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Residential Tourism in Northern Cyprus.  
Motivation Factors of Tourists Towards NC.

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## ABSTRACT

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The aim of this thesis was to analyze the motivational factors of second home purchases in Northern Cyprus and also to provide a better understanding of second home motives. The analyzing was done by interviewing people who already have a property in NC or are thinking about a purchase. The attitudes of second home owners are investigated in order to assess the pull factors of Northern Cyprus for second home owners. This study could be useful for further research as well as for the Tourism Association of Northern Cyprus.

The theoretical framework is based on second-homes phenomenon overview and definition. Then the motivational factors in owning a second home overseas are discussed. Also, different types of consumer segmentation are reviewed. For a better understanding of a destination place which is related to the empirical study, the background of the Turkish part of Cyprus and tourism development in Northern Cyprus are described.

The research was made using the qualitative study method. A survey was conducted in order to collect the empirical data. A questionnaire was designed in English and in Russian specifically for the interview. The Russian language was used in the interviewing process. The respondents were Russian tourists and they were presented with a questionnaire with open ended questions.

The results of the interview indicated that the main push factors are affected by the background of respondents – the place of residence and culture. The main pull factors are affected by the features of a destination place. Turkish part of the island is a very attractive place to visit for the Russian tourists. More tourists come to NC every year with a desire to purchase a property there for the family and for their children for now and in the future. As a result, residential tourism makes an impact on tourism development of Northern Cyprus, and thus makes a contribution to the economy of the Turkish Part of Northern Cyprus.

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Keywords      Second home tourism, motivation factors, North Cyprus

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**TIIVISTELMÄ**

Tekijä	Anastasia Boyarkina
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Opinnäytetyön tavoitteena on analysoida kakkosasunnonomistajien motivaatiotekijöitä Pohjois-Kyproksella, ja myös ymmärtää paremmin kakkosasunnon omistamisen motiiveja. Tutkimus tehdään haastattelemalla ihmisiä, joilla on jo asunto Pohjois-Kyproksella, tai ovat ajatelleet ostaa sellaisen. Kakkosasunnon omistajien asenteita tutkitaan, jotta voidaan arvioida Pohjois-Kyproksen vetovoimatekijöitä kokonaisuutena. Tämä tutkimus on hyödyllinen myös Pohjois-Kyproksen Matkailuyhdistys Ry:lle, mikäli he haluavat tehdä jatkotutkimuksia.

Teoreettinen viitekehys perustuu yleiskatsaukseen ja määritelmään kakkosasuntoilmiöstä. Tämän jälkeen kerrotaan motivaatiotekijöistä kakkosasunnon omistamiseen ulkomailla. Erilaisista kuluttajien segmentointimenetelmistä kerrotaan myös. Empiiriseen osioon liittyen, kuvaillaan Kyproksen Turkin puoleisen osan taustoja ja matkailun kehitystä Pohjois-Kyproksella, jotta saataisiin parempi käsitys kyseisestä matkakohteesta.

Tutkimus tehtiin käyttäen kvalitatiivista tutkimusmenetelmää. Kysely suoritettiin, jotta saataisiin kerättyä empiiristä tietoa. Kyselylomake laadittiin englanniksi sekä venäjäksi nimenomaan haastatteluita varten. Vastaajat olivat venäläisiä matkailijoita, joille esitettiin kyselylomake, jossa oli avoimia kysymyksiä.

Haastattelun tulokset osoittivat, että tärkeimmät taustavaikuttajat ovat vastaajien asuinpaikka ja kulttuuri. Tärkeimmät vetovoimatekijät sen sijaan ovat matkakohteen ominaisuudet. Turkin puoleinen osa saaresta on erittäin houkutteleva paikka venäläisille turisteille. Yhä useammat turistit tulevat Pohjois-Kyprokselle vuosittain ostaakseen sieltä asunnon perheelleen ja lapsilleen. Tämän seurauksena loma-asuntomatkailu vaikuttaa matkailun kehitykseen Pohjois-Kyproksella, ja täten antaa myös panoksensa Pohjois-Kyproksen turkkilaisen osan talouteen.

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## **INTRODUCTION**

In the last few decades the traditional society has changed under the influence of modernism, mobility and the globalization. As a result, it is hard to discern between “first” and the “second home” and to define their roles. In the age of Modernism, the second home phenomenon has been analyzed based on the theoretical background of bipolar dwelling where the permanent residence occurs as a place of work, and the second home as a place of leisure.

Today the mobility of the many people is greater than ever before, as people move in the world easily. The traditional understanding of the home has blurred by these factors, strengthening the sense of home at a destination. Therefore, the concept of home in a modern society is defined by a feeling of belonging, by a perception.

So why do people buy second homes and what are the reasons that push to have a property overseas, particularly in Northern Cyprus? This is what this study is going to find out.

### **1.1 The aim of the thesis**

The aim of this study is to analyze the motivational factors of second home tourists-owners in Northern Cyprus and also to provide a better understanding of second home motives. The analyzing is done by interviewing people who already have a property in NC or thinking about a purchase. The attitudes of second home owners are investigated in order to assess the pull factors of Northern Cyprus for second home owners.

### **1.2 Target group**

The target group is chosen as a second-home owners with a different background on the basis of customer segmentation theory. However, there is one common characteristic within the target group – their culture. All of the respondents are Russian tourists. The target group is chosen based on the destination. The Turkish part of Cyprus mainly has British and Russian residential tourists. In certain



circumstances, it was easier and faster to reach a Russian group of respondents, therefore I selected Russian people (from all parts of Russia), who have bought or just thinking to own a property in North Cyprus.

### **1.3 Structure of the thesis**

The beginning of the theoretical part of the thesis consists of a definition and an overview of second homes in general, and the role of second-homes in tourism. Moreover, there is an explanation between the connection of second-home tourism and residential tourism. Further, the theory tells about motivational factors in owning the second-homes overseas. In addition, marketing segmentation is discussed, though in this research the segmentation is target group dependent on the destination place. At the end of the theoretical study, a description about the destination place gives the background of North Cyprus, some of its history, and the development of tourism in Northern part of Cyprus. The empirical study consists of an explanation of the chosen research method, the research process and the results. A conclusion based on the main results, description of the future of residential tourism in NC, and advice on further research and the study.

