



Journal of Recreation and Tourism Research

Journal homepage: www.jrtr.org

ISSN:2348-5321

AGRITOURISM DEVELOPMENT MODEL FOR NORTH CYPRUS

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ABSTRACT

Usually islands have some disadvantages and some limitations from the point of natural resources and the use of these resources for economical development. Being an island, North Cyprus having the similar disadvantages and limitations, however that considerable advantages as well. In that concept, agricultural resources offers more potential to improve tourism industry of the island. As a new emerging form of tourism, agritourism may become a solution for the development of rural economy while reducing the disparities in the island. The tourism industry which is supported with agritourism can play an important role on reversing the fate of the island economy comparing other industries' contribution to economy. The study analysis agritourism as conceptually and aims to highlight the agritourism potential and how efficiently use this potential of North Cyprus for rural's economic and social development.

Key words: tourism, agritourism, rural development, island economy, North Cyprus.

KUZAY KIBRIS İÇİN TARIMSAL TURİZMİ GELİŞTİRME MODELİ

ÖZET

Genellikle adalar ekonomik gelişme için gerekli kaynaklar bakımından bazı dezavantajlara ve kısıtlamalara sahiptir. Bir ada olarak Kuzey Kıbrıs, benzer dezavantajlara ve sınırlamalara sahip olmakla birlikte diğer yandan belirli endüstriler bakımından dikkate değer avantajlar taşımaktadır. Bu anlamda adanın kırsal tarımsal alanları turizm endüstrisinin gelişimine daha fazla olanak sunmaktadır. Tarımsal alanlarda ortaya çıkan yeni bir turizm türü olarak agriturizm, bir yandan kırsal alanlardaki gelişme yönündeki olumsuzlukları azaltırken diğer yandan tarım alanlarının etkin kullanımına imkan sağlayarak bölgelerin ekonomik ve sosyal gelişimine fırsat sunmaktadır. Bu çalışma, agriturizm kavramını kavramsal biçimde incelemekte ve Kuzey Kıbrıs'ın agriturizm potansiyelinin kırsal bölgelerdeki tarımsal kaynakların diğer bileşenleri ile adanın ekonomik ve sosyal gelişmesi için nasıl etkin bir şekilde kullanılabileceğini açıklamaya çalışmaktadır.

Anahtar kelimeler: turizm, tarımsal turizm, kırsal kalkınma, ada ekonomileri, Kuzey Kıbrıs

INTRODUCTION

All over the globe, the distribution of natural resources, raw materials and production factors are not the same. While some regions of the globe are containing very rich natural resources others are not. So far the contemporary age witnessed that unbalanced distribution of resources caused the occurrence of least developed countries in the different geographic world and regions even in a country. Different than the urbanised regions those parts called as rural areas may not have other alternative industry option except agricultural resources. Only a very restricted livelihood on rural areas are dependent upon the use of the traditional methods of production, and income is created through agricultural potential of the rural areas. Cyprus is the third largest island in the Mediterranean and all surface area is 9251 sq. km and 3298 sq. km of this area is belongs to the North. Large size of the total area in North, 56,71% is agricultural land 19,50% forestry, 8,15% is unused land. Cyprus is semiarid country exposed to unevenly distributed and unreliable rainfall pattern, the average temperature is minimum 7,7 celcius and maximum 34,2celciusin all year(TRNC The Ministry of Agriculture and Natural Resources Statistic and Planning Division, 2010, p.6). The economy of North Cyprus dominated by the trade and tourism with %16 and gross domestic product, 5,649,534,936 TL. and the contribution to the economy is at the second level after the public services according to state planning organization in 2010. In previous decades the economy was heavily depended upon agriculture sector. But the contribution of the agriculture sector to economy, in the time period, lost its power and shifted from 17% in 1980's to 5.9% in 2010 (SPO 2012). In the other hand overall economic growth of tourism industry is insufficient level specifically compared to the south Cyprus. To stimulate rural areas' economic development it is inevitable for rural regions to search for alternative uses of local resources on the name of creating more income and better living conditions for the locals. In that purpose, agricultural lands or areas which are usually used for cultivation or production of food and crop, are being used for tourism and for rural social and economical development as seen in Europe and in the other parts of the world(Busby and Rendle, 2000: 635, Phealan and Sharpley, 2011: 121, Brandth and Haugen, 2011: 35-36).As a result of this approach, a new form of tourism product has become presented in the tourism market by agricultural regions.The use of agricultural potential as a tourism form it may become a alternative option for local economies as well as surviving agriculture and supporting the tourism industry of North Cyprus.

The study analysis agricultural potential of North Cyprus in relation to agritourism. The purposes of the study are to highlight the importance of agricultural areas for the tourism industry and examine the possible contribution of agricultural areas to the tourism product of a destination with its recreational potential. It also aims to consider how agricultural areas could complete the tourism product of a destination and the requirements for agritourism. The research is an opportunity, incase some suggestions made for operating agritourism are considered by the decision makers, the tourism planners and national tourism organizations for economic development of the region.

