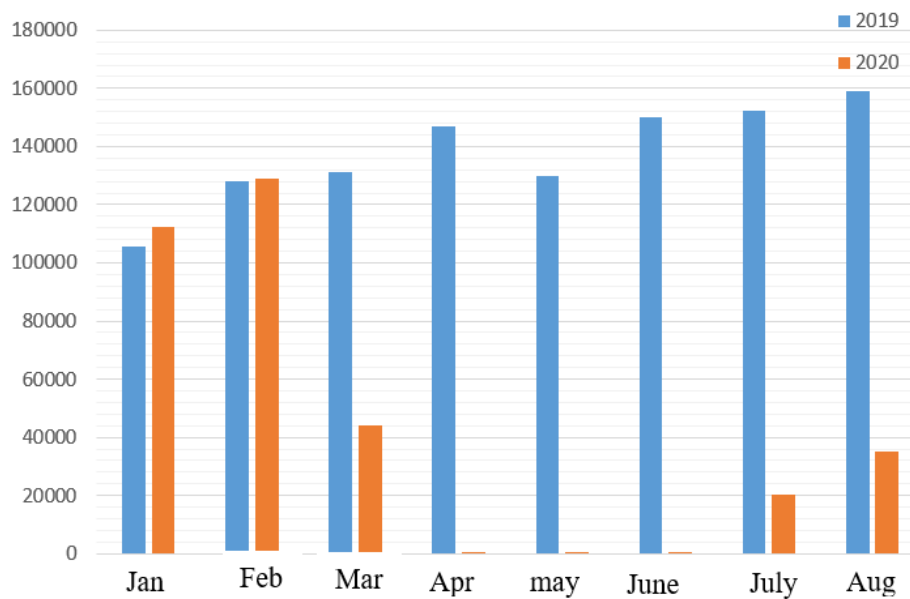


Figure 4.2: Total Number of Tourists Arrivals between 2019 and 2020

4.3 Agritourism in North Cyprus

Cyprus is known as the third biggest island in the Mediterranean Sea with an area of 9851 square kilometers and about 3298 square kilometers of the total area of Cyprus belongs to the North part. About 56.71 percent of North Cyprus belongs to agriculture areas, 19.50 percent is covered by forest, and about 8.15 percent is vacant area. The North Cyprus economy mostly depended on commerce and tourism industry. During the last decade, the economy of North Cyprus highly depended on agriculture industry. But the agriculture industry experienced a dramatic change from 17 percent in 1980 to 5.9 percent in 2010. Moreover, the economic growth caused by tourism sector was inadequate compared with Greek part of Cyprus. Therefore, the combination of tourism industry and agriculture potential of rural areas can contribute to economic growth in rural regions as well as tourism development in North Cyprus (Çetin, 2015).

On one hand, North Cyprus has rich resources for agriculture and tourism sectors but several factors affected the development of these sectors such as island's remoteness and isolation and some political issues after division of Cyprus into two parts. Therefore, the international tourists' arrivals were less than the ideal level. On the other hand, tourism sector in North Cyprus was highly dominated by Turkish market and faced with several problems. First, political issues, due to the conflicts between two parts of Cyprus. Second, insufficient tourism planning especially by government. Therefore, Agritourism as an alternative tool can provide several diversifying products and services that can attract more international tourists and increase the bed capacities rate for visitors. It can also decrease the poverty by providing more job opportunities and incomes for farmers and farm families (Çetin, 2015).

4.3.1 Agritourism Resources in North Cyprus

Agritourism resources can be defined as a potential of area for agricultural activities and production. These resources are related to region's location, nature, climate, and flora and fauna which distinguish that area from other regions.

Agricultural practices in North Cyprus was highly depended on climate, fruit cultivation, scenery, and biology of the regions. Moreover, the small scale of farmlands in this area, made it suitable for fostering the agritourism businesses. Several areas in North Cyprus were relevant for agricultural activities such as Güzelyurt and Girne.

Based on the features of each agritourism destination, agritourism practices in North Cyprus can be classified as follow: the process of picking, gathering the citrus products such as oranges, lime etc., the process of picking olives and making olive oil by ancient methods, the process of picking grapes and making wine and syrup, introducing several plants such as Orchids and Tulip that are endemic to Cyprus and selling the local products by holding several festivals in rural areas, teaching the Mediterranean gardening style etc. (Çetin, 2015).

Chapter 5

METHODOLOGY

This chapter represents the approaches, methods and gathering techniques that are used and applied to obtain the aims and objectives of the current research.

5.1 Method of Study

Researchers have their own perception of what includes reality and knowledge. These perceptions direct people's notion, acceptance about community and themselves and also these views shape people's world view which is called paradigm (Chilisa, Kawulich, 2012).

Paradigm is defined as the researchers' world view and how they interpret, describe and perform within the world. In addition, this is a conceptual framework that enables researchers to assess methodological facets to ascertain the methods of the study and data analysis. Furthermore, paradigm is the collection of notions and views that conduct and guide the research investigation. Paradigm is classified into three dimensions:

1. Positivist, refers to scientific method of investigation by understanding of human behaviors through observation, reason and experimentation.
2. Interpretivist Paradigm, refers to understanding the world from the subjective experiences of the human. It is emphasized on understanding the human's interpretation of the world.

3. Critical paradigm, it focuses on social changes and issues related to politic and economy.
4. Pragmatic paradigm, philosophers suggested that using a single method is not sufficient for understanding the truth about real world.

There is a significant relationship between research methodology and paradigm because choice of paradigm can spread through the selection of participants, data gathering tools and process and research questions. For instance, interpretivism emphasizes on qualitative analysis rather than quantitative (Kivunja, Kuyini, 2017).

