

## **THE STRATEGIC ANALYSIS OF TOURISM INDUSTRY IN THE TRNC WITH SPECIAL EMPHASIS ON ITS FINANCIAL DIMENSION**

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### **ABSTRACT**

Basic objective of this study is to apply strategic management concept to the tourism Industry of Turkish Republic of Northern Cyprus (TRNC) and develop appropriate strategies to improve the sector. The study will first of all explain the strategic management concept. The main part of the study will focus on the strengths and weaknesses of the TRNC as well as the environmental opportunities and threats that exist for the tourism sector. Furthermore, basic findings of the research conducted on the financial problems of TRNC tourism sector will be presented. After these evaluations appropriate strategies will be developed. The study will end with an evaluation and a conclusion.

### **KEY WORDS**

*Strategic Management, TRNC, Tourism, Finance*