LITERATURE REVIEW

For some previous decades witnessed that economic restructuring and the farm crisis have severely reduced rural communities' economic opportunities. Economic restructuring has caused a loss of rural manufacturing plants and many jobs. The 1980s farm crisis in the Midwest also led to a decline in the numbers of farmers and restructured farm ownership, forcing some farm families to augment their incomes with off-farm jobs, to depart farming, or to declare bankruptcy. The farm crisis and the loss of manufacturing jobs had substantial ripple effects in rural communities. Many stores and agribusinesses disappeared from small rural towns(Wilson, Fesenmaier, Fesenmaier, and Van Es, 2001:132). In literature it is approved that there is a strong relation between agriculture and tourism and approximately one third of all expenditures are created toward food and tourism has potential to promote local agricultural development through the stimulation of tourism demand, local fresh food produce (Torres, 2003: 546-547). Agritourism improves the quality and profitability of agricultural production (Yang, Cai and Sliuzas, 2010:382). Barbieri (2009), Saxena, Clark &Ilberry (2007), Sharpley (2007) and Veek at al. (2006) argue that agritourism creates positive influence on farm family income by creating extra sales and produce solution for local employment and stimulates local business through the restorant and shop sales(Tew and Barbieri, 2012: 216).

Tourism is an option for enhancing rural lifestyles and for inducing positive changes in the distribution of income in underprivileged regions (Abby Liu, 2006: 878). As the result of the redistribution of tourist expenditures on accommodation, food and drink or spendings etc. in visited destinations tourism generated 45% of the total exports in services in developing countries and principal export in over 80% of developing countries and notably small island states, tourism accounted for over 25% of GDP in 2012(<http://step.unwto.org/en/content/tourism-and-poverty-alleviation-1>Tourism and Poverty Alleviation, access: 20.10.2012). In addition to the

declining of farm incomes and search for the alternative options to increase the income through the activities in rurals, “alternative farm enterprises” seen an effective strategy to promote a more diverse and sustainable rural economy (Phelan and Sharpley, 2011: 121). Rural tourism provides a base for the small businesses that might not otherwise be in rural communities because of their small populations. Tourism particularly helps two types of small businesses in rural areas; those directly involved in tourism (e.g., attractions and hotels/motels) and those indirectly involved in tourism (e.g., gas stations and grocery stores). Additionally, rural tourism (Mjalager 1996; Oppermann 1996) works well with existing rural enterprises such as u-pick farms and can generate important secondary income for farm households (Wilson, Fesenmaier, Fesenmaier, and Van Es, 2001:132).

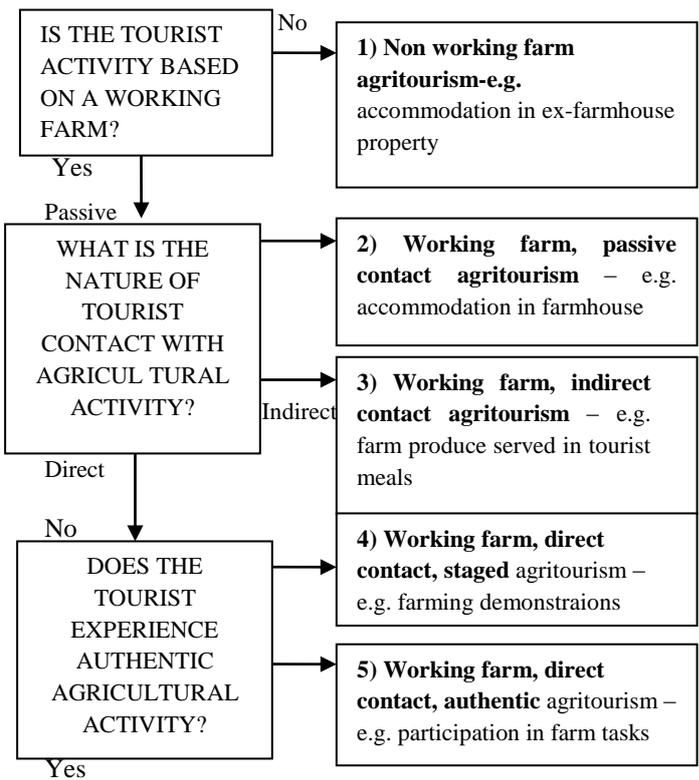
The modern agriculture not only has the production function, but also has the life function which for the people the sightseeing, the leisure and take vacation. This pattern take the agricultural production as the foundation, use of agriculture natural environment and humanities environment, take the agricultural production, the agricultural life and the ecological environment as one to develop tourism industry, forms the multi-purpose ecology agricultural park which collect ion of science researching, producing, sales, funning, sightseeing, consulting and holiday as one (Li, Deng and Ye, 2011: 1403).

