

Questioning Tourist Satisfaction about Quality of Famagusta Historical Walled City

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Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the Degree of

Master of Science
in
Architecture

Eastern Mediterranean University
June 2015
Gazimağusa, North Cyprus

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ABSTRACT

Without doubt, one of the most important issues related to the human and their relation to the environment is history. Historical quarters represent the concept of the past civilizations existing in the modern life. The legacy of these valuable places directly affect the relationship between visitors and the environment. Since historical urban quarters have an amazing variety of architectural, social, cultural, symbolic, and economic characteristics, they welcome many visitors and tourists across the world. Likewise, tourists seek the tourism destinations, which are unique, and present the high standards. With respect to this, there are wide variety of factors affecting the quality of historical urban quarters, as a cultural tourism destination, and directly influence tourists' satisfaction. In fact, the more historical urban quarters provide high quality services for tourists, the more they absorb tourists and make tourists more satisfied. Accordingly, this thesis is aimed to question tourists' satisfaction from quality of historical urban quarters. Therefore, to reach this aim, theoretical information about tourism and quality of historical urban quarters are given through the seminal literature, and then tourists' satisfaction with Famagusta Walled City, as thesis case study, is evaluated in terms of environmental and socio-economic quality. Additionally, as data collection methods, physical analysis and questionnaire-survey are applied to collect the required data according to the thesis framework. Consequently, in the evaluation process, qualitative and quantitative methods are employed to analyze the quality of natural environment, quality of historical built environment, and socio-economic quality of the Famagusta Walled City from tourists' perspective. Finally, regarding to the results of the analysis, in the conclusion chapter,

some recommendations are offered in order to improve the quality of Famagusta Walled City and enhance the level of tourists' satisfaction.

Key Words: Tourists' satisfaction, Cultural/heritage tourism, Quality of historical urban quarters, Famagusta Walled City

ÖZ

Tarih, tartışmasız insanın çevresiyle olan bağlantısında en önemli faktörlerden birisidir. Şehirlerdeki tarihsel mekanlar eski medeniyetlerin modern hayatta varoluşunu temsil eder. Eski toplumlardan miras kalan bu değerli mekanlar, ziyaretçi ve çevre arasındaki ilişkiyi direkt olarak etkiler. Tarihi kentsel mekanlar mimari, sosyal, kültürel, sembolik, ve ekonomik açıdan bir çok farklılığı içinde barındırdığı için tüm dünyadan ziyaretçi ve turistlere kapılarını açar. Bunun yanında turistler de yüksek standartlara sahip, benzersiz turizm destinasyonları aramaktadır. Buna bağlı olarak, tarihsel mekanların kültürel turizm destinasyonu ve turist memnuniyeti açısından insanlar üzerindeki etkisini belirleyen birçok faktör bulunmaktadır. Hiç şüphesiz ki turistlere yüksek standartlarda servis sağlayan tarihi mekanlar, daha fazla turist çekmekte ve daha fazla turist memnuniyetine sahip olmaktadır. Bunlardan yola çıkarak, bu tez çalışması tarihi kentsel mekanların turist üzerindeki memnuniyetini araştırmayı amaçlamaktadır. Bu amaçla, öncelikle turizm ve tarihi kentsel mekanlar hakkında bilgi verilmiş, arkasından çevre ve sosyo-ekonomik kalite açısından turistlerin Gazimağusa Kaleiçi bölgesi ile ilgili memnuniyetleri alan çalışması olarak incelenmiştir. Bu çalışmada fiziksel analiz ve anket yöntemi ile veriler toplanmıştır. Değerlendirme sürecinde; doğal çevre kalitesi, tarihi yapısal çevrenin kalitesi, ve sosyo-ekonomik kaliteyi Gazimağusa Kaleiçi'ndeki turist bakış açısından ölçmek için niteliksel ve niceliksel yöntemler kullanılmıştır. Sonuç bölümünde ise, araştırma sonuçlarına göre, Gazimağusa Kaleiçi'ndeki kaliteyi ve turist memnuniyetini artırma amaçlı bazı tavsiyelerde bulunulmuştur.

Anahtar kelimeler: Turist memnuniyeti, Kültürel/miras turizmi, Tarihi kentsel mekan kalitesi, Gazimağusa Kaleiçi

To my beloved parents

ACKNOWLEDGMENT

It would not be possible to complete this thesis without help of some special people in my academic life. First of all, I would like to express my deepest gratitude to my supervisor Assoc. Prof. Dr. Mukkades Faslı, whose expertise, enthusiastic support, understanding, and precise and kind advices made it possible for me to work in my field of interest and do my best. I know the words are not enough to thank your kindness.

I would also like to give my most sincere thanks to my parents, my source of motivations, whose loyalty, honesty, endless support, and kindness made me able to step forward and advance my study. You are truly the most important part of my life.

Furthermore, I would like to thank my husband for his presence in the difficult moments of my study and the faith he put in me to continue. Thanks for your great kindness.

