Cyprus settlement: a zero sum game for tourism?

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Abstract

This research considers the effects of a settlement of the Cyprus problem on the tourism industry in the two parts of the divided island. The findings illustrate that the prevailing attitude of Greek Cypriot tourism professionals is that the status quo is a net loss for both the Greek Cypriot and Turkish Cypriot tourism industries, while a strong majority of their Turkish Cypriot counterparts see it as a zero sum game, with Greek Cypriots winning at the expense of the Turkish Cypriot tourism industry. There is strong evidence that professionals in both political entities view a post-settlement tourism industry as a positive sum game with the industry in the entire island benefiting, although there is a noteworthy minority among the Greek Cypriot professionals who view the post-settlement tourism industry as disproportionately benefiting the Turkish Cypriot industry. Tourism professionals in both communities generally anticipate benefits (a positive sum game) from a political settlement, but they recognize significant barriers to cooperation under the current circumstances.

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