Concept of Agritourism

The promotion of tourism as an “alternative farm enterprise” has become a key development strategy for rural regions as well as an individual strategy for the farm household (Pheland and Sharpley, 2011:123). Agritourism is a result of pluriactivity in agriculture by combining farm with other sources of tourism activities (Brandth and Haugen, 2011: 39). In literature the term agritourism is used a form of nature based tourism such as eco-tourism, rural tourism (Clarke, 1999:26) and agritourism has been used interchangeably with each other (Philip, Hunter and Blackstock, 2010: 754, Phelan and Sharpley, 2011: 134, Fleischer, Tchetchik, 2005: p.493, Kompula, 2007: p. 123). In many cases the term agri or agrotourism, farm tourism or tourism on farms (Busby and Rendle, 2000: 635) and according to Fleischer and Tchetchik (2005) for such close concepts, demarcation between farm tourism and rural tourism is hazy (Fleischer, Tchetchik, 2005: 493). The genuine agritourism is characterized by tight agricultural connection culturally, locally and with the rural lifestyles (Ciervo, 2013:334) In literature, there is not a clear definition of agritourism and of the kinds of activities it includes (Dubois Schmitz, 2010). While there is a debate concerning whether

the product is based on a ‘working farm’ or not, the nature of contact between tourist and agricultural activity, and the degree of authenticity (Philip and others, 2010). As regards this last, referring specifically to the “staged authenticity”, the concept was introduced in tourism analysis by MacCannell (1973, 1976) using Goffman’s (1959) the atrical metaphor and notion of front and back regions, to illustrate the backstage production and promotion as authentic local culture. The staged authenticity is produced by operators in order to create an “appealing package” and satisfy the demand of authenticity from tourists (Ciervo, 2013: 323).

Figure1. Agritourism Typology



Source: Philip and other, 2010, p. 756.

In addition the rural based characteristics of agritourism, it enables more positive contribution to economy and to social life of local people. It is generally used revival of local economies (Busby and Rendle, 2000: 635) and regarded as a mechanism to reduce regional disparities and to increase the economic control of locals and pursued by tourism planners and has been used as a facilitator to help revitalize the rural economy (Liu, 2006:879). Agritourism is an innovative agricultural activity in creating additional source of income and employment opportunities to the farmers (Sharpley and Vaas; 2006: 1050), requires family members works; also enhance farmers and workers three times higher income than the traditional production (Yang, Cai and Sliuzas, 2010:382).

Agritourism is very clearly and fundamentally based on agricultural activities of tourists in farms as traditionally known and a synonymous with rural tourism(Komppula, 2007: 123). Agritourism as also an entrepreneurship, offers farmers to bring farm and rural activities as alternative activities for demand. Tourism, small or micro size, offers easy entry into a number of business types (Getz and Carlsen, 2005: 239). As Ataljevic and Doorne (2000); Getz and Carlsen (2000) stress much of the reason of this interest is related to the lifestyle, location and leisure preferences(Getz and Carlsen, 2005: 239). From this point of view agritourism as the preferences of farmers presents organizing some activities depending upon the agricultural and natural environmental resources.

THE IMPORTANCE OF AGRITOURISM DEVELOPMENT FOR NORTH CYPRUS

Social and economic development for islands can be considered more difficult comparing the other parts of the world for some reasons. For island economies the circumstances for benefit from the current trend requires some critical judgement so unfortunately most island governments model their development plans on those developed nations with massive natural and human resource base and pursuing that has been lead to stress and damage of islands’ natural and human resources. As a result of Small Islands Developing States in 1994, sustainable development for island states accepted as a development startegy. According to this strategy the islands have recognized their particular advantages and disadvantages and the success of development for an island found that it lies in increasing the efficieny with which it utilizes the limited resources available to it(Sustainable Island Farming, 2006: 2).

North Cyprus has limited resources for manufacturing and good industries. However the country especially has comparative considerable well resources for agriculture and tourism. In addition to this, some internal and external factors such as unstable political structure and isolations limit the development of all industries as well as agriculture and tourism. Tourism, as for many countries in the world and for North Cyprus seems one of the most important industries(Altinay and Bowen, 2006:942) but international tourism and receipts are far from desired level for North Cyprus.

Table 1. Key Statistical Datas of Northern Cyprus Tourism Industry

Years	Bed Cap.	Tourist Arrivals (included Turkish and T.Cypriots)	Foreign arrivals	The Number of Night	Occup. rate in Tour. Units
2008	15,440	808,682	158,277	478,392	33,3
2009	15,705	800,376	161,676	474,600	35,0
2010	16,947	902,390	160,465	497,236	36,4
2011	19,162	1,022,089	220,763	594,862	41,4
2012	19,867	1,166,186	261,681	688,713	44,1
2013	18,766	1.232.753	309,445	713,901	47,9
2014	19,276	1.366.077	345,500	803,933	47,6

Source: Adjusted from the Tourism Planning Office, Planning, Statistic and Reseach Center, January, 2013, 2014.