Last but not least, I am hugely indebted to my sister who always made me happy by her support even from the far distance. Thank you for being such a great sister.

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Chapter 1

INTRODUCTION

1.1 Background of the Study

Tourism has always been a highly complex phenomenon and the subject of many debates and discussions. It can be considered from different point of views such as history, sociology, management, economics and geography. Since many disciplines have worked on tourism, multidisciplinary approaches are used to explain tourism (Candela and Figini, 2012). Besides, tourism is well known as an economic boosting factor among countries. In recent years, many countries have made a huge investment in the tourism industry. In fact, tourism industry has helped the countries to boost their local culture and economics (Benckendorff and Zehrer, 2013). Among different types of tourism, *cultural tourism* as part of *heritage tourism* has become a major pillar in countries economics' issues.

In the cultural and heritage tourism studies, the concept of culture can vary from historical to contemporary period. Historical urban quarters have been attracting many tourists because of people's inclination in historical culture and heritage (Smith, 2009). There are three major factors in the cultural and heritage tourism's studies, first, identifying the characteristics of cultural and heritage tourism in order to develop and manage it, then to understand tourists' characteristics and expectations, and finally extract factors affecting historical destinations' quality (Richards, 1995; Robinson and Phipps, 2005).

Therefore, since there are a few studies indicating the impact of quality of historical urban quarters on tourist satisfaction, this thesis will be devoted to achieve a theoretical framework and a basis to understand the relation between historical urban quarters and tourists' demand and expectations.

1.2 Statement of the Problem

In the field of cultural and heritage tourism, it is mentioned that continuance of tourism industry and tourists' satisfaction are inextricably linked together. Besides, the quality of a host community have a huge impact on tourists' mental image and their loyalty to the host community. Accordingly, tourists are usually absorbed to destinations, where influential factors in tourists' satisfaction are taken into account. Tourist destinations have a significant role in introducing their culture and identity. Notwithstanding of a fabulous history, Famagusta Walled City still suffers from lack of enough attention to its historical, architectural, social, and economic dimensions. Despite all the efforts in fulfilling tourists' needs in the Walled City of Famagusta, the dearth of quality in its conservation, maintenance, and planning is still tangible.

Considering Famagusta Walled City as a historical tourist destination, it is observed that the number of tourists visiting Famagusta Walled City throughout the day and night in comparison with the Walled City of Nicosia, which is similar to thesis case study and is located in Nicosia, capital of the Northern Cyprus, is not adequate. Therefore, it is aimed to measure tourists' satisfaction from various dimensions of environmental quality (natural and built environment), and socio-economic quality of the city in order to find solutions for this problem and make Famagusta Walled City an unforgettable experience.

1.3 Thesis Aim and Objectives

Since tourism industry in particular cultural and heritage tourism are rapidly growing, the importance of tourists, as a vital part in sustaining tourism industry should not be forgotten. Accordingly, due to providing more comfort and satisfaction for tourists, not only tourists' expectations and tourists' characteristics should be studied in details, but also quality of tourist destinations should be studied from different perspectives.

Therefore, this research is set to determine a framework, which includes factors affecting both the quality of historical tourist destinations, and the level of tourists' satisfaction. With regard to this, thesis objective is defined as the question that *how the quality of historic Famagusta Walled City can affect tourists' satisfaction*. Moreover, to get the answer of this question, we need to answer the following questions as well.

1. How much are tourists satisfied with the quality of Famagusta Walled City's natural environment?
2. How much are tourists satisfied with the quality of Famagusta Walled City's historical built environment?
3. How much are tourists satisfied with socio-economic quality of Famagusta Walled City?
4. How much are tourists satisfied with the overall quality of Famagusta Walled City?

1.4 Limitations of the Thesis

With respect to this thesis, since this study will apply qualitative (physical analysis) and quantitative methods (questionnaire-survey) to collect the data, the first limitation is the data collection's period (April) as well as time constraint. The other limitation is the case study area, (Walled City of Famagusta), since it is observed that the case study needs to be evaluated in order to attract more tourists. Likewise, this thesis is going to focus on Famagusta Walled City according to the thesis framework and literature review, in terms of quality of its natural, built, and social environment. Besides, the issues such as accessibility, mobility and so on, which are related to quality of built environment are evaluated inside of the Walled City rather than the outside of the Walled City.

1.5 Significance of the Thesis

This study contributes to tourism industry and urban policy makers. With respect to the first group, this study provides tourist industry and marketing managements with novel information to fill the gap in the theory and practice, and to gain more tourists' satisfaction. As far as urban designer and urban policy maker are concerned, this thesis helps to improve physical, socio-cultural, and economical quality of Famagusta Walled City, which eventually leads to increase the number of tourists and provides economic and cultural benefits in the Walled City of Famagusta.

