

Enhancing the tourist industry through light design: The case of Ayia Napa

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Ayia Napa is a tourist resort at the far end of the south coast of the island of Cyprus, famous for its sandy beaches similar to Ibiza in Spain.

My research interest is to find a way to improve the habitat of the tourist area of Ayia Napa through the improvement of the lighting conditions and offering a new landscape for the town.

One major problem that has to be investigated is the visual appearance of the town, its coastline, its commercial streets and its public areas.

The aim of the research project is the creation of a light plan for Ayia Napa that will be used as a model for all the tourist areas of the island. Inventing a nocturnal landscape to stimulate tourism activities is another aim.

The research methodology. The Soft Systems Methodology (S.S.M) will be used to understand the complexity of the situation and to find out which actions are necessary in order to bring about a change. Through this method, a graphic representation showing the relations between the interested parties will be created, so the reader will be able to understand deeply the context of the project. Three types of analysis will be necessary:

1. Analysis of the intervention.
2. Social systems analysis.
3. Political systems analysis

To formulate the root definition I will consider the elements C.A.T.W.O.E.

Customers,
Actors,
Transformation process,
Weltachanung, (world view),
Owner,
Environmental constraints.

The activities that will lead to the solution of the problems are analysed using a table defining the problem owners, the problems and how to solve them.

Then, each model will be compared with the real situation by studying similar solutions to similar problems in other parts of the world.

Two kinds of research samples with images and questions are used. One for the tourists themselves and one for the local owners of tourist establishments. Through these questionnaires I am aiming at getting feedback about the proposed solutions to the problems.

At a later stage, the first conceptual model of activities necessary to bring about a change is prepared. Qualitative and quantitative data collection techniques and analysis will be used.

The final product of the research will be a document with recommendations for the implementation of the light plan accompanied by maps and images of the various proposals.

The main strength of this research proposal is that if implemented, it will change the nocturnal appearance of the town.

The main weakness might be the difficulty on the part of the local authorities to persuade the owners of the amenities that the implementation of this project with the light plan will be to the benefit of their business.