As indicated at Table 1, bed capacity and in general international arrivals specifically foreign arrivals are considerably low. Lacks of product differentiation in its tourism offering, and existence of insufficient infrastructure and being far from efficient tourism planning of North Cyprus can hardly get desirable benefits from tourism even currently it is one of the main industries. As seen from the table the bed capacity is very limited and total bed capacity is almost 20.000 in 2012. Tourism market is mostly depend on Turkish citizens and because of the isolations implemented on North Cyprus it is making harder to attract international arrivals. Even having very low level bed capacity in the industry, the level of occupancy rate in touristic units is less then 45 in all year. The reasons of this situation is very clearly not only depend on the isolations and can be ragarded to the interior structure of the island. The tourism problems of North Cyprus generally lies on some major issues:(1)Political unstability; since 1983 Turkis Republic of North Cyprus first established the often government changes kept far decision makers to focus on the priorities of the economy and public needs as weel as focusing on doing the requirements for stable tourism industry. (2) Lack of tourism planning; ignoring tourism plans or development without tourism planning can cause undesired results in the industry and later on this situation sometimes can not be reversed. The First Transition Program was prepared in 1977 to achieve economic development and arrive at economic targets(Katircioğlu, Araslı and Ekiz: 40)

the success of those plan until the current day can be discussible. For the succesful and sustainable tourism development in North Cyprus, governments should act more efficiently and effectively as the tourism become prior industry for economy and social life. Governments should look at a holistic approach to planning and development of industry for sustainability. Fundamental role of government institutions in societies; they are the underlying determinant of the long-run [sustainable] performance of economies and governments are not the only actors addressing major societal issues and new modes of governance were are needed to solve these issues (Alipour, Vaziri and Ligay, 2011: 34) Also, the peculiar political economy of North Cyprus, ‘Cyprus conflict’, has not been conducive to the sort of political environment that fosters formidable strategies to deal with issues regarding to sustainable tourism development (Alipour, Vaziri and Ligay, 2011: 40).

Diversifying tourism product with the agritourism can create new target customer, it may become alternative solution for short length of stay and low occupancy rates and increase flow of foreign currency in tourism industry of North Cyprus. Current tourism demand tend to go for outdoor and unroutine activities offered in rural areas. Agricultural activities in rural may become one of those alternative tourism activities in North Cyprus. In many smaller, least developed nations with highly limited resource bases, particularly island-micro states, tourism has become more and more dominant economic industry such as in the Caribbean islands, the Indian Ocean, Islands of the Seychelles and the Maldives and the Islands of South Pasific and Cyprus (Sharpley, 2002: 20). Contrary that North Cyprus though having considerable advantages the tourism industry is pretty weak and small rather than casino tourism. As result, for North, it is inevitable diversifying the tourism industry with the supportive, alternative products. With many reasons agricultural lands and rural background can be evaluated as agritourism product in North. A clear evidence for this, in 2007, the U.S. Department of Agriculture (USDA) Census of Agriculture reported 160,000 U.S. farms were participating in some form of direct sales/agritourism with receipts totaling \$566,834 million, an increase of approximately 180 percent from 2002 (http://lee.ces.ncsu.edu,access,19.02.2014). This amount is two times more than of total tourism receipts of North Cyprus in 2010 (Tourism Planning Office, Planning, Statistic and Research Center, January, 2010: 47) Population in North (de-jure) 286,257 people (KKTC, DPÖ, 2011:6) and 60.2% of total population live in villages and rural areas, and 39.8% live in the town centers. The work force of total population employed in agriculture is 33.5%

in 1985, 26,7% in 1990, 17,1% in 2000 and 12.0% of work force employed in agriculture in 2005 (SPO 2012). However, while the share of agricultural products in total exports was 81.6% in 1980 it decreased to 77,6% in 1985, 45.5% in 1990, 31.7% in 2000 and 29.4% in 2009 (SPO 2012). And it shows that population engaged in agricultural activities dramatically decreased in the period between 1985-2009 and in addition to that the economic contribution of agriculture to GDP of the country follows the similar path.