This study has the interpretivist paradigm assumption since it is based on human's experiences.

Interpretivism paradigm emphasizes on qualitative researches, while positivism paradigm emphasizes on quantitative analysis. In this regard, there are two types of researches:

1. Qualitative research, this type of research enables researchers to assess humans' experiences in detail through using several methods like observation, analysis of content, in-depth interview etc. furthermore, researchers seek to address the issues from the point of view of the study participants and interpret the phenomena through bringing the humans' experiences into the study.
2. Quantitative research, in contrast to qualitative research, quantitative approach refers to systematic investigation of phenomena by collecting numerical data. (Hennink, Hutter, Bailey, 2020).

In this research, a qualitative approach was preferred since this approach contributes to discovering new individual's opinions and thoughts and formulates a theory based

on gathering these data. In addition, this study is seeking to assess a small sample through interviewing a small sample of farmers in order to achieve its goals.

5.2 Data Collection

Data collection techniques in quantitative approach are aimed to produce numerical, reliable and visible information of the specific components of the world. Several techniques are designed in quantitative approach such as questionnaires, self-monitoring report, direct structured observation etc.

In contrast, Data collection techniques in qualitative approach provides some non-numerical data from individuals' perspectives and researchers interpret that information into their study. Several techniques are designed in qualitative approach such as interview, direct non-structured observation etc. (Meares, Lane, 1990).

Therefore, since this study is based on qualitative approach, among data collection techniques, in depth interview is preferred. In depth interview enables researchers to investigate individual's ideas, notions and experiences on a particular topic. This kind of interview uses semi-structured format includes open ended questions which allows interviewers to bring new ideas to the topic during interview. Moreover, in this method data is collected from few people through recording their voices and writing notes (Guion, Diehl, McDonald, 2001).

5.3 Sample of the Study

Due to the insufficiency in time and resources, investigators need to select a sample among the population in order to reply to research questions. Sampling enables researchers to decrease the number of participants. Generally, techniques of sampling are classified into two parts:

1. Probability sampling (random sampling) which refers to the technique in which all elements in the population have an equal chance of being selected. This technique is divided into several sampling techniques such as simple random, cluster, systematic sampling etc. furthermore, quantitative researchers tend to employ these techniques in their study.
2. Non-Probability sampling (also called non-random sampling) refers to the technique in which not all items in the population have an equal chance of being chosen. Researchers in this technique tend to use a small sample that is relevant to the study. In addition, this type of sampling method is used most frequently in qualitative researches. Some of these techniques include convenience, snowball, purposive sampling, etc. (Taherdoost, 2016).

In this study, non-probability sampling is preferred since it is based on qualitative approaches and among non-probability sampling, purposive sampling is chosen in which specific individuals, places or events are selected on purpose to gather information that cannot be achieved by other cases (Taherdoost, 2016).

According to above mentioned criteria, this study has conducted among a small sample of farmers since the nature of the sample was limited by the sampling technique (non-probability sampling) and based on the characteristics of the research questions, specific individuals (farmers) has selected on purpose in order to gather data .

To start collecting data, I searched and read several articles about agritourism destinations in North Cyprus, and based on that, I selected Büyükkonuk as a first destination for collecting data since this village has contributed to many agritourism activities. Therefore, in 3.6.2020, I traveled to this village to collect data. I asked a

friend of mine as an interpreter to interview with Turkish farmers and translate the research questions (includes twelve questions) into Turkish language.

At the beginning of our short trip, we visited a restaurant in Büyükkonuk that has contributed to the agritourism practices through serving and selling local foods and homemade products such as fresh olive oil, syrup, wine etc. After talking with the owner of the restaurant, we found out all the family members were working in this restaurant. We started interviewing by recording their voices and asking the research questions from the owner of restaurant and his sister that cooked traditional local foods. During the interview, they entertained us with a variety of traditional drinks and foods while they were introducing the process of making those products. After finishing the interviewing with them, they introduced other farmers in Büyükkonuk and other villages such as Kumyalı, Mehmetçik who involved in agritourism practices and had enough experience and information about agritourism activities and spend their livelihood with activities related to agritourism that could help us with this topic. Based on their suggestion, I listed up several names and numbers and I was supposed to interview more than twenty farmers but due to the Corona virus pandemic around the world, it was difficult to meet all listed farmers. Furthermore, some of them did not have relevant information about the topic. Therefore, I continued the process of data collection until I realized several patterns in interviews and reached to common data and saturation occurred. As a result, I came up with fifteen farmers, including ten males and five females with an average age between 40 and 71 years.

The process of data collection took three weeks since I had to go to different villages and find and meet those farmers. Most interviews were conducted individually, while a few of them were done in groups.

To sum up, this study has conducted in several villages in North Cyprus such as Büyükkonuk, Kumyalı, Mehmetçik, Incirli, etc. Data were collected from fifteen farmers who involved in agritourism activities through in-depth interviewing. The interviews were conducted among fifteen farmers.

Interviews took place at the farmers' workplaces and all interviews were tape-recorded. Most of the interviews were done by a Turkish interpreter because most of the farmers spoke in Turkish language while some other interviews were done personally and in English language. The demographic profile of the interviewees is presented in the following table 5.1.

