

Studien zur Freizeit- und Tourismusforschung

Tourismus und Grenzen



Tatjana Thimm (Hrsg.)

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Closed borders and wasted opportunities: the case of Cyprus

Tim Harms & Andreas Kagermeier (Trier)

Keywords: Cyprus, cross-border tourism

Summary

Since the invasion of the Turkish army in 1974 the island of Cyprus stands divided in the Republic of Cyprus in the South and the internationally not recognized Turkish Republic of Northern Cyprus (TRNC) in the North. Efforts for reunification have failed several times, last in 2004, when UN Secretary General Kofi Annan tried to mediate between both sides.

The Republic of Cyprus has been and still is a very popular tourism destination, marked by a rather stable arrival number of 2.5 million tourists a year, mainly from Great Britain, while the TRNC creates arrivals mainly based on Turkey. In recent years there has been a clear increase of international tourists mainly from Central Europe, almost doubling yearly arrivals.

Although international tourists have been able to cross the border for almost two decades a clear increase in border-crossings could be witnessed since the border was also opened to locals in 2004. Due to on-going political rivalry and administrative constraints cross-border-tourism is still in a very early stage, resulting in only a few tour operators offering packages covering the whole island and a bunch of individual tourists exploring Cyprus as a whole.

The article will focus on the wasted opportunities in the field of tourism on the island of Cyprus due to its political division and try to provide an insight to a visionary perspective on tourism potentials in a jointly managed destination of Cyprus.

1 Historic Development

The history of Cyprus is a history of struggle and heteronomy. Through the centuries the island and its population have been conquered and ruled by several external forces. Most notable of these were the Egyptians, Romans, Lusignans, Venetians, Ottoman and of course the British. In 1960 the island gained independence for the first time when set free by the British Empire after a devastating struggle for independence. From this point in time a success story began for the Cypriot tourism industry. While in 1960 only roughly 25,000 visitors entered the country, in 1973 more than 260,000 came (cf. *Sharpley* 2001, pp. 65-66 and *Ioannides* 1999, p. 52). The boost of arrivals made tourism a major contributor to the economic growth of the Republic of Cyprus. Tourism concentrated a long the shores of the Famagusta district, forming the tourism resort of Varosha (cf.

fig. 4). This urban district alone accounted for more than 54 per cent of all touristic revenues on the island at this time. Together with Kyrenia it attracted roughly two thirds of all visitors, providing more than 50 per cent of all bed capacities on the island (cf. *Ioannides* 1999, p. 52). It does not surprise that both sides aimed for control over this economically important town, when Turkish forces invaded the island from the north, after a military coup d'état in Nicosia in 1974. The Turkish troops, afraid the new military junta would implement an annexation of the island to Greece, captured 37 per cent of Cyprus (cf. *Antoniadou* 2011, p. 14), including Varosha, the important tourism town of Kyrenia and half of the capital of Nicosia. During the negotiations for peace the United Nations drew a green line, a demilitarized and forbidden zone between both sides and split the island in half. Since this point in time clear travel restrictions applied along the buffer zone dividing the island and border-crossings were reduced to a minimum till the official opening of the border in 2004 (cf. *European Council* 2004). It was not until 2008, for example, that visitors were allowed to cross the border at the Ledra Street in the heart of the city of Nicosia to enjoy the whole old town.

Many plans by the international community to reunite the island have failed since 1974. Most notably is the Annan Plan of 2004 which aimed to reunite the island before its acceptance into the European Union. Eventually the promising attempt failed, too. This time it was voted down by the citizens of the Republic of Cyprus, which was afterwards admitted into the EU while the status of the northern part stands suspended until a reunification.

Even though tourism has developed in both parts independently and especially in the south of the island, focusing on new tourist areas (cf. *Gronau, Kaufmann & Sakkadas* 2011, p. 16), one has to come to the conclusion that the history of the division of the island is also a history of lost possibilities.