### **1.4 Limitation of the research**

This thesis implies some limitations, in order to make the particular research more narrow and to concentrate on one specific target group. In the beginning of thesis two target groups with different cultures British and Russian tourists were considered. This reason lies on the destination place, since in fact a great amount of British people comes to North Cyprus, to Crown Colony in the past. In addition, pretty much information was available about British resident tourists and second-homes. Nevertheless, the decision was include to leave only one target group, based on difficulties to access British property owners from here.

## **THEORETICAL BACKGROUND**

### **2.2 Definitions and overview of second-homes**

When talking about a phenomenon of people owning or purchasing dwellings for vocational or recreational use then the most usable term, according to the literature, would be “second home”. However, many researchers, while discovering a second home tourism phenomenon, have mentioned other names of second homes, such as summer homes, vacation homes, recreational homes, cottages, apartments, flats, weekend homes, villas and many more (Marjavaara, 2008; Coppock, 1997a; Muller 2004; Gijsbertus Hoogendoorn, 2010). Nevertheless, the term second home is the most wide-spread.

Moreover, ever since second homes became popular, there have been debates regarding a proper and clear definition. Muller (2004) has pointed out that many researchers have a pragmatic approach in their definitions. Coppock (1977b) argued that “second homes are not ‘a discrete type’ as ‘the dynamic character of the second home, in particular the changing relationship between the first and second home... makes identification and measurement difficult”.

Also, what makes the definition complicated is the fact that second homes are an interdisciplinary field of study, receiving attention from tourism, planning, rural geography, population geography, and tourism scholars (Müller, 2004).

However, despite all the differences between definitions made by commenters and researchers, the concept itself is remaining the same – “a second home is a dwelling used for temporal visits by the owner or someone else, and is not the user’s permanent place of residence” (Marjavaara, 2008).

### **2.3 The role of second homes in Tourism**

According to the World Trade Organization (WTO) “tourism covers the activities of people during their travels and stays in places other than their usual

environment for a period of time less than a consecutive year, for leisure, business or other purposes”.

Due to a literature review, residential tourism occurs as another tourism classification. It is an activity closely related to tourism and real estate, or an activity with tourist aspects (Jaakson, 1986; Mazon, 1987) while the traditional tourism industry is closely associated with clearly seen activities related to hotels, airlines, tour companies and tour operators. Therefore, the fact that second homes are unrecognized as a form of tourism could be a reason of a significant gap in tourism statistics in studying different tourism impacts on the environment (Marjavaara, 2008).

There are two types of tourism, first, *second-home tourism*, that is, less than six months per year in one destination place, and second, *residential tourism*, that is, more than six months per year in the same destination”. (Javier R. Perez, p. 37) Moreover, there are some differences between second-home tourism and residential tourism in respect to age and the length of stay. While the second-home tourists are in general of young age, indicating a greater number of individuals with dependent children and with a career of an employee, then residential tourists are more independent individuals, older, with non-dependent children, self-employed, or retired people. Therefore, residential tourists can spend a longer time at the destination place rather than second-home tourists, who can spend less than six months per year.

#### **2.4 Motivational factors in owning second homes overseas**

Williams et al (2004) has pointed out tha any potential owner making a decision of owning a secondary dwelling, has to decide the main motive, such as holiday and recreation, future retirement or a capital investment (Vuk Tvrtko Opacic, p. 7). Indeed, when it comes to the decision making process, there are three fundamental issues to be considered: to purchase a property for holiday purposes or a retirement residence for the future, and for investment as well. One more

researcher, Clout (1972), has discovered that decisions were based on the need to escape a daily routine from urban centers to acquire an investment, for leisure activities, and as a possible retirement location (C.M. Hall, D. K. Muller, 2004, p. 103, 115).

There are a great many motives and all of them are personal and flexible based on the life cycle of second home owner/user. Therefore, it is reasonable to provide and highlight two dimensions in here – push and pull factors. Push and pull factors of tourism are based on a research on individual’s motivations which encourage moving away from home country (push factor) to a certain destination place that is the most attractive to an individual (pull factor).

Whereas push (factors based on demand) and pull factors (factors based on supply) play a considerable role in the development of the second home phenomenon, it is important to state here the motives that are being included in these demands and supply factors. Below there is table №1 stated by Vuk Tvrtko Opacic which is based on his research paper. This table clearly shows second home motivational features which are separated by push and pull factors.

PUSH FACTORS (FACTORS BASED ON DEMAND)	
Objective factors	Subjective factors (motivation to own a second come)
<ul style="list-style-type: none"> <li>• Working and living environment</li> <li>• Free time</li> <li>• Spare funds</li> <li>• Improved traffic infrastructure and increased population mobility</li> </ul>	<ul style="list-style-type: none"> <li>• Emotional - psychological               <ol style="list-style-type: none"> <li>a) Finding a place of “peace”, human freedom and sense of community, at the same time escaping from the busy, stressful work/city routine</li> <li>b) A need for direct contact with nature</li> <li>c) Searching for personal/family identity</li> <li>d) Return to the roots</li> <li>e) Creating a home for “old age”</li> <li>f) A desire to provide recreation in a healthy environment for the children</li> <li>g) A need for prestige, a material demonstration of social status</li> </ol> </li> </ul>

	<p>and keeping up with the Joneses (snobbism)</p> <ul style="list-style-type: none"> <li>• Recreation-leisure <ul style="list-style-type: none"> <li>a) Active, outdoors recreation</li> <li>b) Passive indoors recreation</li> <li>c) Maintenance and work on the house</li> </ul> </li> <li>• Commercial-entrepreneurial <ul style="list-style-type: none"> <li>a) Renting out</li> <li>b) Capital investment</li> </ul> </li> </ul>
PULL FACTORS (FACTORS BASED ON SUPPLY)	
Recreational pull factors of a receiving area	Other resources of the receiving area
<ul style="list-style-type: none"> <li>• Natural benefits (attractions) <ul style="list-style-type: none"> <li>a) Geological features</li> <li>b) Geomorphologic features</li> <li>c) Climatic features</li> <li>d) Hydrographical features</li> <li>e) Vegetational features</li> <li>f) Faunistic features</li> <li>g) Vicinity of protected areas</li> </ul> </li> <li>• Social (anthropogenic) attractions <ul style="list-style-type: none"> <li>a) Cultural-historic heritage</li> <li>b) Cultural and religious institutions</li> <li>c) Events</li> <li>d) "Living and working" culture</li> <li>e) Tourist/recreational "suprastructure"</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Quality and preservation of the environment</li> <li>• Traffic-geographic position</li> <li>• Tourism-geographic position</li> <li>• Number of other users of the recreational zone</li> <li>• Traffic access and local connections</li> <li>• Development of communal infrastructure</li> <li>• Total landscaping</li> <li>• Supply of services</li> <li>• Attitudes to vocational residents in all structures of the local community</li> <li>• Situated on the local real estate market</li> <li>• Treatment of the second home phenomenon in zoning legislation, political and legal stability</li> <li>• Personal safety</li> </ul>