Table 5.1: The Demographic Profile of the Interviewees

Respondent	Age/Gender	Marital status	Village	Occupation
R1	48/F	Married	Derinköy	Farmer/Seller
R2	40/M	Married	Türkmen	Famer/Seller
R3	46/M	Married	Incirli köy	Farmer
R4	51/F	Married	Gorneç köy	Farmer
R5	60/M	Married	Büyükkonuk	Farmer
R6	53/M	Married	Büyükkonuk	Farmer
R7	42/F	Married	Büyükkonuk	Farmer
R8	67/F	Married	Büyükkonuk	Farmer
R9	71/M	Married	Büyükkonuk	Farmer
R10	69/M	Married	Büyükkonuk	Farmer
R11	47/M	Single	Incirli köy	Farmer
R12	43/M	Married	Kumyalı	Farmer
R13	60/M	Married	Kumyalı	Farmer
R14	65/M	Married	Mehmetçik	Farmer
R15	40/F	Single	Ergazi	Farmer/Producer

5.4 Data Analysis and Findings

Percy, Kostere, Kostere (2015), considered four steps for analyzing data in qualitative research according to Table 5.2.

Table 5.2: Qualitative Data Analysis

Step	Definition
Coding	The process of identifying and labeling recurrent words or concepts
Categorization	In which researchers seek to group patterns that they found in data into relevant categories
Constant Comparison	A process in which gathered and coded data will compare and analyze with existing findings continuously in order to develop concepts
Thematic Analysis	Researchers examine the data carefully in order to find common themes and ideas

In order to achieve precise outcomes, in-depth interviews were conducted for this research. Data were analyzed by reading all transcripts deeply and accurately and then highlighting the necessary information and bolding the related information to each part of the literature review. The good point about this study was the fact that while this research focused more on educational and environmental potentials of agritourism for the wellbeing of the local community, during the conversation, the majority of the respondents directly or indirectly pointed out to the remarkable socio-economic potential of agritourism in terms of creating job opportunities especially for women, additional incomes, etc. for their community. This fact encouraged this research to

have a short look at this potential of agritourism within the literature review and also allocated a part of the finding sections to this factor as follows.

5.4.1 Educational Potential of Agritourism

First of all, almost 80 percent of respondents believed that agritourism practices can give visitors who are interested in visiting agritourism destinations this chance to explore, learn and experience the rural lifestyle, tradition, culture through direct contact with nature. As one of the female respondents from Derinköy village stated that:

“People are really curious about rural lifestyle. They are looking forward to experience rural life in person and know more about village culture, tradition and customs. They are escaping from modern life and they want to experience simple life in village” [R1].

Another interviewee who played an important role in promoting agritourism products and services in Büyükkonuk village asserted that:

“All people have memory of their grandparents, they are looking for the experience to remind them those memories. These activities are the links to the past and history and culture” [R8].

In addition, agritourism is an amazing educational tool that can affect local communities' wellbeing. The positive potential of agritourism in terms of education had an outstanding share of the information that the respondents asserted during their efforts to describe the potentiality of agritourism on the local community's wellbeing. For the educational potential of agritourism three factors were considered. First, Increase the consumption of organic and healthy food among visitors. Second, Educating consumers about farming activities. Third, Increase awareness towards preserving rural heritage and natural resources. Most of the respondents identified two major educational factors for agritourism out of three factors. In sum, the educational

roles of agritourism on the community's wellbeing based on the gathered data are as follows:

In terms of increasing the consumption of organic and healthy food among visitors, the findings revealed that agritourism activities and practices can educate people for consuming organic and healthy food. The majority of the respondents confirmed this educational potential of agritourism.

A female interviewee who provided local foods from her farm products in a local restaurant in Büyükkonuk village asserted that:

“For example in our village, visitors can learn about the process of making olive oil or pickled olive. We make fresh juice like pomegranate juice or grapes syrup or handmade macaroni in front of them. When they see the process of making these products, they will be encouraged to make them at home by themselves” [R7].

Another male interviewee pointed out:

“Visitors can learn about the organic products procedures and also the process of cultivation and harvesting and they can see the effects of consuming organic products on their body” [R2].

Another female who was one of the manufacturers of olive oil in Ergazi village stated that:

“Inherently people who are interested in agritourism practices seek to experience fresh and organic food. agritourism activities give them this awareness towards consuming those products by providing fresh and healthy products” [R15].

A male interviewee from Büyükkonuk mentioned that:

“Tourists can see the natural and organic process that we use for these products. We don't use fertilizer for them. It will give them awareness about organic products” [R10].

Another respondent said:

“When visitors see the process of production, it may encourage them to grow some products in their own house by making small indoor garden or when they see the process of making Zivania or wine or grape syrup (Üzün Pekmezi), they will be encouraged to make them in their home by themselves” [R6].

While a male interviewee rejected this educational potential of agritourism as follow:

“We had people who tried to teach visitors about consuming organic food but they were not successful because first, tourists don’t have time to go there and sit down and listen and have enough experience. Second, there is not enough tourist to really teach” [R14].

In terms of Increasing the awareness towards preserving rural heritage and natural resources, most of the respondents were agreed with this factor of educational and cultural potential of agritourism as follows:

As one of the interviewee stated that:

“If visitors have enough time, they can learn about Cypriot cuisine like Bulgur Köftesi etc. to preserve the Cypriot culture. We show them some ancient tools such as grindstone. other things depend on tour guides, if they explain about Cypriot culture and history to the visitors in advance, the visitors can feel this culture in person when they see it and experience it by themselves” [R7].

Another respondent who played an important role in enhancing ecotourism and agritourism in Büyükkonuk advocated that:

“Eco-tourists or agritourists who came to the village or farm, they are converted, they are already aware and appreciate the rural areas and they want to preserve the environment that is called responsible tourism” [R9].