Table 2. Working Population and Number Of Working Person in Agricultural Sector in Turkish Republic Of Northern Cyprus

Years Poply	Total Popl.	Total Emply.	Agg. Emply.	Agg. (%)
1990	171,469	71,525	19,094	26,70
1995	181,363	76,454	17,383	22,74
2000	208,886	89,327	15,236	17,10
2005	220,289	109,090	13,077	12,00
2008	274,436	91,223	3,171	3,50
2009	283,73	91,550	4,432	4,80
2010	286,964	93,498	5,300	5,67
2011	291.609	97.103	3,614	3,70

Source:

http://www.tdkb.gov.ct.tr/Portals/1072/%C4%B0statistik/2012.pdf, access:05.12.2014

Table 2. indicates working population and the number of working person in agriculture since 1990. As very clearly seen from the table while total population and total employment increasing working population in agriculture is negatively decreasing. The percentage of working person in agriculture is 26 in 1990 and 17 in 2000 and very dramatically decreased to 4,80 in 2009. It shows that agriculture lost its attractiveness for the working population. It also caused the losing of economic power of rural areas. Some number of agrarian people because of the limited work opportunities move to the relatively developed cities, some even travel daily to the South of the Island. Agritourism can be seen an alternative tool to overcome poverty as a means of attempting to reduce the disparities and may play a balancing role for the entire island and between developed or least developed districts. From the business perspective, developing agritourism can bring new horizons to the local people as entrepreneurs. As a form of tourism agritourism, the agri farms provides economic income for farmers and thus the farmers are generally remain self employed and it an avenue to the farmers for the direct sale of produce from farm to the tourists in contradictory they will not be able to have in the other conditions. As result, agritourism contributes to the economic survival of farms and locals on their traditional works. It is seen that there is strong relation between tourism and agriculture in host destinations and contrary that there is little evidence to prove that international

tourism successfully develops linkage with local host agriculture (Torres, 2003: 546-547). This issue causes a kind of situation that in some cases tourism development harms local agricultural production by attracting land and labor away from the agrarian sector. Because of existence of a competition between agriculture and tourism it is thought and accepted that tourism fails to stimulate local agriculture and decrease agricultural production. However that it is widely recognized that tourism has potential to promote local agricultural development through the stimulation of tourism demand, the high value speciality food and local fresh produce (Torres, 2003:547). In North Cyprus, large number of agrarian people search for alternative works and some families are running agri shops and most of them successfully run small business by selling the local foods and products to domestic tourists. As Torres mentioned the link between agriculture and tourism can be very strengthened through tourism. Also agritourism improve the quality and profitability of agricultural production (Yang, Cai and Sliuzas, 2010: 382).

Table 3. Land Existence and Distribution

Kind of Land	About A Quarter Of An Acre	A Thousand Square Meter	%
1. Agricultural Land	1.398.123	1.870.689	56,71
2. Forest Land	480,740	643,230	19,50
3. Grazing and Hali Land	122,157	163,446	4,95
4. Town, Village, Rivers and Dome Land	263,471	352,524	10,69
5. Unused Land	201,061	269,019	8,15
Total	2.465.552	3.298.908	100,00

Source: Agricultural Structure and Production, (2012). TRNC The Ministry of Agriculture and Natural Resources Statistic and Planning Division, Lefkoşa-Nicosia., p.19

In some natural conditions and concentrating on agriculture expose farmers to risk. Because industry becoming competitively unprofitable, (in many cases because of the isolations farmers in North Cyprus appeals extraordinary marketing efforts when distributing their crops to demand) it is seen that farmers' expectations comparatively decrease and maintaining a livelihood becomes harder to achieve for farmers in North Cyprus. As seen in Table 3. the agricultural land area constitutes 56.71% of total land area in North Cyprus of and 63.1% of this agricultural land is actively used for agricultural production and 8.0% of active agricultural production area belongs to watery agriculture (Salih Turan Katircioglu 2006: 1 (1), p.63, (61-70), adopted from SPO,

2003). Agritourism development in North Cyprus can create efficiency and productivity in citrus production and other land use. However that considerable factors for agricultural and rural structure encourage agritourism development for North Cyprus. Most important factors; North Cyprus is currently a popular touristic destination with its touristic resources, the nature, geography, and natural resources are unspoiled, population suffers from revenue and small scale farmers and locals may get an alternative source of revenue and it may stop immigration of locals out from districts, there is a considerable demand for nature based tourism and appropriate climate supports rural based traditional events and the festival organizations during the all year around. Authentic background is one of the attractive factor for demand to agritourism. Culture, local traditions, geography and nature life with flora and fauna enriches agritourism potential. In North Cyprus according to the European Wild Life and Protection of their Habitation Agreement; "Bern Agreement", 52 plant, 1 plant family, 5 mammals, 213 bird species, 16 reptile and 2 turtle species categorized as wild plants and mammals, and olive trees as cultural value taken under the protection (Tourism Monthly. 2005: 30). Wild orchids and tulips are the most popular principal endemic species in the island. These substances in addition to the agricultural activities, entirely create attractiveness for agritourism on one hand and on the other through the agritourism the attractions in agricultural background may have protection change when agritourism is sustainably planned and managed. As result productivity in farmers operations can be increased. In addition to this, agritourism development for rurals in North Cyprus may bring some other contribution to rurals as mentioned below;