Table 1, Classification of the origin and development of the second home phenomenon; Vuk Tvrtko Opacic

Since the second home phenomenon has been growing internationally and globally, the mobility of people became considerable, the demand for second homes has been growing more than ever before. In the last fifteen years the foreign demand has been growing, particularly in Central and Southern Europe. As it was stated before, residential tourism is somewhere between tourism and real

estate. Therefore, second home demand leads to a growth in real property investments. Moreover, from the economic point of view residential tourism is the most profitable investment segment on the real estate market (Vuk Tvrtko Opacic, p. 9-10).

Mobility has become a normal part of an everyday human life and also, connections between places have become increasingly international. Perhaps, all of these factors make a shape of our way of life of today and a consideration of a second home “as a possible retirement location” is no longer be something unique and special. Also subsequently it leads to second home migration.

## **2.5 Segmentation**

The value of understanding the needs and wants of travelers always plays a significant role in the tourism industry. Market segmentation in tourism is an important feature to identify a certain group of people to narrow down a motivation factor for people in general, hence to understand what is more considerable for a particular type of a group. Sara Dolnicar (2008), state that “both, tourism researchers and tourism industry use market segmentation to study opportunities for competitive advantage in the marketplace”.

Segmentation consumer markets can be divided by different methods and the main groups are behavioral, psychographic and profile variables. Figure 1 below shows the major segmentation variables used in consumer markets.

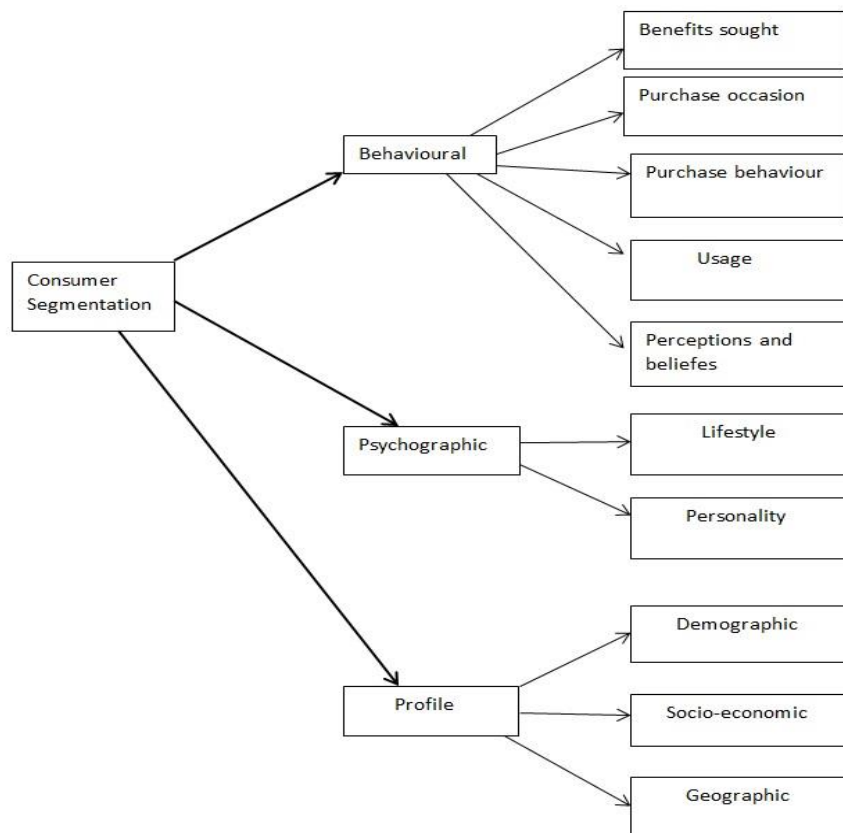


Figure 1, Segmenting consumer markets; David Jobber, 2007

### 2.5.1 Behavioral segmentation

Behavioral variables are useful when identified the customers' behavior and their marketing decisions. Behavioral segmentation includes benefits sought, purchase occasion, purchase behavior, usage, and perceptions, beliefs and values. (David Jobber, 2007, p. 277-288)

Benefits sought can be practical when the people in a market seek different benefits of a product. In David Jobber's book (2007) there is an example of how benefits sought can be used from a product perspective, these include different groups of pleasure seekers, image seekers and functionality seekers. For instance, when a person wants to buy a car, he/she relies on a specific motivation factor such as pleasure (freedom, enjoyment, well-being), self-image (power, prestige,

status and self-enhancement) and functionality (convenience afforded by the car). Benefits sought can also include price sensitivity. When a customer buys a product there are always two options, either to take high price for high quality which means to pay more for the benefit, or to take a benefit of low prices (David Jobber, 2007, p. 280).

Next is another example of different benefits in the tourism industry. Figure 2 below indicates those benefits.

- 
- Relaxation
  - Health
  - Fun and freedom
  - Adventure and challenge ("soft" and "hard")
  - Eroticism/sexual gratification
  - Education ("culture vulture")
  - Sun seeking
  - Companionship
  - Discovery

Figure 2, Criteria for consumer segmentation; Les Lumsdon, 1999

When travelers want to purchase a tour package they do not just buy a service or travel product, tourists actually buy a package of benefits they will get when they buy a service or a product.

The main travel occasions can be business, leisure, pleasure, vocation or other family and personal reasons. Another example of it is a birthday party or a business meeting or other event which takes place at a specific place according to an occasion (Alastair M. 2010, p. 224).

Purchase behavior relies on various consumer characteristics or their personal interests regarding age, class, lifestyle etc.). In the Marketing there is a term of brand loyal customers who buys an entire time only one brand.