1.6 Method of the Thesis

Research methodology of this thesis involves qualitative and quantitative approaches. Therefore, with the aid of literature review and previous studies, a set of criteria is gathered as a theoretical framework. According to the thesis criteria, both physical analysis and questionnaire-survey, as the thesis's data collection methods, are done to gather the raw data. In order to distribute the questionnaire-surveys among tourists,

there is a formula (sample size = $\frac{z^2 \times p(1-p)}{e^2}$) in which according to its variables the amount of respondents that should be invited to participate in questionnaire-survey is defined. With respect to this formula, “(N) means the population size, (e) means margins of error (as a decimal), and (z) means a z-score measuring the number of standard deviations a given proportion is away from the mean. For example for a 95% confidence level, we use 1.96 as z-score (retrieved from URL 1)”.

Table 1.1: Sample size of respondents for questionnaire-survey, retrieved from URL 1

Population Size	Sample Size per Margin of Error		
	±3%	±5%	±10%
500	345	220	80
1,000	525	285	90
3,000	810	350	100
5,000	910	370	100
10,000	1,000	385	100
100,000+	1,100	400	100

Therefore, according to the mentioned formula and Table 1.1, since the overall average of tourists' number visiting Famagusta in April is 4000, then the number of tourists who were invited to take part in this questionnaire-survey was 100, while only 55 tourists answered the questionnaire, and of them, the answers of 50 tourists were accepted to be evaluated (# of invited respondent = $\frac{\# \text{ of respondents need}}{\text{expected \% response rate}} \times 100$).

The details of the questionnaire as well as its questions are given in Appendix A and B, likewise, Figure 1.1 explains the methodology of the thesis.