- tourism can increase production level in agricultural production products, increase of quality of food and help maintain the viability of farms, the opportunity to realize the economic value of unused and abandoned farms, buildings,
- additional income to the local people, the economic growth, diversification of regional economy and creation of employment opportunities to skilled and unskilled people, women and youngs,
- the increment in social contacts, especially in breaking down the isolation of the most remote areas and social groups,
- the opportunity to reevaluate the heritage and its symbols, the environment and the identity and awareness and the protection of local social, environmental, historical and cultural values.
- it can be developed quickly,

Agritourism Development Model for North Cyprus

Like other economic development strategies, for successful agritourism development some components of rural tourism can be accepted (Wilson, Fesenmaier, Fesenmaier, and Van Es, 2001:133). Tourism development involves attractions: natural and manmade features both within and adjacent to a community; promotion: marketing of a community and its tourism attractions to potential tourists; tourism infrastructure: access facilities (roads, airports, trains, and buses), water and power services, parking, signs, and recreation facilities; services: lodging, restaurants, and the various retail businesses needed to take care of tourists' needs; and hospitality: how tourists are treated by both community residents and employees in tourism businesses and attractions. Left out of this list are tourism entrepreneurs and their role in fostering these components. While the above components and a community's assets are clearly important to tourism development, only the widespread participation and contribution of rural tourism entrepreneurs can ensure a broad-based foundation for successful tourism development. In addition to factors above, the importance of the community and the participation locals as tourism entrepreneurs, their role in tourism development and promotion becomes determining factor of the success. As Wilson and all (2001) mentioned (found) the ten factors/conditions were the most important for successful tourism development in rural areas: a complete tourism package, good community leadership, support and participation of local government, sufficient funds for tourism development, strategic planning, coordination and cooperation between businesspersons and local leadership, coordination and cooperation between rural tourism entrepreneurs, information and technical assistance for tourism development and promotion, good convention and visitors bureaus, and widespread community support for tourism (Wilson, Fesenmaier, Fesenmaier, and Van Es, 2001:134). In this study, as a result, the vital requirements to start agritourism are grouped and evaluated in three main categories as: Governmental Support, Agricultural resources, Support of local community involvement.

Governmental Support:

The reason for the intervene of the government is very classical so as tourism is a system (Collier) and may have the potential to contribute more than alternative industries to achieve wider objectives established by government as priorities in the common interest of community (Jeffries, 2001:105). A consequence of the restricted tourism development in the North Cyprus has been that the natural environment remained, for the most part, is

undisturbed (Altinay et al., 2002). This situation offers some advantages to diversify North Cyprus tourism industry by converting the use of agricultural parts as agritourism activity with the tool of planning without damaging the rural communities' traditional farm activities. There is a unanimous consensus about that the tourism industry could be developed to its full potential with adequate public sector support and with an appropriate infrastructure and a constructive regulatory and policy framework (Ateljevic and Page, 2009: 158) and in that concept planning is a political process and politicians as decision makers can play a critical role on taking consideration tourism planning as a priority and shaping and some cases that empowers some disadvantages others, often strengthening the position of powerful and further undermining the position of the weak (Scheyvens, 2002: 173).

Deininper and Binswangner (1995) states that government support for the rural areas in the past has been seen as subsidized farm credit, infrastructure investment without cost recovery and assistance in marketing via parastatals or statutory monopoly rights (Eicher and Staaz, 1998: 298). Frater (1983) and Nilsson (2002) declare that state financial aid to support the redevelopment of redundant farm buildings into accommodation facilities, first introduced in 1954, in France, and in Italy, Germany and Denmark farms development for tourist facilities have been also long benefited from national support (Sharpley and Vaas; 2006: 1040). Rural areas require substantial investment in economic and social infrastructure (Eicher and Staaz, 1998: 298).

In addition to the declining of farm incomes and search for the alternative options to increase the income through the activities in rurals, "alternative farm enterprises" seen an effective strategy to promote a more diverse and sustainable rural economy (Phelan and Sharpley, 2011: 121). Without governmental support private industry efforts may become insufficient to develop infrastructure and may ignore environmental, social and economical benefits in the long run while possibly focusing on the benefits in the short run. Agritourism, arising in rural areas with agricultural activities of farmers was seen as a positive affect on the economical support of government to agriculture, not only to tourism enterprises. Fleischer and Tchetchik found that governmental support for agricultural production was indirectly channeled into support for tourist activities and the agri farms which was settled in the region has infrastructure cause the snergetic effects to the other firms and concentration on the tourist activities (Fleischer and Tchetchik, 2005:500). Other research shows that the great majority of agritourism business owners believe that public sector should

be more proactive in supporting the promotion of rural tourism businesses, either through subsidising individual business' advertising or more generally promoting the region more effectively (Sharpley and Vaas; 2006: 1050).