Another interviewee who collaborated with a vineyard in Kumyalı and Karpaz villages mentioned that:

“Cyprus has 6000-year wine heritage but for last few decades there has been very little wine produce in Cyprus. We want to rescue that part of Cyprus culture especially producing natural wine. Many types of grapes only grow in Cyprus. You can make some kind of wine that you can make it only in Cyprus that means he

preserving that kinds of grapes that only grow in this region. Also we want to preserve some methods that used for making wine in 6000 years ago” [R12].

I met an owner of a guesthouse in Kumyalı village at his guesthouse that was full of antique items. He pointed out that:

“In agritourism model, you must protect the cultural heritage. You need to make your local cuisine sustainable. Preserve your culture, dress, traditions. These are the main principles of ecotourism and agritourism. My guesthouse is 420 years old. I didn’t touch that because it is cultural heritage. The decoration must be ethnographic and original to make culture sustainable because every piece here has a story about culture” [R13].

Another interviewee said:

“With establishing emotional contact with nature, visitors can be encouraged and informed about preserving rural heritage and culture” [R1].

As one of the respondents stated that:

“Basic of eco day’s festivals in Büyükkonuk was to develop, introduce, market village products. Farmers are introducing their culture, intangible heritage to people by selling their products, showing the process of production done in the past to the young generation” [R9].

In terms of educating consumers about farming activities, the majority of respondents rejected that because they believed that tourists don’t have enough time to learn about farm activities in detail.

As one of the respondents said:

“Agritourism activities can teach visitors about the process of cultivation and harvesting. But tourists just come for a short time. In result, we cannot teach them in detail” [R2].

Another respondent from Büyükkonuk revealed that:

“They cannot learn everything because visitors don’t have enough time but they can as I said learn about the process of making products like pickles, olive oil etc.” [R7].

To sum up, the educational potential of agritourism can enhance the community’s wellbeing through encouraging visitors about consuming organic and healthy food by educating them about the process of producing organic, healthy, and fresh products. In addition, agritourism practices can enable visitors to earn more information about local cuisine and feel the Cypriot culture in person by watching the process of production and staying in farm settings while in terms of educating the consumer about farming activities, the majority of respondents believed that due to lack of time, visitors cannot learn about farm activities in detail.

5.4.2 Socio-Economic Potential of Agritourism

Most of the respondents confirmed that agritourism product and services can create significant socio-economic potentials for the local community through enhancing the standard of living for the local community, increasing income, reducing the gap between suppliers and consumers by direct contact with visitors, creating more job opportunity especially for women, enhancing the social position of women in the community and accelerating the further development of innovative farming.

In terms of increasing income, one of the respondents stated that:

“Agritourism practices can bring economic advantages and word of mouth. When people consume local products, they may introduce these products to others. In result, more people will come to the village and bring more economic advantages for the local community” [R6].

Another interviewee believed that:

“When tourists come to the village, from the beginning of the trip they go to the supermarket and buy stuff like water, cigarette, water, etc. they use petrol for their car, they pay money for museums, they can pay for meals, and they can buy gifts from souvenir shops. This way economic benefits can distribute among locals but in mass tourism tourists go to prison, they lock the doors, you sleep under the sun whole day and eat unhealthy meals” [R13].

As another respondent said:

“Cyprus was an unknown country. Since tourists came to rural areas to experience rural lifestyle, they introduced Cyprus to other countries and recommended this island to others and encouraged visitors to come to Cyprus. In result, more tourists can generate more economic benefits” [R2].

In terms of creating more job opportunities especially for women, one of the interviewees pointed out:

“Agritourism creates jobs, especially for women. They can make money and support their families. They can sell their homemade products like cheese, butter, yogurt, etc. directly to the consumers and meet their livelihood and enhance the economic cycle” [R2].

Another respondent asserted that:

“Agritourism generated job opportunities especially for women, promoting their position in community. For example, before my mother was shy to talk with tourists but now with contributing in agritourism activities, she learned some words in English to communicate with them” [R7].

As one of the interviewee emphasized that:

“The municipality opens some days called eco-days that are held in Büyükkonuk village. Women can bring their handicrafts, what they made locally and sell it. Last year there were 50 stalls but this year due to Corona Virus, few people came” [R14].

Another respondent said:

“It can be economic benefits, especially for women. Women were not earned any money before but with eco festivals, they had week wage. It gave women power and they were educated” [R8].

Another interviewee from Incirli village mentioned that:

“This type of tourism enables women to enhance their social position by contacting with tourists. They can also make money through selling their handmade products like handmade macaroni” [R11].

Few respondents pointed out that agritourism can accelerate the further development of innovative farming.

As one of the interviewees believed that:

“Agritourism cannot attract tourists if you use chemical and industrial processes. People who come to experience agritourism are interested in organic farming. They try to preserve ancient methods which means you have to be much more creative to produce products with much more quality that needs lots of innovation” [R12].

Another respondent said:

“Yes for example permaculture. We designed the garden, vineyard, forest to support ecotourism and agritourism to attract more visitors or as I said I made one aromatic spiral in my vineyard in order to save the energy of the sun and keep the water inside for a long time and save water and growing your plants in a smaller space” [R13].

Another interviewee from Büyükkonuk stated that:

“Every year we have newer methods and ideas to attract more tourists. For example, for making carob jam, we just use the energy of the sun without using a stove or anything else” [R10].

Some respondents pointed out that agritourism can enhance the standard of living.

As one of the respondents said:

“This village was unknown, with agritourism more visitors came to our village. Many historical buildings and restaurants were renovated to attract more tourists. The village started developing little by little. Roads were built” [R6].

Another interviewee mentioned that:

“With the increase in the number of tourists, the village developed and infrastructure improved like roads construction, transportation system” [R5].