Usage variable divided into heavy users, light users and non-users of the product. Heavy users have an opportunity to be aware of latest trends as the brand loyal customers. Brand loyalty is a very significant segmentation approach in the hospitality and travel industry, particularly among lodging chains, restaurant companies, airlines, and cruise lines (David Jobber, 2007, p. 284; Alastair M. 2010, p. 223).

Perceptions, beliefs and values variables have a high impact on a behavior. Dividing a customer group by these characteristics allowed to determine how groups of consumers view the market.

### **2.5.2 Psychographic segmentation**

Psychographic segmentation implicates selecting people by their lifestyle and personality features. Researchers usually try to identify groups of people, according to similar patterns of living. By doing so a purchase behavior is turning to be more predictable in a specific market. Personality and life style are both reflection of self-expression. It works as to show the customer's personal individuality (David Jobber, 2007, p. 285-286).

### **2.5.3 Profile segmentation**

Profile segmentation consists of demographic, socio-economic and geographic variables. These three characteristics can be applied together to unify the customer's profile. Researchers may divide market on age, gender, family Lifecycle, social class and other factors. By doing so the statistics are easy to use, uniformly defined and accepted. When a marketer uses both geographic and demographic, so called hybrid, there is a term for it – Geo-demographic segmentation. This segmentation is used to group small geographic areas in order to be able to reach the target group directly by email. Geo-demographic segmentation is useful for census data (David Jobber, 2007, p. 287-290; Alastair M. 2010, p. 216).

#### **2.5.4 Consumer segmentation in tourism**

Consumer segmentation in tourism has a slightly different picture from the one that is written above. All characteristics and variables remain the same, however it is good to show how the consumer segmentation works from a tourism perspective.

##### Multivariate segmentation

Today most of tourism companies have to use several segmentation variables to analyze a target group. The largest combination is when age and life cycle concepts are used together as examples of a preferable vocation for a certain age.

##### Multilevel segmentation

Multilevel segmentation concentrates on the number of visitors travelling to a specific country from a destination point of view. For example, North Cyprus targets the UK, and then segments according to trip purpose, such as lifetime, visiting friends or relatives and trip benefits such as warm climate, nature, hospitality etc. (Les Lumsdon, 1999, p. 70-71)

### **2.6 The Land of Cyprus**

Cyprus is the third-largest island in the Mediterranean after Sardinia and Sicily. The island is divided into two parts – Northern with Turkish Cypriots and South with Greek Cypriots. The reason for this partition is followed by the Turkish invasion and occupation of North Cyprus in 1974, though this does not have a major impact on holiday-makers. (New Holland Publishers, 2005, p. 5, 6)

The island's culture is influenced by a mixture of different cultures. Turks, Romans, Greeks, Venetians, and the British have all played a role and left a footprint in the island's history. Cyprus is geographically closer to the Muslim World. It is 69 km to Turkey, 95 km to Syria, and the distance to Athens is 800 km. (Thomas Cook Publishing, 2011, p. 6; Sunflower Books, 2013, p. 5)

## **2.7 Back to History**

The most meaningful date that needs to be highlighted is the British period – 1878-1960. This period has made a significant impact on the Island with a British rule and standards when Cyprus declared a Crown Colony in 1925. In 1960 Cyprus becomes an Independent Republic.

Another historical date is 1974 when the Turkish army occupied North Cyprus. From this date and now on the Cyprus is divided into two parts with an existing “green line” passing through the center of old Lefcosia. Some Turkish Cypriots say that Turkish military presence is essential to bring peace of mind.

Today everything is different. Turkish Cypriots and Greek Cypriots freely cross the border from one side to the other to visit friends and family, go sightseeing and shopping. (Thomas Cook Publishing, 2011, p. 10-15)

## **2.8 Turkish Republic of Northern Cyprus (TRNC)**

The territory or the area of the TRNC is about 3.255 thousand sq.km. Its neighboring countries are the closest one, Turkey, to the north, and Syria and Israel to the east, Egypt to the south, Greece to the west and the Greek Cypriot Administration to the south of the border. The population is approximately 294,000 inhabitants of whom mainly Turkish Cypriots and Turkish settlers from Turkey and also a small number of Greek Cypriots. The capital of TRNC is a northern part of the Nicosia – capital of the Republic of Cyprus as well, also pronounced as Lefcosia by Turkish Cypriots. The official language is Turkish, and Cypriot dialect of the Turkish language is used. Nevertheless, English is widely spoken. The dominant religion is Sunni Islam – 99 percent of the population is Muslims. The Coat of Arms is patterned after the coat of arms of the Republic of Cyprus, and the flag has been created on the bases of the Turkish flag. Also the national flag of Turkey is in use, which symbolizes the inextricable connection with the country, though it does not have an official status.

All the foreign trade operations of TRNC can go only through Turkey. The currency is Turkish Lira. The main partners of Northern Cyprus in foreign trade are Turkey, Middle East countries and also Great Britain. TRNC exports mainly agricultural products – fruits, potato and milk products. Almost everything they are produced is imported.

The economy is dominated by the service sector, which was estimated by 69.3% of GDP. These include trade, tourism, transport and communication and financial institutions, ownership of dwellings, business and personal services and public services. The majority of tourists come from Turkey – more than 60%, the rest of them from Great Britain, Russia, Germany, the Netherlands, Poland, Austria, Belgium, Italy and the Scandinavian countries.

Northern Cyprus is a self-declared state which recognized only by Turkey. It is also considered by the international community as a Turkish occupied territory of the Republic of Cyprus. Industry (light manufacturing) contributes 22% of GDP and agriculture 9%. The education is well developed in NC – in 2011 the income was USD 400 million received from the education sector. There are six international universities with students coming from different countries – about 47,000 students from 63 countries.

(Source: [http://cypria.ru/severnyj-kipt-eto-cto/http://www.trncinfo.org/Portals/13/YayinlarveMakaleler/Yayinlarimiz/FactsAboutTRNC2013\\_1.pdf](http://cypria.ru/severnyj-kipt-eto-cto/http://www.trncinfo.org/Portals/13/YayinlarveMakaleler/Yayinlarimiz/FactsAboutTRNC2013_1.pdf))

## **2.9 Tourism in TRNC**

Tourism is one of the priority sectors for economic development of Northern Cyprus. According to 2013, the contribution of tourism was estimated at about 6.4% of GDP and the occupancy rate was 47% in April 2013.