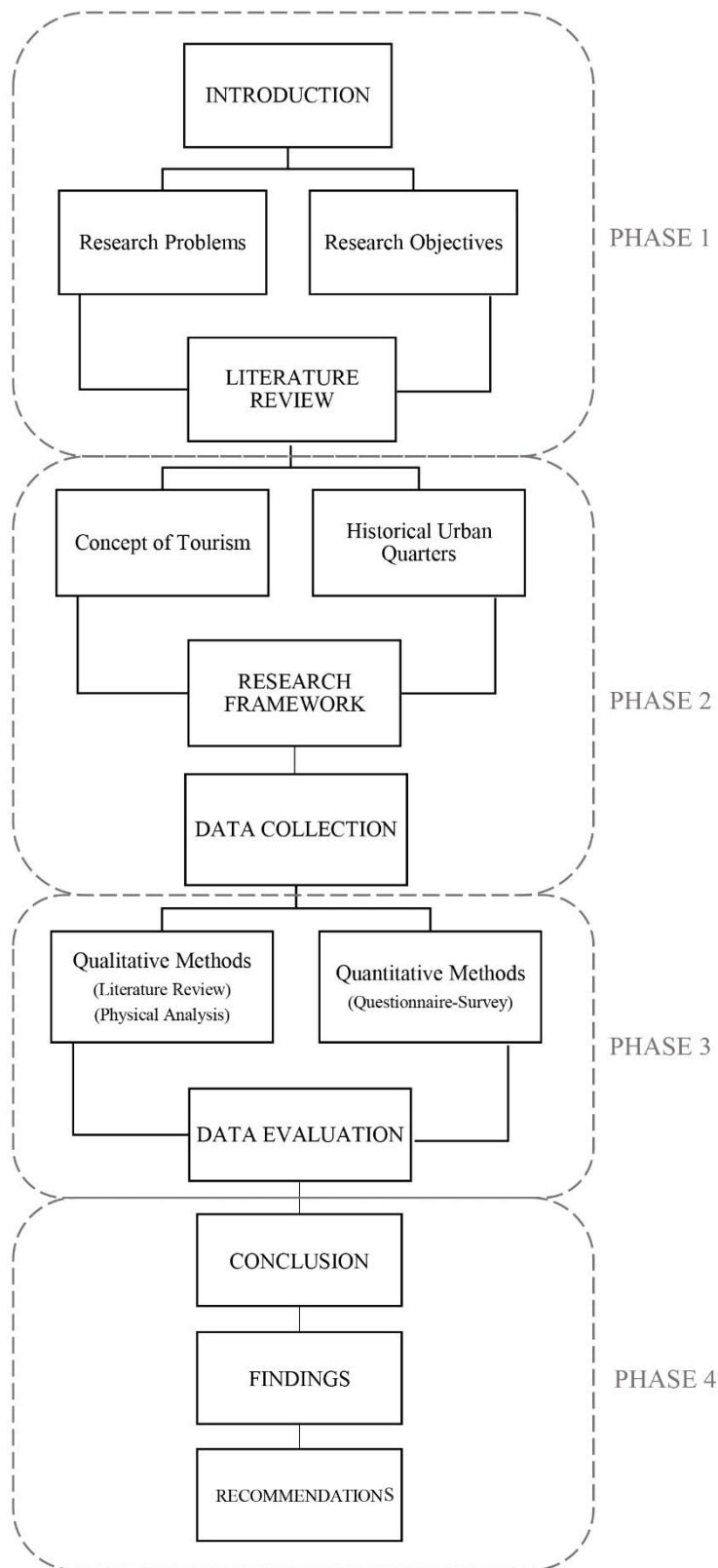


Figure 1.1: Thesis methodology

1.7 Thesis Structure

This thesis is organized under 5 chapters. The first chapter described the main thesis background; the next chapter introduces the concept of tourism and tourists' demands precisely, in the base of theoretical literature. Then, the importance of environmental and socio-economic quality of historic urban quarters in relation with tourists' satisfaction will be highlighted in chapter 3. Chapter 4 explains information about Famagusta Walled City, its brief history and tourist performance, as well as research methodology and data collection methods. Moreover, Chapter 4 evaluates the collected data according to the theoretical framework established in chapter two and three. In the fifth concluding chapter, which accentuates on findings, contribution of the thesis as well as further recommendations will be underlined (Figure 1.2).

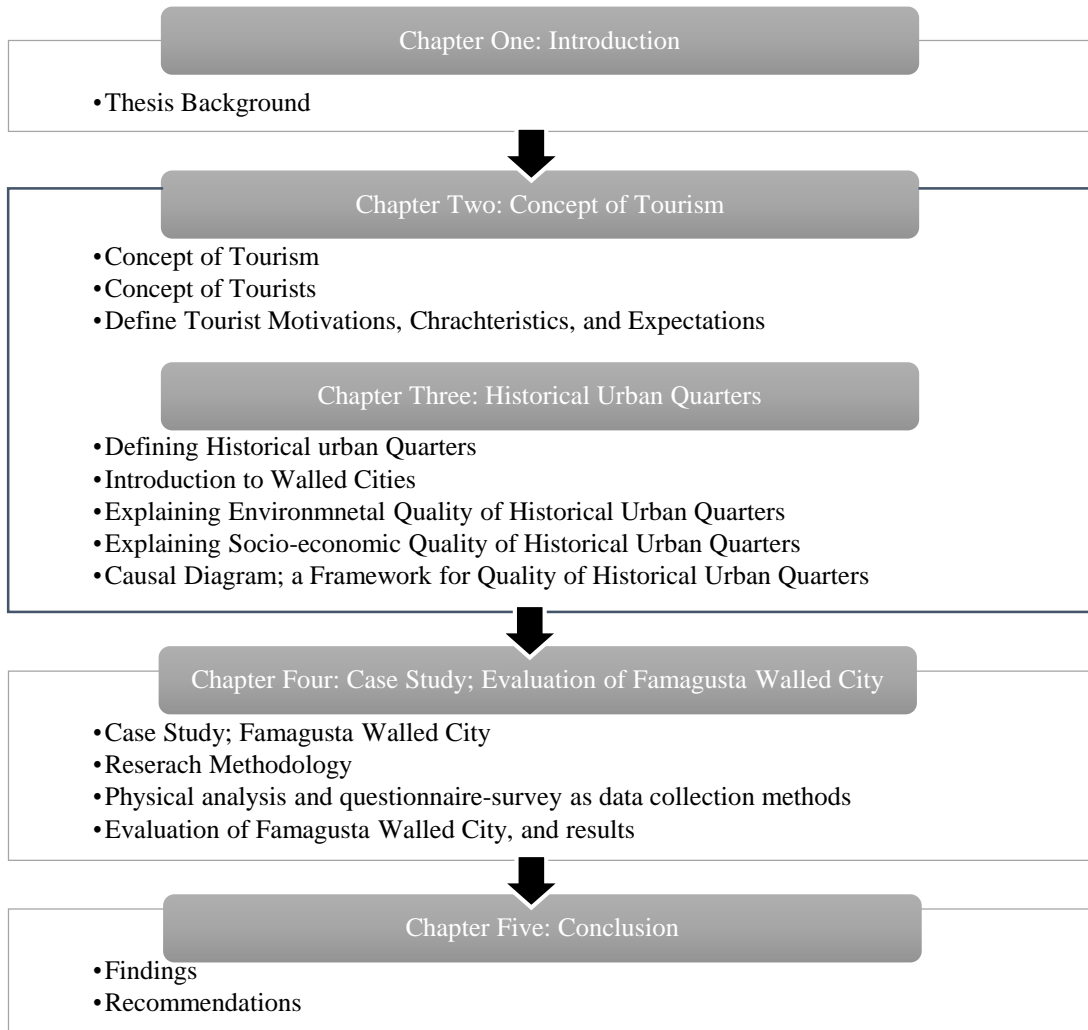


Figure 1.2: Thesis outline

Chapter 2

CONCEPT OF TOURISM

2.1 Introduction

The theoretical framework of this thesis focuses on tourists' satisfaction in historical urban quarters. In order to reach this aim, there are some steps to be passed. First, the concept of tourism will be explained and afterwards, since the area of this research is Famagusta Historical Walled City, the concept of cultural and heritage tourism will be discussed. Moreover, because this thesis is based on tourist satisfaction, the concept of tourism and tourist, types of tourist's expectations, and motivations will be determined.