Another respondent asserted that:

“Agritourism practices can enhance the level of living for locals by improving the transportation system and road reconstruction. Locals try to learn the English language to talk with tourist and have a close relationship with them” [R7].

To sum up, the majority of respondents emphasized that agritourism can bring socio-economic benefits through creating more job opportunities and incomes for locals and enhancing the standard of living for them and in result community’s wellbeing.

5.4.3 Potential of Agritourism for the Environmental Quality

The findings revealed that most of the respondents confirmed the potentiality of agritourism products and services to the environmental quality and in result to the local community wellbeing while few respondents believed that like other types of tourism, tourists may damage the natural resources and increase the pollution.

As one of the interviewees declared:

“For example in Büyükkonuk village, we have three kinds of recycling bins for cans, glasses, plastics, paper and we were trying to introduce this concept in our ecotourism festivals and also we introduced compost with organic materials as a fertilizer for growing plants” [R7].

Another respondent from Kumyalı village said:

“The agritourism practices aim to make nature and the environment sustainable. This model is created to protect the world and nature and reduce the negative effects of mass tourism on the environment. For example, I made one aromatic spiral in my vineyard with some tourists that came from Germany. In this model, we can save the energy of the sun and keep the water inside for a long time and save water and growing your plants in a smaller space. In agritourism model, we have some methods to save the soil, water, and energy such as avoiding digging the garden deeply” [R13].

Another interviewee believed that:

“For example Cittaslow campaign which Kumyalı and Mehmetçik villages participated in. it is an international campaign of slow food, slow cooking agritourism and organic farming. In order to qualify for that campaign, the government has to commit to environmental practices and tourism and farming practices that are environmentally friendly. It means increasing the quality of living in those places and increase the environment awareness in those areas” [R12].

Another respondent said:

“All the products that we make are handmade never made by machine. It doesn't have any pollution. Nothing is mechanical or a machine that works with gas or petrol. So there is zero pollution” [R14].

Another respondent from Büyükkonuk advocated that:

“There was a project they built 33 storage tank with petrol on hills, close to the coast. They bought the untouched land for this project but because of ecotourism effort, we fought with them for six months through media and every local, all the environmental firms joint us because ecotourism and agritourism is rely on environment” [R8].

A female interviewee from Ergazi stated that:

“Agritourism aims to provide products and services that are environmentally friendly. Our small factory was built with the latest technology which is eco-friendly. Even our olive waste is reusable, so there is no pollution” [R15].

Just two respondents denied the potentiality of agritourism to environmental quality.

As one of the respondent said:

“By coming tourists to rural areas, rural areas will develop. The standard of living will improve but the pollution will increase as well” [R4].

Another interviewee asserted that:

“Tourists may damage the natural resources and increase pollution and trash” [R3].

To sum up, the majority of respondents confirmed the contribution of agritourism to the environmental quality that plays a major role in quality of life for locals.

5.5 Coding

Akinyode (2018), described coding as the process that enables researchers to classify and sort the information derived from transcripts into meaningful data by assigning labels to the words in order to find common themes and concepts. This process of data analysis aims to decrease the data into relevant and manageable data.

During the process of coding data, the interviews should be examined carefully line-by-line to allocate labels to words and phrases and reduce information into relevant and controllable data. This step can contribute to the categorization step. The following table presents recurrent words.

Table 5.3: Coding Table

Item	Recurrent Word
1	Consuming organic and healthy products
2	Learning about the process of the making local products
3	Emotional contact with environment
4	Changing eating habits
5	Awareness about preserving rural heritage and culture
6	New market
7	More job opportunities
8	Reduce the gap between suppliers and consumers
9	Word of mouth
10	Additional incomes
11	Infrastructure development

12	Raising standard of living
13	Learning about the process of cultivation and harvesting
14	Educating about rural lifestyle and tradition and culture
15	Enhancing economic cycle
16	Promoting women's social position
17	Awareness towards environmental protection
18	Introduce village products
19	Introduce alternative products
20	Environmental-friendly products and policies
21	Sustainable products
22	Environmental sustainability
23	Preserve ancient methods

5.6 Categorization

Costantino, Raffaghelli, Alvarez, Moran (2012), defined categorization as a process that enables researchers to analyze and interpret data by grouping them into relevant categories. In this method, researchers seek to make sense of what respondents express in transcripts. Based on the coded data and further analysis, three general categories are considered in this study according to the following table, namely educational potential, socio-economic potential and environmental quality.

Table 5.4: Categorization Table

Category 1	Category 2	Category 3
Educational potential	Socio-economic potential	Environmental quality
Consuming organic and healthy products	New market	Emotional contact with environment
Learning about the process of the making local products	More job opportunities	Awareness towards environmental protection
Changing eating habits	Reduce the gap between suppliers and consumers	Environmental-friendly products and policies
Awareness about preserving rural heritage and culture	Word of mouth	Sustainable products
Learning about the process of cultivation and harvesting	Additional incomes	Environmental sustainability
Educating about rural lifestyle and tradition and culture	Infrastructure development	Preserve ancient methods
	Raising standard of living	
	Enhancing economic cycle	
	Promoting women's social position	
	Introduce village products	
	Introduce alternative products	

Chapter 6

CONCLUSION AND DISCUSSION

6.1 Discussion

This study assessed the potentials of agritourism in North Cyprus and how these potentials can contribute to the wellbeing of the local communities.

The findings of this study revealed that agritourism activities can affect the local community living in several ways. Especially in changing their quality of life in terms of education, economy and environmental quality. This result is in line with the study of Tew, Barbieri (2012).