(Source:

[http://www.trncinfo.org/Portals/13/YayinlarveMakaleler/Yayinlarimiz/FactsAboutTRNC2013\\_1.pdf](http://www.trncinfo.org/Portals/13/YayinlarveMakaleler/Yayinlarimiz/FactsAboutTRNC2013_1.pdf))

For many years the tourism industry has been influenced by the unrecognition of the Northern Part. There are two airports, though they have not been recognized internationally for the political reasons. All the flights run via Turkey, both international and domestic flights.

Since the 1980's the target has been to improve the tourism sector. In 1996 the tourism master plan study was started by the Deputy Prime Ministry and the State Ministry under the name "Tourism Development Plan". The development of the tourism industry was created by attracting more tourists from abroad, extending average stay periods in tourist foundations, preventing seasonal instabilities in the tourism sector, increasing tourism revenues, improving internal tourism, adopting mass tourism, implementing effective marketing and recognition activities, arranging education programs on tourism and increasing bed capacity.

Despite the existing structural problems in addition to the lack of direct flights from Europe, Northern Cyprus has a lot of tourism opportunities to offer to its visitors such as luxury 5-star hotels or holiday villages, golf tourism, casino tourism, natural and sea tourism, scuba tourism, turtle watching, bird watching, camping, go-carting, horse riding, culture, history and belief tourisms. In addition, there are other potential tourism alternatives that should be viewed including health tourism, yacht tourism, eco-agro tourism, and conference tourism.

## A FRAMEWORK FOR RESEARCH

There are three components involved in the approach: interaction of philosophy, research design and specific methods. Creswell gives a useful and at the same time comprehensive view of how research could be structured. It is very useful approach for a researcher.

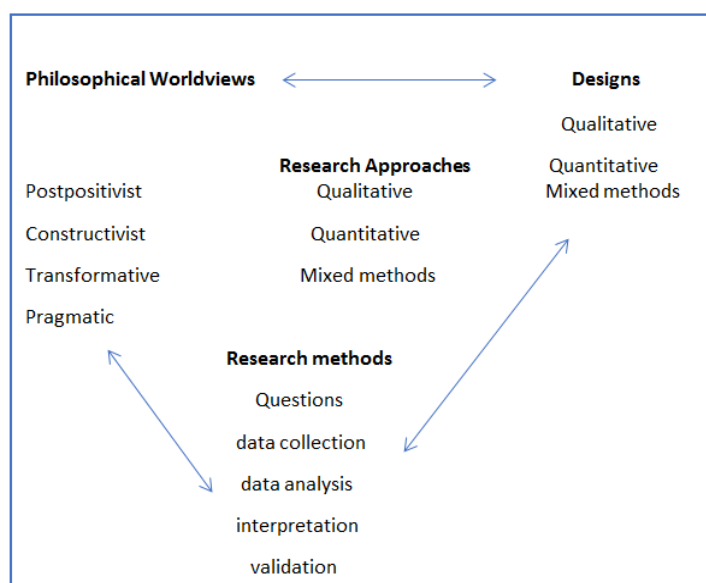


Figure 3, A framework for research – The interconnection of worldviews, design, and research methods; Creswell, 2014

In the figure above there is an explanation of the interaction of these three elements. Researchers need to think through the different paradigms or beliefs statements that they use in the study, the research design that is related to this belief and the specific methods or procedures of research that transform the approach into practice.

In this research the constructivism worldview is used. Constructivism is followed by qualitative research. The goal of the research is to rely on the respondents' views of the situation been studied. Also, a constructivism researcher interacts more with individuals and uses open-ended questioning.

### **3.1 Research design**

Naturally there are two types of the research methods: **quantitative** and **qualitative** research. Quantitative method consists of mathematical and statistical approach to measure the numerical values of the research. It is used to quantify attitudes, opinions, behaviors, and other variables and then generalize results from a larger sample population. According to one definition by Professor John W. Creswell “quantitative research is an approach for testing objective theories by examining the relationship between variables”. (Creswell, 2014, p. 4)

The definition stated by Creswell for qualitative method – “is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or a human problem. (Creswell, 2014, p. 4)

Qualitative research is first of all exploratory research. It is used to gain the understanding of the reasons, opinions, and motivations. Qualitative research helps to develop the theoretical part. Unlike the quantitative method, qualitative method rely on multiple sources of data, such as interviews, observation, documents, rather than rely on a single data source. During the qualitative research process, the researcher keeps on learning the main problems and issues from respondents but not the meaning of the theory in order to improve a theory part and to obtain a comprehensive picture of the research. (Creswell, 2014, p. 183-186)

### **3.2 Implementation of the research**

In this particular thesis study a qualitative method were used to observe and analyze the motivational factors and main reasons for Russian tourists to purchase second homes in Northern Cyprus.

Qualitative method was based on the following procedure types: qualitative observation, qualitative interview and qualitative documents. All of three types

were used in order to understand the target group more clear as well as the destination place. However the main part of the qualitative method was interview.

The interview was conducted during the first weeks of May. It was decided that the best option for interview would be discussions on Skype. Moreover, today almost everyone has skype and also it allows seeing a respondent on video during the discussion, the same as it would be in a face-to-face conversation.

During the interview, ended-up questions were used.

### **3.3 Snowball sampling**

A snowball sample is a non-probability sampling technique that is appropriate when the target group is difficult to reach. A snowball sampling can be used to ease data collection. During the process a respondent helps to find more respondents or a suitable target group for an inquirer by searching them within their own friends or relatives. Thus, a group of people recommends potential participants for a study, and those participants again recommend additional participants and so on, hence building up a snowball.

(Source: <http://sociology.about.com/od/Types-of-Samples/a/Snowball-Sample.htm>)

In this thesis snowball sampling plays a significant role in the empirical part of the study, and it helps a lot to find suitable respondents, as we live in a great technology century and people can be reached through social webpages such as Facebook or vk (Russian).

### **3.4 The target group**

The target group has been chosen based on the destination place. North part of Cyprus mainly has British and Russian residential tourists. At certain circumstances, it was easier and faster to reach the Russian group of respondents,



therefore I decided to study Russian people (from all parts of Russia), who bought or just thinking to own a property in North Cyprus.