2 Lost investments in infrastructure and limitations

2.1 Touristic Infrastructure

As mentioned before, Varosha once was the heart of the Cypriot tourism industry. In the early 1970's it even was one of the international hotspots of sun and beach tourism. With the invasion after the ceasefire of 1974 the whole tourism district of Varosha was cut off from either side by the United Nations though and remains unused until today. Instead of filling these roughly 10,000 beds, the infrastructure falls to decay. The major reason for this situation lies in UN Security Council Resolution 550 from 1984 which states that only the former owners and inhabitants may use the district of Varosha and may live in it: "*The Security Council, [...] Deeply concerned about recent threats for settlement of Varosha by people other than its inhabitants [...] 5. Considers attempts to settle any part of Varosha by people other than its inhabitants as inadmissible and calls for the transfer of that area to the administration of the United Nations. [...]*" (*United Nations Security Council* 1984, pp. 12-13). The inclusion of Varosha into the UN-buffer-zone and the related impact, causing a slow decomposing of the major tourism resort at that time, may work as the most visible example of lost tour-

Fig. 1: The abandoned hotel zone of Varosha falling into disrepair



Source: own picture Kagermeier 2006

Fig. 2: Impression from the interior of Nicosia International Airport



Source: Wikimedia, 2013: http://upload.wikimedia.org/wikipedia/commons/a/a1/Nicosia_Airport_insite.JPG

ism potentials resulting from the ongoing political conflict of the two Cypriot communities.

To compensate the loss of Varosha and its accommodation capacities major constructions along the southern shores concentrating in the area of Agia Napa, Larnaca and Limassol took place in the late 70's. Accompanied by the development of the Paphos district in the 80's (cf. fig. 4) Cyprus made its way back to a major Mediterranean sun&beach-destination.

Another major infrastructure wasted is the former main airport and only civilian airport of the island in the western suburbs of Nicosia – Nicosia International Airport. Bombed by the Turkish Air Force during the invasion of the island in 1974 and demilitarized by the UN, it became another prominent example of an infrastructure no longer used. Instead of a reopening of Nicosia airport under United Nations control, three new airports were established in order to allow airtravel

to the island of Cyprus. Beside the conversion of a former military airbase of the British forces in Larnaca, resulting in the international airport of Larnaca, two airports, namely Paphos in the Republic of Cyprus and Ercan/Timbou in the TRNC were built from scratch. (cf. fig. 4) were built. Furthermore Nicosia was weakened as a capital without an own airport and as a tourist destination since travellers did not have to pass through this city while travelling to their hotels at the coast

After 1974 the division of the country generally resulted in the creation of a “dual tourist infrastructure” as Lisle calls it (cf. *Lisle 2007*, p. 99 based on *Kammas 1991*). In both countries similar infrastructure and even products have been designed that became necessary due to the impossibility of cooperation between the two sides in the early years.

2.2 The dominance of military forces

A striking aspect for any tourist travelling the island is the predominant role of military forces in both Cypriot communities. The military forces as well as military installations are an integral part of Cypriot everyday reality. Even in promoted tourism sites, such as the National Park of Athalassa on the outskirts of Nicosia the tourist experience is partly influenced by military infrastructure (cf. fig. 3), making minor detours for hiking and biking trails necessary.

Fig. 3: Military compound with bullet holes at Paphos Gate in the old town of Nicosia



Source: own picture Harms 2012

Even more dominant is the role of the military in the capital of Nicosia. The city stands divided ever since 1974. While walking the old town of Nicosia one is constantly reminded that there are two sides standing opposite of each other that have never settled their dispute. On both sides of the city one constantly stumbles across signs that tell one not to take photographs, emplacements with embrasures, guard towers and military compounds. Museums of Struggle on both sides inform in various rather blunt displays about the atrocities of the enemy or the colonial powers trying to convince the visitor of either a Greek or Turkish identity for Cyprus (cf. *Lisle 2007*, p.98). While this form of tourism does have a niche clientele in the form of Dark Tourism it is arguable whether an undivided Nicosia with all of its different sights and cultural influences would not become a much more successful and attractive tourist destination.