In addition, findings indicated that agritourism products and services can bring several economic and non-economic benefits such as socio-economic, educational and environmental benefits for local community that can affect their quality of life which is consistent with the study of Naidoo, Sharpley (2016). Three potentials were found as follows:

1. With the emergence of agritourism in North Cyprus, several socio-economic benefits are generated for the local community. First and foremost, increasing job opportunities and employment and incomes for farm families especially for women. Agritourism activities enable women to sell their handmade products and handicrafts directly to visitors and support their families. In addition to this, agritourism has the potential to empower women, particularly in rural regions by involving them in agritourism activities. It can also enhance the social position of

the women in the community. Moreover, agritourism activities can create the concept of word of mouth among visitors. For example, when visitors consume local products or experience local life style, they may introduce those products and share their experience with others and in result more tourists will come to rural regions and it can generate more socio-economic benefits for local community. Last, this type of tourism can enhance the standard of living for rural areas such as enhancing the transportation system and road construction, renovating many historical buildings in order to attract more tourists which is in line with the study of Karampela, Kizos, Spilanis (2016).

2. Based on the findings of this research the presence of agritourism in rural area of North Cyprus created several educational benefits for locals such as encouraging visitors about consuming organic and healthy food by educating them about the process of producing organic, healthy products as well as introducing and selling fresh and organic products through holding several festivals.

In addition, agritourism practices can enable visitors to earn more information about local cuisine and feel the Cypriot culture and experience the rural life style in person by staying in the farm settings and involving in farm activities. This finding is consistent with the study of Naidoo, Sharpley (2016) and Brune, Knollenberg, Stevenson, Barbieri, Schroeder-Moreno (2020).

3. The findings also revealed that agritourism activities can reduce the environmental effects by considering several policies and practices in order to enhance the environmental awareness in rural areas such as providing homemade products without using any mechanical process that can decrease the pollution or introducing several environmental practices such as Cittaslow campaign in Kumyalı and Mehmetçik villages in which the products and services must be environmentally-

friendly in order to qualify for this campaign. In addition, agritourism practices can inform people about natural conservation, managing and recycling useful materials by introducing those concepts through festivals. This finding is in line with the study of Tseng et al. (2019).

6.2 Conclusion

This thesis aimed to investigate the potentials of agritourism in North Cyprus and how these potentials can enhance the wellbeing of the local communities. Besides the deep analysis on the educational and environmental potentials of agritourism, this study also slightly observed the socio-economical in order to have a comprehensive look into the issue. While the researcher focused more on the educational potential of agritourism, during the data collection process, the majority of respondents directly or indirectly pointed out to the socio-economical and also environmental potentials of agritourism. Therefore, the researcher found it vital to observe these three main potentials of agritourism together.

The findings found three main potentials of agritourism that can contribute to the local community's wellbeing as follow:

Firstly, the educational potential of agritourism that can encourage visitors about consuming organic and healthy food by educating them about the process of producing organic, fresh and healthy products as well as selling those fresh and organic products to them through local shops and different festivals. Also, agritourism practices can enable visitors to earn more information and awareness about local cuisine, culture and tradition by watching the process of production and staying in the farm settings, involving in agritourism practices and experiencing the local life style and culture in person.

Secondly, the socio-economic potential of agritourism that can increase the job opportunities and incomes for farm families especially for women, women can sell their homemade products directly to visitors and earn money and support their family as well as enhancing their social position by direct contact with visitors. Moreover, agritourism activities can enhance the standard of living for locals by attracting more tourists to local areas. More tourists can bring more development for local regions, the historical buildings and monuments were renovated, transportation system and road construction were improved in order to attract more tourists to local areas.

Last, the potential of agritourism for environmental quality by enhancing the environmental awareness among visitors by introducing several concepts and providing the products and services that are environmentally-friendly through holding local festivals.

To sum up, these three potentials of agritourism are in line with three indicators of quality of life which are namely economic, social, and environmental quality. Therefore, these potentials can contribute to fulfilling the locals' needs as well as enhancing their quality of life. This result is in line with the study of Estoque, et al. (2019).

6.3 Implication

First, the government can consider some policies and regulations in order to promote agritourism in North Cyprus. The majority of respondents stated that they didn't receive any supports from government. If the government considers annual budget for promoting this type of tourism like what European Union did through monetary support in these regions, more tourists will come to rural areas and more tourists can

generate more economic benefits for locals and in result it can enhance the economic cycle of the community.

Second, government supports mass tourism more than alternative tourism since mass tourism brings more economic benefits. With the existence of charter flights, groups of tourists come to North Cyprus and they go directly to hotels and they spend most of their time in resorts but with considering several scheduled flights, tourists have this chance to spend more time in rural areas and learn about the culture and tradition of the host country. This way the economic benefits derived from tourists will distribute among many people unlike mass tourism that the economic benefits remain more in hotels.

Third, public sector can play a major role in promoting agritourism businesses by supporting and subsidizing the personal businesses and advertising rural destinations productively.

6.4 Limitation and Recommendation for Future Studies

The major limitation of the study is the recession that happened in agritourism products and services due to the Coronavirus pandemic around the world. However, because of this situation, there were few tourists (domestic or international) to visit agritourism areas which affect interviewees' responses, because they compare this year (2020) to other years.

Future studies can take into consideration and focus on the potential benefits of agritourism from visitors' perception in order to obtain more comprehensive information about the potentiality of this type of tourism.