## EMPIRICAL STUDY

This section will demonstrate the research results and analysis based not only on interview questions with Russian tourists, but also on the observation and qualitative documents. Ten respondents were examined and ten questions were given to them, two of them were central questions.

### 4.1 Profile of respondents

Respondents	Age	Gender	City in Russia	Marital status	Occupation	Main reason of purchase
R №1	59	Female	Greater Moscow area	Married, grown-up children and grandchildren	Retiree	Retirement, healthy environment, leisure, good price
R №2	41	Female	St. Petersburg	Married, two little kids	A Teacher at the university, also a representative of EMU in NC	Healthy environment for the children, recreation, good price
R №3	46	Male	St. Petersburg	Married+ children and grandchildren	A doctor	Recreation-leisure factors, escaping from the stressful life, European school for daughter, good price
R №4	28	Female	Moscow	Married+ two little kids	A lawyer	Family identity/unity, healthy environment for the whole family, good price
R №5	56	Male	Moscow	Married+ two grown up children	Entrepreneur	Capital investment, leisure
R №6	62	Male	St. Petersburg	Married	Entrepreneur, retiree	Capital investment, retirement, stressful life, healthy environment, free time
R №7	28	Female	Penza	Single	Entrepreneur	Leisure, tourism-geographic position, working and living environment
R №8	29	Female	Moscow	Married	photograph	Leisure and recreation, working and living environment
R №9	35	Male	St. Petersburg	Married	Entrepreneur	Capital investment, recreation, tourism-geographic position
R №10	50	Male	Moscow	Married	Constructions and real estate sales	Capital investment, political stability, investment attractiveness

Figure 4. Profile of respondents

The main aim of the study is to find out and explore the motivation of factors of the Russian tourists who wants to buy or already have a property in North Cyprus. Some, but not all of interview participants, are represented in figure 4 above. This is an example of the profile questions in order to present the whole picture of each respondent; these questions simply support the central question.

The backgrounds of the respondents are very different, though they have something that is to alike – the main reason for a property purchase. All the respondents are mainly from big Russian cities like Moscow and St. Petersburg. Also the ages of respondents vary, from 28 years old and up to 63 years old. Almost all of the respondents are married and have families with children.

According to one research, that was taken from one Russian reliable website, there is a profile of the Russian owner of a property overseas. The main question of the analytical research was - “Russian buyers of overseas property – who are they?” The results of the survey showed that the typical Russian buyer of overseas property is a middle-aged businessman with his wife and children. He owns a property with proximity to the sea in the resort country and come there with his family on a vacation. However, the profile of Russian property owners in the North Cyprus is slightly different from the description above.

#### **4.2 The main results**

In Northern Cyprus the profile of Russian vocational resident is broader and more flexible due to price availability, particularly for those who are coming from Moscow or St. Petersburg. The price of, let say, a summer cottage in these two cities would be more expensive than the price of an apartment or villa in Northern Cyprus.

In figure 5 bellow, a reader can see the factors that affected on respondents’ motivation to buy a second home, both push and pull factors.

Push factors (factors based on demand)	Pull factors (factors based on supply)
<ul style="list-style-type: none"> <li>• Retirement</li> <li>• Escaping from the busy, stressful work/ city routine</li> <li>• The desire to provide recreation in a healthy environment for the children</li> <li>• Leisure and recreation</li> <li>• Capital investment</li> </ul>	<ul style="list-style-type: none"> <li>• Investment attractiveness</li> <li>• Tourism-geographic position</li> <li>• Political, legal and social stability, as well as economic growth</li> <li>• Ecological environment</li> <li>• Favorable attitude of the locals and the authorities towards vocational foreign residents</li> <li>• Personal safety</li> <li>• Total landscaping</li> </ul>

Figure 5, Push and pull factors of the second home purchase

It needs to be mentioned that the first question in the questionnaire (Appendix 1) actually refers to the reasons based on demand factors, and this implies their personal wants and needs before the respondents get familiar with Northern Cyprus. Almost all respondend to the question about the main reasons for purchasing a property, gave the following answer – “escaping from the busy, stressful work/city routine, retirement, a desire to provide recreation in a healthy environment for the children, leisure and recreation, and finally capital investment. These all demand factors are affecting on their decision making process. Moreover, the decision making process is based on the life history (background) of the respondents. For example, almost all the respondents live in big cities, mainly in Moscow or in St. Petersburg. That is the reason for the main purpose – to escape from the busy and stressful city routine.

### **Retirement**

Different stages in the life course imply different opportunities for purchasing and using a second-home. There were two respondents who bought a property because of their retirement age. In addition, there are respondents who are not at the retirement age yet (40-50 years old), but consider this fact for the future as well. At this ag the absence of children within household provides more available leisure time that can be used for new individual projects. As respondent №6

(retiree, used to be an entrepreneur) said that he wanted to buy a house somewhere in a Southern country, with a warm climate and close to the sea, to spend (on his new property) most of the time, and so children and grandchildren would be able to visit him with his wife whenever they want. For another retiree couple (59 years old) the geographical position of the island was also a significant factor. Their main reason to buy a property overseas was health issues, and they were considering a soft climate. As they said, the most frequent health problems occur during the winter season, since the weather in Moscow area has rapidly changes and the climate can be very unstable. At this age people are more conscious and sensitive about weather conditions.

### **Leisure and a capital investment**

According to a list of respondents, a young marriage couple (28 years old, Moscow) with two small kids. Based on their opinion, it was significant for them to spend their leisure time all together in a healthy, ecological environment, safe for their children in every respect. Also, they said, it is possible to come to North Cyprus quite often due to good flight conditions.

For a middle aged couple (56 years old, Moscow) the main aim for them was to spend efficiently their accrued capital (spare funds) by making a capital investment on their new property.

### **Countries that have been considering during the purchase process**

The second question was – “what countries have you considered during your purchase process?” – This is good to know, because by answering to this question, more benefits and features of the NC can be estimated. Basically, if the respondents have been considering Mediterranean countries with a warm climate and the sea, then it is Turkey, Greece, and Spain. Some other European countries such as Germany, Czech Republic and Finland have also been considered. Also some respondents have got even Africa, Uruguay, Egypt and Sri Lanka on the list, though it is not as typical as Turkey, as it is the most favorable place among

Russian tourists, and Finland, as it is in proximity with a Russian border and St. Petersburg. And after all, the remaining decision was North Cyprus, considering that the life in Europe is more expensive, and obviously the prices on properties are quite high.