2.3 Visa regulations, problems with representation and free travel

Since 2004 it is generally possible to cross from one side to the other without too complicated formalities. This was made possible due to European Council Regulation 866/2004/EK (cf. *European Council 2004*). Today most countries like the US and Great Britain do not actively suggest not crossing the border into

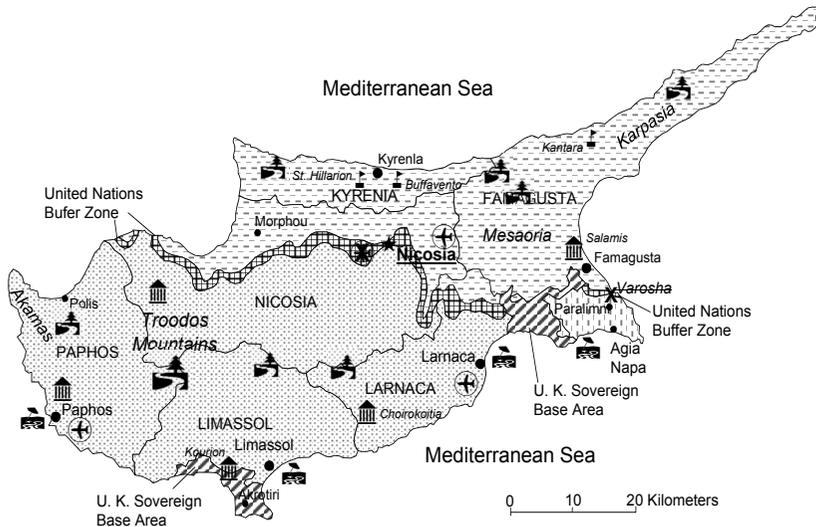
the north. Only the German State Department issues a small warning of limited consular protection due to the factual division of the country (cf. *Auswärtiges Amt* 2013). All three foreign offices point out that the access of the Republic of Cyprus through a port or airport in the north is an offense, according to Cypriot law, even though the Republic of Cyprus currently refrains from punishing it. While the crossing of the border by foot is rather unproblematic these days, this cannot be said regarding the crossing by car. Many rental car companies do not allow the crossing to the respected other side. Also, if the rental car companies do allow it, an insurance problem occurs since the insurances issued with the car lease do not cover for damages inflicted by the driver in the other part of the island. Special insurances have to be bought at the border but do not cover damages on the own rental car (cf. *Auswärtiges Amt* 2013). This circumstance does not make it advisable to take a car across the border at all and hinders free travel on the island for tourists.

So far it can be concluded that the history of Cypriot tourism after the war of 1974 is a history of lost infrastructure, which had to be replaced with great efforts and a history of limitations due to the division of the island. As shown, there are quite a few rather impressive examples for a hindered development from the point of view of the tourists and the tour operators. At the same time each part of the island is trying to build up and commercialise its tourism product on its own. At this point the authors want to raise the question what tourism potentials might exist for the overall island of Cyprus, in the form of a joint cooperation amongst the communities. Therefore the following paragraphs have to be understood as a visionary perspective on tourism potentials in a jointly managed destination of Cyprus.

3 Opportunities and chances of overcoming the split-up situation in the tourism sector

While not concentrating on the ongoing political debate the following chapter will present some reflections from a tourism point of view to what extent a joint course of action would induce synergy effects and thus create a win-win-situation for both communities. So the intention is not to enter into the delicate relation between the two parts of the island, but merely to show, what additional value the island might create, when cooperating more intensively in tourism matters. While the impacts of the conflict influence the presentation of traditional coastal tourism product only to a minor extend, the opportunities in the field of special interest tourism might clearly increase. An increase of accessible sights related to a specific thematic field and therefore unlocking the multi-local potential might create a clear increase of the overall attractiveness of the island. One of the basic preconditions would be that first of all the border becomes more permeable and crossing the green line with cars or coaches would be like in other parts of Europe be possible without thinking of insurance issues. This would offer the chance not only for tourists to visit places all over the island during day trips but also enable tourism professionals to conduct round trips around the island as a whole and even create new tourism product packages. Existing packages on both sides could be extended and cultural routes and rural tourism cooperation enhanced.

Fig. 4: Map of Cyprus with some references to touristic potentials



Quelle: own design on the basis of: www.mapsfordesign.com

3.1 Opportunities in the special interest tourism segment

Until the end of the 20th century Cyprus has mainly branded itself as a sun and sea destination. However with the stagnation in this traditional segment, the Tourism Master Plan 2000 to 2010 (cf. CTO 2000) tried to head for a diversification of the product portfolio. Other segments, such as cultural tourism, hiking and biking or nature oriented offers are supposed to play a greater role in the future. So the focus is laid on these segments, which shall be enhanced in the future.