2.2 Tourism

Tourism is a challenging industry and a multidisciplinary field of study. Among various dimensions of tourism, manifested and hidden dimensions of tourism are the most important ones. In 1960s, earlier studies focused on economic contribution of tourism, while recent studies consider tourism as a multidisciplinary phenomenon (Jafari, Baretje et al., 2000). Tourism is considered as an international fact. It means tourism overthrows the boundaries between research areas. Marcel Mauss (1980) looks at tourism as a social phenomenon, because tourism has a profound effect on both receiving country and sending country. Furthermore, tourism can be felt in the major aspects of life as political, geographical, technological, and economic (Lanfant, Allcock, Bruner, 1995). Generally, to understand the concept of tourism there are three important topics in which tourism and travel are expressed by them, such as *definition of tourism*, *evolution of tourism*, and *tourism system* (Sharpley, 2006).

2.2.1 Definition of Tourism

Tourism as an international fact, overthrows the boundaries between research areas. Marcel Mauss (1980) called tourism as a social phenomenon, because it has a profound effect on all sectors of life. Tourism not only affect the sending countries, but it also exerts changes in receiving countries (Lanfant et al, 1995). Normally, to clarify the nature of tourism and travel, “tourists’ demands” have to be considered first. Sociology of tourism is also an important running background in tourism studies as tourists have the central role in tourism studies. According to Yu and Goulden (2006) studies, tourism demands have a twofold meaning; “*technical definition*” and “*conceptual definition*”.

2.2.2 Evolution of Tourism

By increasing amount of traveling in modern societies, it is also important to consider social history of communities. In order to identify how tourism has evolved around the world, the main influential factors in tourism and traveling have to be taken into account. However, it also can be remember that tourism transformed from a specific activity in the past to an enjoyable one in the present. That is to say, nowadays, great majority of people can travel in comparison with the past, whereas every upper class and wealthy people could do it (Sharpley, 2006). After the Second World War, tourism turned into a formidable industry. In other words, the income of households had increased in order to support the expenses of travelling. Generally, people could spent more time on leisure. Furthermore, educated population had a tendency to explore new places to get new ideas. From a historical-analysis point of view, tourism and traveling development are divided into three periods (Smith, 1989):

1600-1800: Having economic increase and decrease, this period shows the form of “Grand Tour” as a popular resort-based tourism. With the emergence of modern tourism in this period a new meaning of tourism and traveling was born. Existence of upper class societies, more free time, people’s tendency to have fun and be reinvigorated, and familiarity with the concept of holiday are the main factors, which led to development of tourism in this era (Vitterso et al, 2000).

1800-1900: Popularity of seaside resorts had increased among visitors and tourists during this period. From 1950s onward, “Package Tour” had developed.

1900-onwards: This period witnesses the great increase of domestic tourism, meanwhile after 1960s international tourism grown rapidly. Economic crisis rose between 1980s and 1990s, so that industrialized countries decided to adopt tourists’ policies in order to solve their economic problems. Then the scale of national tourism expanded to international scale due to resolving economic difficulties (Lanfant et al, 1995).

Another theory by Sharpley (2006) explains the *democratization* of tourism, in which leads to the growth of mass-international tourism, such as *technological development, increase in individuals’ income and time, social transformations, the advent of travel industry.*

– *Technological development:*

With the aid of transport technology as a fundamental aspect of tourism development, not only people’s access to destinations increased, but also people could travel long distances. Additionally, information technology has a huge effect on travel and tourism

in recent years (Bosque and Martin, 2008). According to WTO (2010), between 1995 to 2008, the number of tourists' arrivals around the globe has been increased, from 534 million to 920 million (Smith, 1989).

– *Increase in individuals' income and time:*

Smith categorized the foundation of tourism in three categories of *leisure time*, *discretionary income*, and *positive local sanctions*. That is to say, since the Second World War individuals have had more leisure time in their workweek. Furthermore, curiosity and sense of discovery of modern generation made them save their extra money of their income and spend it on traveling. Then, people needs adequate time and money to spend on travel (Smith, 1989).

– *Social transformations:*

Continuous changes in social factors as well as political and economic changes were considered as a stimulus to tourism development (Chui et al, 2011).

– *The advent of travel industry:*

In order to supply all kinds of tourism needs, an organization and innovative industry shaped (Sharpley, 2006). In other words, the emergence of tourism industries in various types such as recreational tourism, leisure tourism, environmental tourism, cultural and heritage tourism, and so forth led to afford more tourists' needs from different perspective.

2.2.3 Tourism System

Tourism is consist of three major elements of *tourist*, *the destination*, and *tourism industry*. The following schematic diagram (Figure 2.1) shows the tourism system in brief (McKercher, 2002).