### **The main pull factors**

The next main question is number 7 in the questionnaire (Appendix 1), which involves a disclosure of the second pull factor that is based on supply. As help, a the list of possible reasons was given to the respondents. While interviewing, very different answers were received, though the primary reason is **investment attractiveness**. Property prices in Northern Cyprus are much lower than in any place in the South of Europe with access to the Mediterranean, and prices are a lot cheaper (2 to 3 times lower) than the south part of Cyprus and other Mediterranean countries have.

The second reason is **tourism-geographic position**. Tourism-geographic position includes a lot of features and the first one is accessibility of the property. Accessibility means the relative proximity to Europe and Russia. Thus, regular flights of Turkish airlines from Moscow to North Cyprus take up to 5-6 hours with an intermediate stop in Istanbul, and in the perspective a direct flight will take approximately three hours. Accessibility also means the possibility of visa-free travel at any time, and in case of dwelling purchase, a foreigner obtains a residence permit for a term *of one year* with further extension. It should be noted that the purchase of the real estate in the Schengen area does not automatically concern a permanent residence, and, thus, the purchase process is going to be more complicated. In some countries even, this fact stops and makes it difficult to run any business. Recently a new law came into effect - it is also allowed to reside in a long-term for retiree people in Northern Cyprus. A retired person has to be at least 60 years old to be able to get this benefit.

The third criteria is the **political, legal and social stability, as well as economic growth**. That allows foreigners to integrate into society with European standards of life. For the respondents it is important to be able to speak in international language and even for those who wants to learn. In NC there is a great opportunity to learn English with British people, also there are a lot of summer English courses, specifically for foreigners. English courses are lead by native-speakers.

NC gets political stability from Turkey with its currency stability of Turkish Lira.

The forth reason is the **ecological environment**. From respondents it is clear that this island is very ecological, particularly in terms of climate and food. Warm and clear sea, no winter and more than 340 days of sunshine a year. Organic and affordable in price food that is grown on local farms allow eating healthy food all year around. This climate, delicious food, sea and sun seem to be a very significant factor for people coming from St. Petersburg and Moscow. St. Petersburg cannot impress people by its humid and rainy weather, nor can Moscow with its pollution. Here is a comment from one family with small kids – “We bought a property in NC just because of our kids. We wanted to give them a healthy environment, so they can be close to the beautiful nature, such as mountains and the sea, and be healthy. We live in St. Petersburg, so we do not have such an opportunity if we would buy a summer cottage there. When our family comes to Cyprus, we all are getting a recovery from cold winter with no sun.” Moreover, it should be mentioned that in building are used environmentally friendly materials that have been produced locally.

The fifth reason is the **favorable attitude of the locals and the authorities towards vocational foreign residents**. Indeed, all respondents answered that the locals (Turkish-Cypriots) have a very warm and kind attitude towards all people, and to foreigners as well. Besides, the people who live in Northern Cyprus are very different in nationality, specifically a lot of Britons and nowadays also Russians. For some respondents this factor is quite considerable. Therefore, the local authorities have released a new law – *every single foreigner is allowed to*

*purchase up to three properties at a time.* Before it was possible to have only one property per foreigner, as almost in every country. Additionally, as already mentioned about one considerable benefit for foreign retirees, they are *allowed to live in a long-term conditions without any visa and resident permit after they reach 60 years of age.*

Some of respondents said that they see an opportunity to get a high-quality and inexpensive good education for their children with graduation certificates that are recognized in Europe. In addition, education at schools and universities is mainly carried out in English, that is why the students also have an opportunity to learn academic English for their future. Thus, while buying a property in North Cyprus, some families consider that their child could live in NC permanently with mom or grandparents, while a husband comes and leaves, having the main place of residence and work in Russia.

Northern Cyprus is a famous place for its safe environment. According to different people's opinions and other sources, there is a low crime level or even no crime at all.

The third question inquired how the respondents had learned about this island and specifically the Turkish part of island. Some respondents said that they have heard about it from friends or relatives, some on the internet and trade fairs. However, the majority has learned about Northern Cyprus from their friends, and after all come to visit the location. Also, for some of respondents the favorite vacation place had been the South part of Cyprus, until they had decided to observe other places. And from that time a North Cyprus became their favorite place of vacation.

To the question of the respondents' attitudes of the fact that the Turkish part of Cyprus is unrecognized by the almost all countries, all the respondents were very neutral to this fact and, moreover, thanks to this political situation, they see a lot of benefits and economic growth.



### **An area of the purchase**

The next topic consists of two questions, the respondents were asked about property type and the area (region) of the particular property. There were ten respondents, of which seven respondents have apartments more close to the sea, rather than in the mountains, and three respondents have villas or mini villas more close to the mountains. The distances between each place are quite small on the Island, especially for vacation residents who are originally from big cities. The local traffic is well developed and, if needed, an individual can rent a car for several days, as many people do. The respondent №4 (see figure 4, p. 23) has a mini-villa close to the mountains, with all amenities needed for their small kids and for the parents themselves. She said that they have everything needed – a perfect location, 5-10 minutes walk to the bus station, a beautiful sea and mountain view, peace and quiet. Basically, they have the standard package which includes: a swimming pool on the territory of the complex, playground for the kids and gym. It is good to know that a typical property in North Cyprus has no heating system. However today, real estate developers take into consideration the needs and wants of their customers. Thus, for example, the newly developed complexes have even a sauna and an under floor central heating system for the winter season.

### **Travel habit of the respondents**

Questions №8 and №9 of the questionnaire asked to analyze the habit of the respondents to have their vacation. The majority of respondents said that they prefer to travel to NC during the spring and autumn seasons, because it is very hot in the summer months. For some respondents, they dependent on their work and vacation time, so they can come to Cyprus only during summer time. There is also a question about the duration of a vacation. The maximum length of stay of the respondents on the NC is the whole season (4-5 months) and the minimum is the weekends and up to 1 month.

Question number 10 inquired “if you will buy a property again, would you choose NC again?” to which all the respondents said “yes”. Each of the respondents thinks that they have made a good choice of selecting the property and the destination place.