REFERENCES

- Akinyode, B. F., & Khan, T. H. (2018). Step by step approach for qualitative data analysis. *International Journal of Built Environment and Sustainability*, 5(3).
- Akis, A. (2011). The effects of mass tourism: A case study from Manavgat (Antalya–Turkey). *Procedia-Social and Behavioral Sciences*, 19, 289-296.
- Ana, M. I. (2017). Ecotourism, agro-tourism and rural tourism in the European Union. *Cactus Tourism Journal*, 15(2), 6-14.
- Alipour, H., & Kilic, H. (2005). An institutional appraisal of tourism development and planning: the case of the Turkish Republic of North Cyprus (TRNC). *Tourism Management*, 26(1), 79-94.
- Allen-Meares, P., & Lane, B. A. (1990). Social work practice: Integrating qualitative and quantitative data collection techniques. *Social Work*, 35(5), 452-458.
- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of tourism research*, 32(4), 1056-1076.
- Anderson, K. R. (2017). Tourism and global logistics hub development in the Caribbean. *Worldwide Hospitality and Tourism Themes*.

- Anwar, S., & Hamilton, J. (2005). Tourism into the Future—Towards 2020, and Beyond. *Tourism Recreation Research*, 30(3), 77-85.
- Barbieri, C., Sotomayor, S., & Aguilar, F. X. (2019). Perceived benefits of agricultural lands offering agritourism. *Tourism Planning & Development*, 16(1), 43-60.
- Barbieri, C., Stevenson, K. T., & Knollenberg, W. (2019). Broadening the utilitarian epistemology of agritourism research through children and families. *Current Issues in Tourism*, 22(19), 2333-2336.
- Barbosa, M. T. G., & Almeida, M. (2017). Developing the methodology for determining the relative weight of dimensions employed in sustainable building assessment tools for Brazil. *Ecological Indicators*, 73, 46-51.
- Broccardo, L., Culasso, F., & Truant, E. (2017). Unlocking value creation using an agritourism business model. *Sustainability*, 9(9), 1618.
- Brune, S., Knollenberg, W., Stevenson, K. T., Barbieri, C., & Schroeder-Moreno, M. (2020). The Influence of Agritourism Experiences on Consumer Behavior Toward Local Food. *Journal of Travel Research*, 0047287520938869.
- Canavan, B. (2013). The extent and role of domestic tourism in a small island: The case of the Isle of Man. *Journal of Travel Research*, 52(3), 340-352.
- Çetin, I. (2015). Agritourism development model for North Cyprus. *Journal of recreation and Tourism research*, 2(2), 1-11.

- Chang, H. H., Mishra, A. K., & Lee, T. H. (2019). A supply-side analysis of agritourism: Evidence from farm-level agriculture census data in Taiwan. *Australian Journal of Agricultural and Resource Economics*, 63(3), 521-548.
- Chilisa, B., & Kawulich, B. (2012). Selecting a research approach: Paradigm, methodology and methods. C Wagner, B Kawulich, & M Garner, *Doing social research: A global context*, 51-61.
- Contini, C., Scarpellini, P., & Polidori, R. (2009). Agri-tourism and rural development: the Low-Valdelsa case, Italy. *Tourism Review*.
- Costantino, G., Raffaghelli, J., Alvarez, G., & Moran, L. (2012). Qualitative research methods to analyze Learning 2.0 processes: Categorization, recurrence, saturation and multimedia triangulation. *Journal of e-Learning and Knowledge Society*, 8(2), 123-133.
- Darilmaz, E. (2017). Aliphatic hydrocarbons in coastal sediments of the Northern Cyprus (Eastern Mediterranean). *Environmental Earth Sciences*, 76(5), 220.
- De-Miguel-Molina, B., de-Miguel-Molina, M., & Rumiche-Sosa, M. E. (2014). Luxury sustainable tourism in small island developing states surrounded by coral reefs. *Ocean & coastal management*, 98, 86-94.
- Deng, J., & Li, J. (2015). Self-identification of ecotourists. *Journal of Sustainable Tourism*, 23(2), 255-279.

- Divisekera, S., & Nguyen, V. K. (2018). Determinants of innovation in tourism evidence from Australia. *Tourism Management*, 67, 157-167.
- Dwyer, L., Edwards, D., Mistilis, N., Roman, C., & Scott, N. (2009). Destination and enterprise management for a tourism future. *Tourism management*, 30(1), 63-74.
- Ei, T., & Karamanis, K. (2017). The evolution of alternative forms of Tourism: a theoretical background. *Business & Entrepreneurship Journal*, 6(1), 1-4.
- Estoque, R. C., Togawa, T., Ooba, M., Gomi, K., Nakamura, S., Hijioka, Y., & Kameyama, Y. (2019). A review of quality of life (QOL) assessments and indicators: Towards a "QOL-Climate" assessment framework. *Ambio*, 48(6), 619-638.
- Farmaki, A., Altinay, L., Botterill, D., & Hilke, S. (2015). Politics and sustainable tourism: The case of Cyprus. *Tourism management*, 47, 178-190.
- Gil Arroyo, C., Barbieri, C., Sotomayor, S., & Knollenberg, W. (2019). Cultivating Women's Empowerment through Agritourism: Evidence from Andean Communities. *Sustainability*, 11(11), 3058.
- Glaesser, D., Kester, J., Paulose, H., Alizadeh, A., & Valentin, B. (2017). Global travel patterns: an overview. *Journal of travel medicine*, 24(4).
- Goh, C., Li, H., & Li, M. (2014). A comparative analysis of domestic and international tourism spatial distribution: Trends and impacts. *Journal of China Tourism Research*, 10(4), 388-413.