3.1.1 Cultural tourism

Even if the southern part of the island has been mainly focussing on the coastal tourism potentials, there has been always a certain demand for round trips heading for the cultural heritage on the island. The cultural heritage attracted free independent travellers as well as organised groups, brought in by specialised tour operators. But it has to be emphasised that nowadays only view organised groups are visiting the island. An analysis of the supply by German tour operators specialised in round and study trips showed, that only about 20 organised trips to Cyprus are operated these days. Eight of them cover only the Northern or the Southern part of the country (cf. Steinsiek 2012, p. 55). This means that compared to other competing Mediterranean destination the number of organised round trips to Cyprus is quite low. One of the reasons might be, that the attractiveness of only one part of the island is not sufficient to design round trips which find a sufficient demand.

One can find heritage sites of international importance within the Republic of Cyprus. Three of them are even listed in UNESCO world heritage list (cf. *UNESCO* 2013), the Neolithic settlement of Choirokoitia, the Painted Churches in the Troodos Region and the remains of Roman villas, palaces, theatres as well as their famous mosaics are among the most beautiful in the world. Apart from that quite a number of tourists are attracted by the ancient ruins at Kourion as well. The offer in the southern part of the island is complemented by some medieval sights and castles in Paphos, Larnaca, Limassol and Nicosia. Ancient monasteries like Kykkos and Stavrovouni and many old cathedrals have to be added as religious heritage sights as much as the mosque Hala Sultan Tekke, one of the most sacred places of worship to Muslims.

In the northern part of the island many complementary sights can be found. There is the ancient city of Salamis which offers a variety of ruins that can match the sights at Kourion and Paphos. Medieval castles can be found especially in the Kyrenia mountain range and the town of Kyrenia. The three major crusader strongholds St. Hillarion, Buffavento and Kantara Castles (cf. fig. 4) lay here and together with Kyrenia castle would not only add to the portfolio of medieval sights in the south of the island but enhance it vigorously. Famagusta, the old city of the churches does offer the remains of as many as ten different churches. In addition to that the northern part of the island features many Mosques and sights that are connected with the Islam as one of the religions which have shaped the island.

Regarding the cultural offer one can assess that with the joint exploitation of the existing heritage sites, Cyprus would experience a significant enrichment offering many more sights to tourists than the current two destinations on its own. More important however is that this cultural enrichment of the new whole destination would allow a diversification to a degree that either side today could not realize on its own. Instead of trips to sights of various epochs more specific heritage theme routes for different ages would be imaginable. Tourists would start on a medieval route at Kyrenia harbour and castle, going to the three castles in the Kyrenia Mountains. From there they could go to Famagusta to see the medieval city and its fortifications or directly to Nicosia, for the same reason. In the South, harbour fortresses in Larnaca, Limassol and Paphos could be the next stops on the route as much as Kolossi Castle near Limassol. While either side would provide only enough to see for a few days, both sides could be combined to a worthwhile historic journey.

Most prominent would surely be an antiquity tour. The vast sights of Paphos and Kourion, combined with smaller sites like Amathous, the world heritage site of Aphrodite's Temple and the ancient city of Kition among others in the South would be greatly enhanced by the ancient sites in the Northern part like Salamis. In fact a route to all ten ancient city kingdoms of the island would be realisable. Another point that should be stressed are the advantages for tourists staying in the classic sand, sun and sea destinations like Agia Napa and Paralimni which are rather far from most heritage sights in the southern part of the island. The option of easily crossing the green line would surely enhance the option for one

day excursions starting from Agia Napa or Larnaca. Salamis and Famagusta but also Kantara Castle are within the reach for day-trips. Not only could both sides profit from booking those but the new packages would attract a different target group that might directly support the Cyprus Tourism Organizations (CTO) current efforts to develop a more sustainable tourism in this region.