## CONCLUSION

The aim of this thesis was to analyze the motivational factors of second home owners in Northern Cyprus and also to provide a better understanding of second home purchasing motives. According to the theory, the main decisions on having a second-home are holiday purposes, future retirement and investment purposes. Moreover, the main reasons can be different depending on an individual's lifestyle. Therefore, to gain a clear understanding all motives and reasons are divided separately on push and pull factors. Push and pull factors of tourism are based on a research on individual's motivations, which encourage them to move away from their home country (push factor) to a certain destination place that is the most attractive to an individual (pull factor). This research was conducted by using a theory table of Vuk Tvrtko Opacic to study the motives that residential tourists used to have before buying a second-home overseas.

The results show that when an individual thinks to buy a property overseas, the main push factors are escaping from the busy and stressful work city routine, retirement, the need to get together with family and spend more time with children and grandchildren, to provide a healthy environment for children, leisure and recreation, and a capital investment. However, I think, the major role in their decision is in the place of residence. Second-home owners report that in Moscow, for example, during the summer it is very hot with much air pollution, thus, this place is not suitable for a good vacation for Moscow citizens. Second-home owners from St. Petersburg report that due to the bad weather conditions, such as dark, rainy weather and a humid climate, people need more sun, and the most preferable vacation place is a southern country on the sea.

The author also determined the key factors of North Cyprus attractiveness, why people choose this destination and not any other country with a similar climate. The main pull factors that also occur as the main features are: investment attractiveness, tourism geographic position, political, legal and social stability (economic growth), ecological environment, favorable attitude of local people and

the authorities towards vocational foreign residents. As one respondent said: “When we came to NC for vacation for the first time, we really liked this place and decided to buy a property here. And those factors, such as value for money, climate, place of location – everything is perfect for us.” Indeed, one of the *direct resources* that largely determine the choice of location for the holiday home is the price and the quality of the property itself. Some of the elements themselves do not attract vocational residents, however, they affect the choice of the second home location. Those *indirect resources* are: political, legal and social stability, safety, favorable attitude of the locals and the authorities towards vocational foreign residents. These resources affect the choice as well, but they are not that clear at the first glance.

Moreover, it is interesting that some people are not aware of the benefits which they can get from living in NC, such as a residence permits, special English summer courses and quality education with a European certificates. Also it is possible to have more than three properties per one customer, and finally, there is small number of tourists on the island at the moment.

Furthermore, based on the theory part, second-home defined as a dwelling used for temporal visits by the owner or someone else, and is not the user’s permanent place of residence. This definition approved by the author’s practice. However, as it was written before, the traditional understanding of home is not that clear nowadays, and the home concept in the modern society is defined by a feeling of belonging, by a perception. In case of Northern Cyprus and second-home owners, this “feeling of belonging” has been monitored from the interview with respondents. First of all, in the context of Russian buyers, residential tourists buy a property there because obviously they want to come more often to Northern Cyprus. Some of respondents argued that, it would be more comfortable for them to have the own property rather than rented property because of this home perception. The respondents more belong to the destination place if they have a property in NC and perhaps relatives and friends. Also it is good to mention that

Russian people like this kind of mediterranean climate and there is an advantage of visa free entrance as well. However, the respondents from Russia do consider this place only as a second-home residence, not as their first home. At the same time Russian people feel themselves more comfortable in this island in case if they are more as the residential tourists than as the permanent residents.

### **5.1 The Future of the second home tourism in NC**

Second homes are an important element of contemporary lifestyle, mobility and tourism development. There are several reasons why second homes are significant. For example, second home tourism makes an important contribution to the local economy and especially to the local service supply. One of the most significant dimensions of second home tourism, and one that is differ from other forms of tourism, is that second home purchasers make a continuous financial commitment to that place by making the decision to buy a second home there.

Since the economy of NC is dominated by the service sector, which means that ownership of dwellings brings a lot of benefits and much income for the country. Besides the fact that the owners of second-homes are mainly Russians and British today, the second-home tourism has rapidly grown and developed, as a result of good real estate marketing and the local features of the Island. Thus, in the future, the Turkish part of the island is going to be a very attractive place to visit and to own a property.

### **5.2 Validity and Reliability**

The term “reliability” is a concept used for testing qualitative research. Every good qualitative research shows its quality and helps to understand the situation in the study. Also reliability helps to estimate the significance and relevance of the topic. In this research, the reliability is high due to nature of the topic. Moreover, reliability was enhanced by the interview with each respondent and the main aim was achieved. In order to gain more reliability the further research could be developed with more questions and with quantitative survey.

The references are clearly stated which increase the validity, however the study could have the lack of respondents due to the nature of the qualitative research which decrease the validity.

### **5.3 Suggestions for further research**

This particular research involves not simply tourism, but a second-home tourism which includes the real estate market. In its scope this study does not require any deeper knowledge of the real estate market, but requires more knowledge about tourism and the specific target group of vocational residents. Moreover, only qualitative method of research was used in the study. Therefore, it would be relevant and interesting to continue to study this particular phenomenon by using a mixed research method, which includes qualitative and quantitative methods of study. In addition, further research might include more deep knowledge of the real estate market of Northern Cyprus by compiling more reliable statistics and, thus, providing much help for local tourism authorities. This study is a useful attachment to future studies, since there are no such statistics yet.

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## **APPENDIX 1**

### Interview Questions

Target group: Russian residential tourists

#### Profile

1. Age
2. Gender
3. Country of origin
4. City
5. Marital status
6. Do you have children?

#### Property in NC

1. The main aim of your purchase?
2. What countries have you been considering during your purchase process?
3. How did you learn about NC? (Friends, internet, relatives, media)
4. Your attitude towards the unrecognition issues of the Turkish part of Cyprus?
5. What kind of property do you have? (House, apartment, villa etc.)
6. What area (region) you chose for your property? (mountains, nearby the sea)
7. What were the main reasons (factors) to have a property in NC? (list of factors)
  - future retirement
  - capital investment (reasonable prices)
  - place for holiday and recreation (escaping from the busy/stressful city routing; nature; personal/family identity etc)
8. For how long do you usually live in NC?
9. What season do you usually prefer to go to NC?
10. If you will buy a property again, would you choose NC again?