- Guion, L. A., Diehl, D. C., & McDonald, D. (2001). Conducting an in-depth interview. McCarty Hall, FL: University of Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, EDIS.
- Gursoy, D., Chi, C. G., & Dyer, P. (2010). Locals' attitudes toward mass and alternative tourism: The case of Sunshine Coast, Australia. *Journal of Travel Research*, 49(3), 381-394.
- Hara, T., & Naipaul, S. (2008). Agritourism as a catalyst for improving the quality of the life in rural regions: a study from a developed country. *Journal of Quality Assurance in Hospitality & Tourism*, 9(1), 1-33.
- Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative research methods*. SAGE Publications Limited.
- Higgins-Desbiolles, F. (2006). More than an "industry": The forgotten power of tourism as a social force. *Tourism Management*, 27(6), 1192-1208.
- Karampela, S., Kizos, T., & Spilanis, I. (2016). Evaluating the impact of agritourism on local development in small islands. *Island Studies Journal*, 11(1), 161-176.
- Kilic, H., & Okumus, F. (2005). Factors influencing productivity in small island hotels. *International Journal of Contemporary Hospitality Management*.
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and applying research paradigms in educational contexts. *International Journal of Higher Education*, 6(5), 26-41.

- Kline, C., Barbieri, C., & LaPan, C. (2016). The influence of agritourism on niche meats loyalty and purchasing. *Journal of Travel Research*, 55(5), 643-658.
- Lim, C. C., & Cooper, C. (2009). Beyond sustainability: optimizing island tourism development. *International journal of tourism research*, 11(1), 89-103.
- Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of sustainable tourism*, 11(6), 459-475.
- Mahaliyanaarachchi, R. P. (2015). Role of agritourism as a moderated rural business. *Tourism, Leisure and Global Change*, 2(1), 193-204.
- Mason, P. (2015). *Tourism impacts, planning and management*. Routledge.
- Mazzola, F., Pizzuto, P., & Ruggieri, G. (2019). The role of tourism in island economic growth and resilience. *Journal of Economic Studies*.
- Naidoo, P., & Sharpley, R. (2016). Local perceptions of the relative contributions of enclave tourism and agritourism to community well-being: The case of Mauritius. *Journal of Destination Marketing & Management*, 5(1), 16-25.
- Peráčková, J., & Peráček, P. (2019). Sport for the Subjective Dimensions of Quality of Life. In *Quality of Life*. IntechOpen.
- Percy, W. H., Kostere, K., & Kostere, S. (2015). Generic qualitative research in psychology. *The Qualitative Report*, 20(2), 76-85.

- Petroman, I., Varga, M., Constantin, E. C., Petroman, C., Momir, B., Turc, B., & Merce, I. (2016). Agritourism: An Educational Tool for the Students with agro-food profile. *Procedia Economics and Finance*, 39, 83-87.
- Petrović, M. D., Gelbman, A., Demirović, D., Gagić, S., & Vuković, D. B. (2017). The examination of the residents' activities and dedication to the local community—an agritourism access to the subject. *Journal of the Geographical Institute "Jovan Cvijic", SASA*, 67(1), 37-52.
- Rong-Da Liang, A. (2017). Considering the role of agritourism co-creation from a service-dominant logic perspective. *Tourism Management*, 61, 354-367.
- Scott, J. (2012). Tourism, civil society and peace in Cyprus. *Annals of Tourism Research*, 39(4), 2114-2132.
- Sharpley, R. (2002). Rural tourism and the challenge of tourism diversification: the case of Cyprus. *Tourism management*, 23(3), 233-244.
- Sharpley, R. (2006). Ecotourism: A consumption perspective. *Journal of Ecotourism*, 5(1-2), 7-22.
- Spilanis, I., & Vayanni, H. (2004). 13 Sustainable Tourism: Utopia or Necessity? The Role of New Forms of Tourism in the Aegean Islands. *Coastal mass tourism: Diversification and sustainable development in Southern Europe*.

Stiglitz, J., Sen, A., & Fitoussi, J. P. (2009). The measurement of economic performance and social progress revisited. Reflections and overview. Commission on the measurement of economic performance and social progress, Paris.

Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. How to Choose a Sampling Technique for Research (April 10, 2016).

Tew, C., & Barbieri, C. (2012). The perceived benefits of agritourism: The provider's perspective. *Tourism Management*, 33(1), 215-224.

Tseng, M. L., Chang, C. H., Wu, K. J., Lin, C. W. R., Kalnaovkul, B., & Tan, R. R. (2019). Sustainable Agritourism in Thailand: Modeling Business Performance and Environmental Sustainability under Uncertainty. *Sustainability*, 11(15), 4087.

Tureac, C. E., & Turtureanu, A. (2010). Types and forms of tourism. *Acta Universitatis Danubius. Œconomica*, 4(1).

Turizmplanela. 2020. Retrieved from <http://turizmplanela.gov.ct.tr/Portals/131/İstatistikler/2020%20İstatistikler/Ağustos%202020/GELEN%20YOLCU%20SAYISIAGUSTOS%202020.pdf?ver=2020-09-15-102331-303>.

Unwto.org. 2019. Retrieved from <https://doi.org/10.18111/9789284421152>.

Unwto.org. 2020. Retrieved from <https://www.unwto.org/unwto-tourism-dashboard>

- Varmazyari, H., Asadi, A., Kalantari, K., Joppe, M., & Rezvani, M. R. (2018). Predicting potential agritourism segments on the basis of combined approach: The case of Qazvin, Iran. *International Journal of Tourism Research*, 20(4), 442-457.
- Weaver, D. B. (2017). Core–periphery relationships and the sustainability paradox of small island tourism. *Tourism Recreation Research*, 42(1), 11-21.
- Yang, L. (2012). Impacts and challenges in agritourism development in Yunnan, China. *Tourism Planning & Development*, 9(4), 369-381.