3.1.2 Active Tourism: Hiking- and Biking- Tourism

Hiking might play a larger role in the future tourism portfolio of Cyprus, being one of the tourism segments which are apt to decrease seasonality especially in spring and autumn. There are plenty of hiking trails in both the northern and the southern part of the island. In the latter especially in Troodos and on the Akamas-Peninsula (cf. fig. 4) plenty of trails can be found. The experienced hiker also has the chance to connect some of them to trips that last longer than just a day. In the northern part especially in the Kyrenia Mountain range one can spend a few days on a path from mountaintop to mountaintop. There are also several hiking paths on the Karpasia Peninsula. All of these paths have one thing in common: They are, unlike the many trails in the South, connected and form a 580 km long network of paths already making it possible to hike from the most eastern part of Karpasia all the way to the western part, crossing the Kyrenia Mountain range (cf. Tourism Promotion and Marketing Department North Cyprus 2013a, p.2). Unlike this, the situation in the Republic of Cyprus is rather different. Most trails here are not part of one overlaying network that is promoting them as one product. The CTO in the South is concentrating mainly on products in Akamas and Troodos (cf. CTO n.d.). A larger network of trails does exist though: Since 2005 the European Long Distance Trail E4 is crossing through the Republic of Cyprus from Larnaca via Troodos and Akamas to Paphos (cf. CTO 2007, pp. 1-19).

A joint exploitation of the hiking potential in Cyprus would add a great chance of connecting both networks via connecting routes. In the West, between Troodos and the Kyrenia Mountains these could for example be connected through Morphou. In the East of the island the landscape of the eastern Mesaoria plain is – apart from some coastal sections – not as attractive for hiking. A connecting route would prove to be more challenging but surely not impossible. For guided tours and organized trips a connection via an alternative form of transport might be realistic in this scenario. In conclusion it can be stated that especially hiking trails would profit as a unique and joint product massively from open borders in Cyprus and could be marketed formidably together by both sides as a unique common product.

At the same time it has to be stated, considering the experiences of German long-distance hiking trails, that – even if only a few hikers are doing the whole distance – the communication and branding of such long-distance trails is an important marketing tool. Even if most of the hikers are doing only some parts of it, they are attracted by the promise of a more comprehensive product. This

might be true as well for Cyprus. Even if there are already quite a few hiking possibilities in Cyprus, the promise of a long-distance hiking trails around the whole island (integrating the E4 or becoming the new E4) might be seen as a clever promotional move to put the hiking destination Cyprus on the mental map of European hikers. The initiative of the tourism stakeholders in Majorca to link existing trails for establishing a continuous hiking trail around the whole island can be taken as a reference for the promotional effect (cf. Ruf 2007, Kagermeier 2009 or *Consell de Majorca* 2013). Even if the size of Majorca is only one third of Cyprus, the special interest tour operator Wikinger-Reisen (www.wikinger-reisen.de) offers in 2013 for Majorca 20 hiking tours. For Cyprus it is less than a third with only 6 tours (only one of them covering the North and the South).

With regard to biking a similar statement can be made. In the Northern part of the island bikers and hikers share the trail network and therefore a rather sophisticated and long network of paths stands ready for use (cf. *Tourism Promotion and Marketing Department North Cyprus* 2013b, p.1). In the southern part many routes in nearly every corner of the Republic of Cyprus await the guests (cf. *Durst* 2009 or *CTO* 2011). Open borders would help to experience the island as a whole. While it would easier become possible to go around it, both sides would profit from a variety of new tracks within this segment and enhance their portfolios. And again a look at Majorca might show, that Cyprus has a lot more to offer and is exploiting the potential demand to a much lower degree than the competing Mediterranean island. *Hürten* (2007, p. 179) estimated that about 250,000 bikers are coming to Majorca each year. This again shows that a so called niche-segment can significantly contribute to the afflux of tourists in an island destination.

3.1.3 Nature oriented tourism

As a third option for special interest tourism segment, nature oriented offers shall be looked at. Cyprus does have quite a few nature oriented forms of tourism within its portfolio. For example in both part of the island bird watching plays an important role. Cyprus can offer more than 350 species throughout the year since it is a popular resting point for migratory birds. In the southern part sea birds are being watched all over the coastline, and birds of prey can be spotted in the forests, the salt lakes offer Flamingos and ducks. Hotspots are the Larnaca Salt Lake and Athalassa National Park near the capital Nicosia (cf. *CTO* 2013, p. 5). The northern part naturally does and cannot offer much different species but they can be seen at different locations and habitats. Hotspots in northern Cyprus include the Famagusta Salt Lake, the Karpasia Peninsula and the Kyrenia Mountain Range (cf. *Tourism Promotion and Marketing Department North Cyprus* 2013c, pp.1-2). A joint touristic approach in this field would maximize the possibilities for bird watching tourists, allowing seeing their favourite species in different habitats and settings and therefore studying them in a deeper way. While many destinations can offer forms of bird watching a joint Cypriot

approach would combine the popularity of Cyprus as a whole to migratory birds with the advantage of having several hotspots to study them. Thus a Unique Selling Proposition (USP) would be created that could not easily be copied.