Agricultural resources:

Agricultural resources contain agricultural background of the region in addition to the location, land, farm etc. It is more wider and illustrates the micro level requirements mentioned in the study. Agricultural resources can be considered as the circumstances of the region for overall agricultural production. These resources are climate, rain, geography and the nature which offers activities to the visitors. As having rural background, agricultural parts offers different form of tourism activities depending upon the richness of resources in the region. Agricultural resources; such as rural background; land shape, climate, flora and fauna, farm itself and local activities in the local area offers unique opportunity fullfilling the demand to rural area which is not available in other places. As mentioned in literature (Pearce, 19909, Nilson 2002) farm itself being an attraction takes its support from the rural background (Fleischer and Tchetchik, 2005: 493). Agritourism business is dependent on the location of the farm being attractive to the visitors, and the quality, history of the farm units convey that value (Brandth and Haugen, 2011:39).

Characteristic of agricultural activity of North Cyprus is muchly dependent on citrus cultivation and with the lanscape and with its climate most attractive and fertile citrus areas are Güzelyurt and Girne shown in Table 4, and size of lands belongings the farmers are usually smaller than hectar. It may become one of the reason to foster agritourism entrepreneurship attemts. Many small scale farmers can find entrepreneurship opportunity through the agritourism development.

Table 4. Citrus Area, Yields and Production in North Cyprus

Districts,Regions	Area	Yield	Production
North Cyprus	41.263	2.347	96.831
Lefkoşa	-	-	-
Gazi Magosa	349	2.183	762
Girne	1.273	988	1.258
Güzelyurt	39.570	2.391	94.625

Source:Agricultural Structure and Production, (2010). TRNC The Ministry of Agriculture and Natural Resources Statistic and Planning Division, Lefkoşa-Nicosia., p.59.

In Northern Cyprus all year around and in specific time period some of ordinary activities can be listed according the characteristics of each agritourism location as below;

- being a citrus center collecting, cutting, gathering, processing mandarin, lemonade and oranges can all be pleasant activities for the tourists.
- picking olives and olive oil pressing in the traditional oil pressing place.
- gardening and learning mediterranean garden style, watering and groving flowery,
- selling on roadside stands and local markets,
- picking grapes and wining; specialties: wine, cider, maple syrup, flowers, herbs,
- participating in traditional weddings of local families's.
- trekking all over the year and participating the local festival trekkings for discovering endemic plants such as Cyprus tulips, orchids,

Local community involvement:

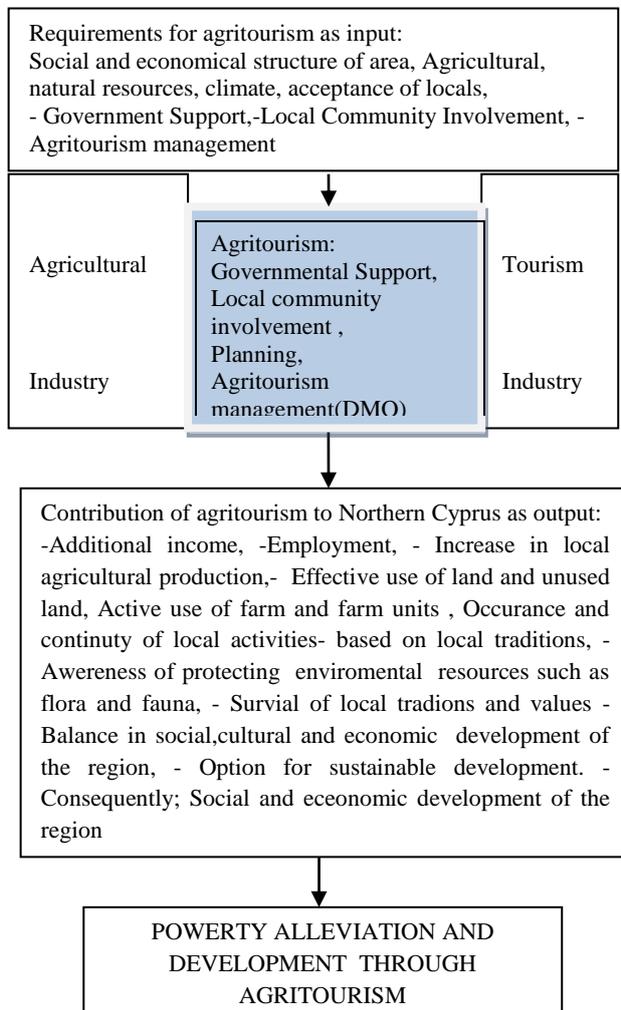
In literature agritourism have been receiving some attetintion from the point of that it should not be seen only as an eeconomic activity of farmers but having social and other rural lifestyle points (Tew and Barbieri, 2012: 217). It has multifaceted contribution to rurals socially and culturally. One of the critical factors for the succes of agritourism development is based on governmental support and it depends on the locals involvement in the plan equally with the economic and social points. It is clear that governments can play significant role on encouraging, legislating, regulating and managing perspective as well as integrating community and balancing social impacts vice versa gaining economic benefits (Scheyvens, 2002:171-172) for the agritourism region. In the past it was very clearly seen that it was possible tourism development have been negatively impacted with socio-cultural and environmental impacts, where rapid and largely unplanned and uncontrolled (Inskeep, 1991: 365-366). Other key factor for the success of agritourism is attracting support of locals as well as any form of tourism in any region. Because of agritourism business in nature seen as small family business and the characteristics of locals in North Cyprus reflecting the similar case, agritourism planning vitally requires focusing on involvement of locals as community to result of tourism development positively.

