

The pull factors. push  
and pull factors



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The aim of this thesis was to analyse the factors of villatourism in Northern Cyprus and worldwide, as well as also to provide a better understanding of villa tourisms motives and effects on North Cyprus and its economy.

According to the theory, the main decisions on having a villa, is for future retirement and investment purposes. Moreover the main reasons can also be different depending on the individual's lifestyle. Therefore to gain a clear understanding of all motives and reason can be divided separately on push and pull factors. Push and pull factors of tourism are based on a research on individuals motivations, which encourage them to move away from their home country (push factor) to a certain destination, a place that is the most attractive to an individual (pull factor). For example my family and me emigrated to North Cyprus (pull factor) from London (UK) (push factor) ten years ago as we were attracted to the safety, beauty and quality of lifestyle. The result show that when an individual thinks to buy property overseas, the main push factors are escaping from the stressful city life, retirement, for senior citizens the need to get together with family and spend more time with children and grandchildren, to provide a healthy safe environment for the children, leisure and recreation and finally capital investment for the future. However i think the major role in their decision is in the place of residence Tourism experts have determined the key factors for tourists to choose North Cyprus is the natural attractiveness as to why they choose this destination and not any other country with a similar climate.

The main pull factors also occur as the main features are: investment for the future, attractiveness, tourism geographic position, political, legal

and social stability (economic growth), ecological environment, favourable attitude of local people and the authorities towards vocational foreign residents. As one respondent said: “ when we came to North Cyprus 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 determines 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's location. Those indirect resources are: political, legal and social stability, safety, favourable 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. Tourism of villas is mostly the choice by foreign visitors to North Cyprus.

The reason behind is it's the price-performance, understanding, tourists get a good value for the price they pay. The villa on rent is all set and ready to accommodate, villas are an ideal and flexible option during a tourist's visits. More reasons as stated earlier, once again include the villa coming with a built-in private swimming pool, private parking lot, fully furnished kitchen and a large size garden and bedrooms, more than enough to accommodate a young large family with children. By this way, villa tourism is one step ahead of hotel tourism, but the downside can be intimidating for the property owner.

As providing , maintenance and managing the property (such as monthly bills) is not only expensive but the physical responsibilities of keeping the property clean and well managed can be stressful and tiresome especially for more elderly individuals, as in comparison to the ownership and responsibilities of a single or double room within a building. Yet still the renting costs of villas are valuable for the visitors and good value for money. Villa tourism in North Cyprus is a valuable and smart choice for visitors. The villa tourism trend shows no signs of slowing down and it's predicted in the coming years and generations ahead it will only continue to grow stronger.