3.2 Rebranding: The possibilities of Nicosia

Nicosia is currently known as a divided city. In fact it is the last officially divided capital in the world. Anywhere the visitor goes in Nicosia he or she is constantly reminded and confronted with this conflict. The already mentioned Museums of Struggle, the fortified green line area within the town and especially within the old town as much as several monuments draw the focus of a visitor inevitably into this direction. That Nicosia is in fact so much more than just a victim of this terrible crisis in 1974 but has to offer so many other things often-times fates away in the background of the conflict at least a little.

Not without a reason Nicosia is currently applying to become European Capital of Culture in 2017 (cf. *City of Nicosia* 2013). The City offers a vast cultural program from theatres over concert halls to museums. In Fall 2012 the new theatre of the city was opened.

But there is even more than that. Nicosia is a melting pot of different cultures and nationalities. Apart from Greek and Turkish Cypriots the city was home to many different ethnic communities like the Armenians, whose monastery and quarter within the old town are currently being restored. Also people from various Asian and Arab countries enrich the city with their culture. In fact due to the many private Universities and colleges in Nicosia the city is bursting with internationals from all over the world, making it a true cosmopolitan town. This does resemble not only in arts, crafts and shopping opportunities but most prominent in the various types of cuisine available in Nicosia. Due to the fact that the history of Cyprus is a history of heteronomy the city of Nicosia and especially the old town is a museum itself. Buildings and arts from various epochs and religions can be found that give Nicosia the special resemblance it has today what makes it so beautiful in its entirety.

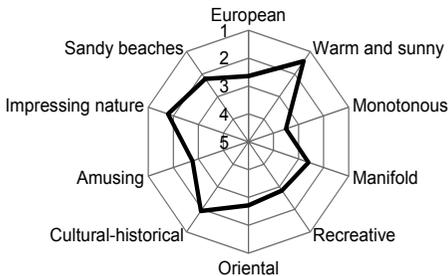
Without wanting to argue that one should forget the atrocities of the struggle of 1974 one should at least consider to change the light the city is being seen through. Mutual efforts to present the city as a whole without firm borders and barricades as the centre of culture and unbelievably much heritage from a great number of societies might present a good chance to attract more and sustainable tourists than the current dominant atmosphere that attracts rather friends of Dark and War Tourism. Nicosia offers the unique opportunity to present itself as a crossroad of different cultural influences and thus gain a much more cosmopolitan attractive image which might attract much more tourists than concentrating on the fact of being the last divided capital of the world.

3.3 Perspectives for a joint marketing

When presenting the sectoral aspects of different tourism products it has already been mentioned several times, that the market communication plays an important role for attracting tourist. Apart from the evident fact, that a joint market communication of the Northern and the Southern part might in some target market allow to pass the threshold of recognition, which the isolated activities do not exceed, one should also think of the different image a joint promotion might induce.

In a small survey on students of the University of Trier they were asked (open question, no given options for answering) at the very beginning of a seminar on tourism in Cyprus, what comes into their mind, when thinking of Cyprus, over 80 % of the respondents referred spontaneously to the conflict between the two parts of the island and its division. This means, that the division and the unresolved conflict can be seen as some kind of shadow laying over the image of the island. Other aspects like the Mediterranean climate, the sandy beaches, the cultural and natural heritage or the multicultural culinary offers were suppressed by this political aspect. One of the respondents even wrote “*capital belongs to two continents*” referring to the concepts of “cultural continents” which is discussed by some German geographers (cf. *Newig 2008*).

Fig. 5: Characteristics of Cyprus as a tourism destination



1: very much 2: much 3: a little bit 4: not so much 5: not at all

Source: own survey with a student group of the University of Trier (n=15)

The image profile generated with a closed standardised question (cf. fig. 5) shows that of course – apart from the favourable climatic conditions (seen with the eyes of a Central European winter) – the cultural heritage plays an important role and is recognised. Quite interesting is the fact, that Cyprus is seen partly as European, partly as Oriental. Even if the survey

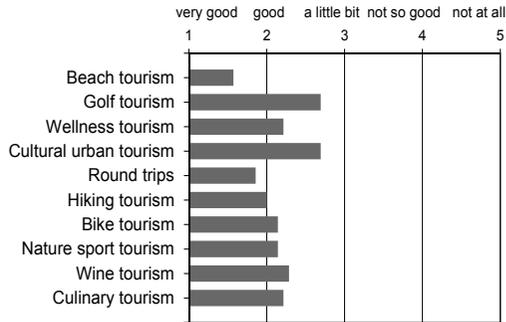
is far from being representative it might be taken as a flashlight which shows, that one might just play this card of being a crossroad in the Levant at the edge between Europa and the Orient.