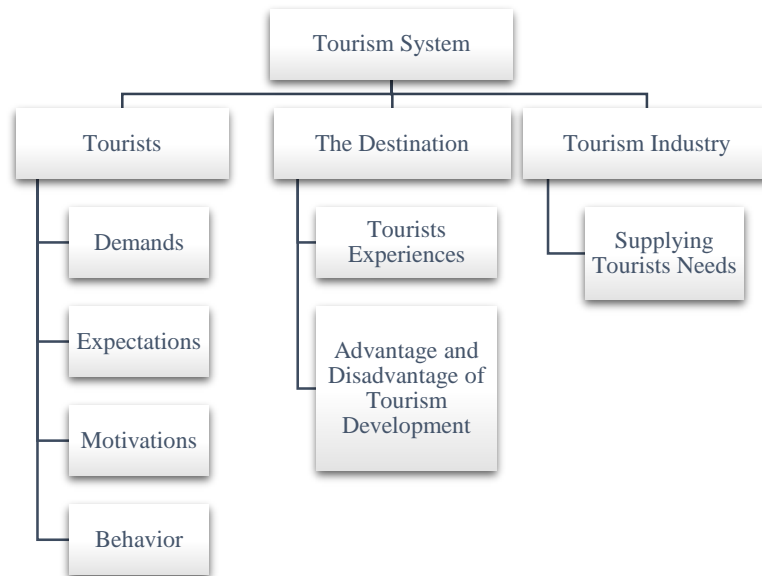


Figure 2.1: Major elements of tourism system (McKercher, 2002)

Although, each factors of tourism system may be considered independently, in the real world they are interrelated and dependent to each other. The destination in this diagram is where people gain new experiences, and tourism development exerts its positive and negative influences on the area.

In another theory, Leiper (1990) identifies the factors of tourism system as *tourists*, *geographical area*, and *tourism industry*. The following diagram (Figure 2.2) represents details of this tourist system. In this model, geographical area is divided into three parts of *generation region*, *destination region*, and *intermediate transit region*. Generation region is the tourists' home country, destination region means the host country, and short staying on route while traveling to destination is called intermediate transit region (Leiper, 1990).

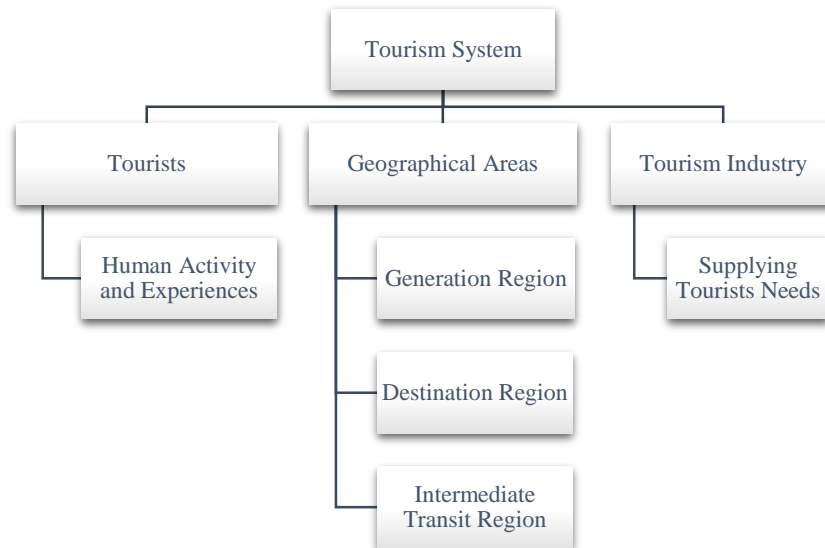


Figure 2.2: Essential factors of tourism system (Leiper, 1990)

2.2.4 Types of Tourism

Tourism can be subdivided in several types depends on various motivation of travelling including *transportation type*, *travel expenses*, *purpose of travel*, and *duration of travel and landing*. In the other side, regarding to initial area and destination tourism is divided into two main categories of *domestic*, and *international* represented by Figure 2.3 (Tureac and Anca, 2008).

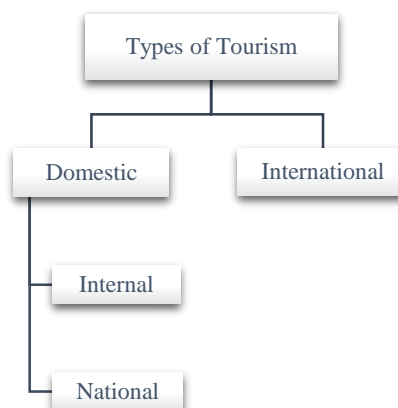


Figure 2.3: Categories of tourism (Tureac and Anca, 2008)

Smith (1989) stated that tourism is categorized to five types depends on the kinds of leisure activity and mobility of tourists such as *ethnic, cultural, heritage, environmental, and recreational*.



Figure 2.4: Types of tourism (Smith, 1989)

– *Ethnic Tourism*

Ethnic tourism includes cultural representation in which two groups of tourists and host (government and presenters' employees and site managers) are involved. Host is who provides the facilities and tourists are those who benefit from these facilities and convenience. The main purpose of ethnic tourism is to develop culture and economics, beside to revive the tradition and culture of minorities. In fact, ethnic tourism acts as a double-edge sword. On the one hand, social and economic benefits are focused in ethnic tourism and on the other hand, the culture and identity of ethnic groups can lead to negative changes. In ethnical studies, there have been a strong relation with cultural representations. Culture as a concept plays a symbolic role in each and every society. In recent years, tourism studies have focused on cultural representation, because tourism can affect cultural image of ethnical groups (Yang, 2011).