CONCLUSION

To situmulate rural areas' economic development it is inevitable for rural regions to search for alternative uses of local resources on the name of creating more income and better living conditions for the locals. Due to the declining of farm incomes

in rurals, agritourism offers alternative and an effective strategy to promote a more diverse and sustainable rural economy. Because agritourism as rural tourism works well with existing rural enterprises such as u-pick farms and can generate important secondary income for farm households. Since rural tourism providing a base for the small businesses in rural communities it helps locals to start their own businesses. Diversifying tourism product with agritourism in Northern Cyprus, may provide desired benefits as well as providing job and additional income opportunities to the locals. Most likely when agri tourism is well planned and implemented in the island may help the discover of multisided traditional forms of rural production of local farmers while presenting mainly economic and social and cultural development to the island economy.

Figure 2. Agritourism Model 345for Northern Cyprus



Consequently, North Cyprus currently a touristic destination which having considerable tourist attractions with its ancient heritage; forts, temples, palaces and unspoiled and immense beaches and with its flora and fauna. Mediterranean climate offers sunny day almost all year around with unique temperature. But, tourism industry stil far from

attracting the sufficient demand segment what it really deserves. Owing to the inadequacy of natural sources and typical small island economy in TRNC, tourism sector stands as an alternative in overcoming the difficulties in industrial development and distribution of local products to international markets. However, due to inadequate tourism policies and lack of diversity in tourism services and products, the desired level of benefit has not been achieved yet. This study suggests perceiving agritourism as a tourism product in TRNC and supporting it by developing policies accordingly in order to overcome and reduce the current problems. Figure 2. illustrates how to develop agritourism in industry.

In general, the model grounds on harmonization of the current situation aroused due to supporting the attraction which is ensured by the intact nature of rural areas with agricultural activities for the demands of tourism. The model regards these products which emerged thanks to agricultural equipments and agricultural activities as tourism inputs. It aims to transform them into a social and economic development. Within this process, side income and job opportunities may be available and rise in production, added value and eventually socio-economic development can be achieved if demands of rural tourism (agritourism) which acts on different motives from the country tourism because of general features of tourism demand emerged.

In order for the success of the model, when the demand is regarded ceteris-paribus, agricultural fields in rural areas should primarily be planned strategically and supported as for tourism without detriment to agricultural activities. Within this scope, planning of agritourism should be considered as a sub plan of entire tourism planning of a country which is harmonized to agricultural and economical policy. Model should contain the following entities for the success;

- Government
- Local community
- Agricultural organizations
- Destination management organizations(DMOs)

Without the support of the government, it is impossible to succeed in agritourism. Planning of agritourism requires the participation of the government as an authoritarian force. The model aims at supporting the development of agritourism morally and materially and directing it, by the strong decision maker; the government. The government can achieve the integration of macro tourism plans by developing specific agritourism plans and improving it within the process through national tourism organization. As building infrastructure cost a lot and requires extreme effort,

this role is generally shouldered by the government. Development of infrastructure and other essential services are critical to the successful promotion and development of agritourism. The prospect of attracting the tourism demand looks uncertain without these basic infrastructures. Thus, government at the macro and micro level, province and municipal levels need to invest in rural infrastructure as a show of commitment to promoting and developing agritourism. Support of locals, especially the farmers is inevitable for the success of model. Business and marketing plan assistance and training is important in the later points of agritourism development process. In this mean, being a different form of business than the locals traditional farm activities, agritourism business requires farmers to gain entrepreneurial and managerial and other business skills as an education. As a nature result of agritourism, even small, it requires to use accommodation and food and beverage and other units as typical business to run. To get the desired results from agritourism, agritourism organization unity can facilitate to reach to economic and social benefits as well as minimizing the operational risks, managing and controlling agritourism development in the region as DMOs. To sustain an economic, social environmental benefits of tourism in long DMOs opinion may help a healthy development as well as protecting against to negative perception of agritourism development.

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