Offering the amenities if a pure European destination, Cyprus might play the card to be the only European island where some additional ingredients of oriental flair can be found. Looking the success of Morocco positioning itself vice versa with the same mixture: an oriental destination which assures at the same time European service quality and standards (cf. *Kagermeier 2004*) it seems possible, that an offensive communication of the tradition and history of Cyprus might in-

stead of being an obstacle to tourists coming to the island figure as an attracting factor. The multiple options of the Cypriot cuisine being a mirror of the multicultural past of the island might facilitate this branding strategy.

As the ratings in figure 6 shows, Cyprus as a whole is assigned the potential to position itself successfully with different tourism segments and face the challenge of its competitors in the Western Mediterranean.

Fig. 6: *Aptitude of the destination Cyprus for different tourism products*



Source: own survey with a student group of the University of Trier (n=15)

4 Conclusion

Cyprus is a divided country with a divided capital. The history since the terrible conflict of 1974 is also a history of lost possibilities in tourism though. Important touristic infrastructure was lost due to the corridor within the green line causing a whole tourism district to fall to decay and a civilian airport to become not usable anymore. Visa regulations and problems of representation and insurance still make it rather risky to travel the island as a whole destination. Lastly an omnipresent military and elements of dark tourism often-times distract the visitors from the cultural and greater historical sights and attractions.

In this short article the authors tried to imagine what the consequences of a joint tourism destination Cyprus as a whole without borders would be for the traveller but also for the touristic product. Looking at only a few examples of special interest tourism it became rather clear that a common approach to tourism on the island without borders would offer great possibilities for both sides. Different aspects would even emerge that might have implications on the process of branding, too.

The authors want to outline that this paper is written from a solely touristic point of view. The scenario presented does not and shall not incorporate political aspects at all. This paper is also not judging the political agendas and or historical events from any other point of view than from the one of a tourism researcher.

Even if it might be seen as a little bit blue-eyed, the attempt to mask out the real constellations of the relevant stakeholders showed, that a matter-of-fact and unemotional look at the two split-up small destinations in the Eastern Mediterranean raised quite some arguments that a joint approach of the Northern and the Southern part could stimulate the future tourism development of both parts. The addition of the two components might result in more than just the sum of them. Additional synergetic effects might work as multipliers so that a real win-win-situation could be achieved.

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Tourismus und Grenzen

Die Rolle von Grenzen im Tourismus steht im Mittelpunkt dieses Bandes. Grenzen werden ja oftmals als trennend und einschränkend verstanden. Gleichzeitig bieten sie Chancen für Kooperationen und Synergien, wenn sie überwunden oder positiv gewendet werden. Das Spektrum der Beiträge in diesem Band thematisiert damit zunächst die Rolle von politischen Grenzen für den Tourismus und behandelt folgende Themenfelder:

- Politische Grenzen und deren trennende Wirkung für Destinationen
- Grenzüberschreitende Kooperationen im Destinationsmanagement
- Grenzüberschreitender Tourismus
- Tourismus als Teil der grenzüberschreitenden Verständigung.

Gleichzeitig deckt der aufgespannte Rahmen auch Themen ab, die sich mit der Begrifflichkeit von "Grenzen" in einem weiteren Sinn und mit der übertragenen Bedeutung von Grenzen auseinandersetzen:

- Grenzen der Wahrnehmung und von Handlungsmotiven zwischen Akteuren mit unterschiedlichen Rationalitäten
- Institutionelle und organisationalen Grenzen und Constraints im Destinationsmanagement und der Umgang mit diesen
- Grenzen der touristischen Tragfähigkeit
- Tourismus jenseits der Grenze der „Tourist Bubble“
- Grenzerfahrungen und Grenzüberschreitungen im Tourismus.