Smith (1977) claimed that ethnic tourism is the act of indigenous people, which is more or less quaint for tourists. Nowadays, ethnic tourism concentrates on tourists, who are interested in cultural material, exotic cultural performances like events and festivals, ethnic areas like villages and homes, and shopping handcrafts. Since tourists

pay more attention to authentic ethnic cultures, they give more visits to cultural attraction settings. The following diagram (Figure 2.5) shows the function of ethnic tourism briefly (Smith, 1977, and Yang, 2011).

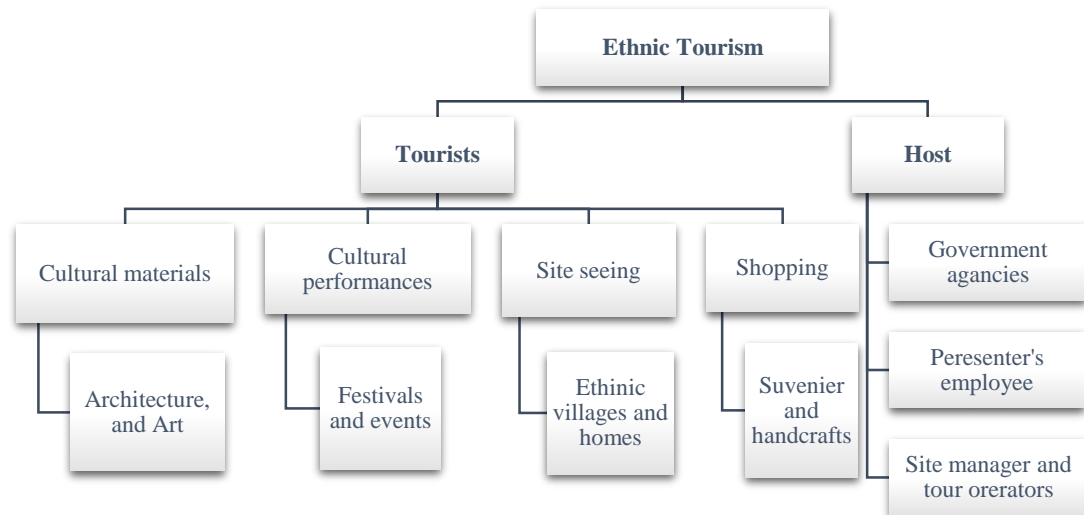


Figure 2.5: Components of ethnic tourism (Yang, 2011 and Smith, 1977)

– *Cultural Tourism*

Silberberg (1995) explains cultural tourism as a tourism in which tourists give visits to the host community and become motivated by various types of offerings of a region including historical, artistic, architectural, and heritage.

Cultural tourism can be supplied by humanity and holism, which is brought for us from earlier ages (Boniface, 1995). Cultural tourism as a growing industry has become important across the globe since UNESCO (1972) introduced the concept for cultural heritage (Smith, 2009). According to World Heritage Committee, cultural landscapes are divided into three types including *built environment*, *organic environment*, and *cultural environment with cognation*. In all cultural tourism studies, human and nature

as the main participants of cultural landscape, have had a harmonious symbiosis over time (Ye and Sun, 2012).

There are two definitions for cultural tourism as *technical definition* and *conceptual definition*. In technical definition, cultural tourism means whole activities a tourist takes in a cultural destination, for instance site seeing, cultural activities, etc. Conceptual definition introduces cultural tourism as a journey in which tourists are away from their home country due to visiting cultural manifestations and gaining new experiences. Richards (2001) stated that cultural tourism includes both heritage tourism and art tourism, that is to say, cultural tourism is related to cultural events and facts of the past, as well as “way of life” in contemporary culture. Generally, cultural tourism consist of various perspectives such as motivational perspective, business perspective, operational perspective, experiential activity, and special interest tourism, moreover as Figure 2.6 represents each of them refers to different issues (Smith, 2009).

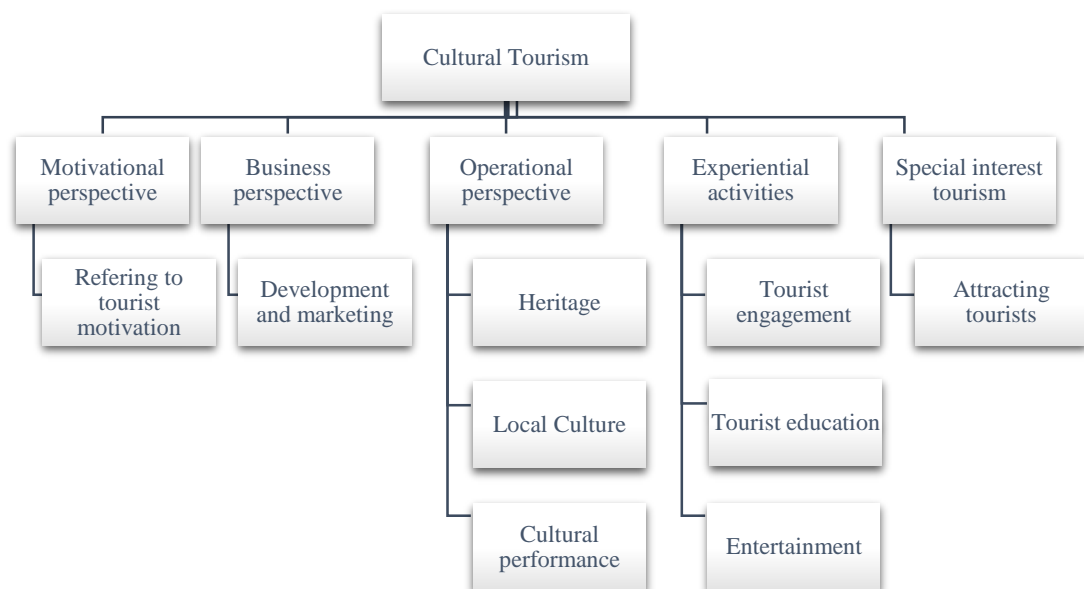


Figure 2.6: Various perspectives in cultural tourism (Smith, 2009)

– *Heritage Tourism*

Heritage tourism is based on nostalgia. It is a specialty travel to the past, which diverse traditions, cultures, customs, and architectural forms, can be experienced by tourists. Traveling to historical and traditional sites, tourists become familiar with cultural events, monuments, landmarks (Zeppel and Hall, 1992). As a part of cultural tourism, heritage tourism is meant to attract tourists to socio-cultural inherited asset of the past. Although, heritage tourism offers the historical identity of each region, the identity of historical regions is very vulnerable and has to be maintained (Chui et al., 2011). Thus, since heritage sites are the destination of many tourists, benefits and costs of tourism actions must be taken into consideration in order to protect historical and cultural sites from any destruction. In recent years, as a consequence of globalization, UNESCO adopted an inclusive approach due to maintaining and promoting cultural and historical values of heritage sites. Generally, management of heritage sites requires three types of supervision; first and more importantly is conservation of heritage-cultural sites, second involves tourists' management, and finally yet importantly includes community involvement (Smith, 2009).

– *Environmental Tourism*

Environmental tourism refers to the notion of ecotourism and sustainable tourism (Fennell, 1999). The concept of sustainable tourism is resulted from the idea of sustainable development, and is applied in tourism sector. According to WCED, World Commission on Environment and Development, sustainable development is to provide the needs of today generation while the needs of future generation are considered. Then, sustainable tourism means to fulfill tourists' satisfaction as well as

contemplating the economic benefits, social acceptance, and environmental conservation (Robinson, Heitmann, and Dieke, 2011).

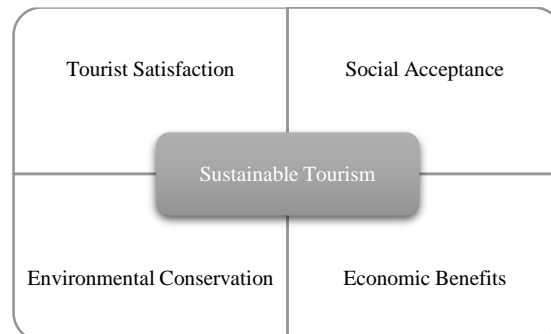


Figure 2.7: Factors of sustainable tourism (Robinson et al., 2011)

– *Recreational Tourism*

The main purpose of recreational tourists is to escape from their daily life and put all the responsibilities behind. Then, they chose to relax and have fun and rarely engage with cultural intentions (Boniface, 1995 and Smith, 2006). Sport tourism could be as an example of recreational tourism, as winter sport destinations, which are the target of recreational tourism market. Special tourism attraction (STAs), in this tourism are created due to providing tourist needs and facilities. For instance, snow parks require more attractive environment as well as tailor-made suits, snowboards and so on (Högström, Rosner, and Gustafson, 2010; Ryan, 2003).

2.3 Tourist

Tourist is a technical term referring to the term of tour and the trip for leisure (Jafari, Baretje et al., 2000). Accordingly, tourist is someone who travels to other country or region outside their usual region, in order to do specific purposes such as leisure, business etc. (Boniface, 1995). In cultural tourism studies, cultural tourists are those who visits cultural and historical sites. Cultural tourists have five types depends on either culture is their first motive or not such as *purposeful cultural tourists*,

sightseeing cultural tourists, casual cultural tourists, serendipitous cultural tourist, and incidental cultural tourists (Smith, 2009). In general, typology of cultural tourists depends on the motivations, level of interests, and demands of tourists can be variable (Boniface, 1995). Figure 2.8 represents the priority of culture as a motivating factor among cultural tourists.

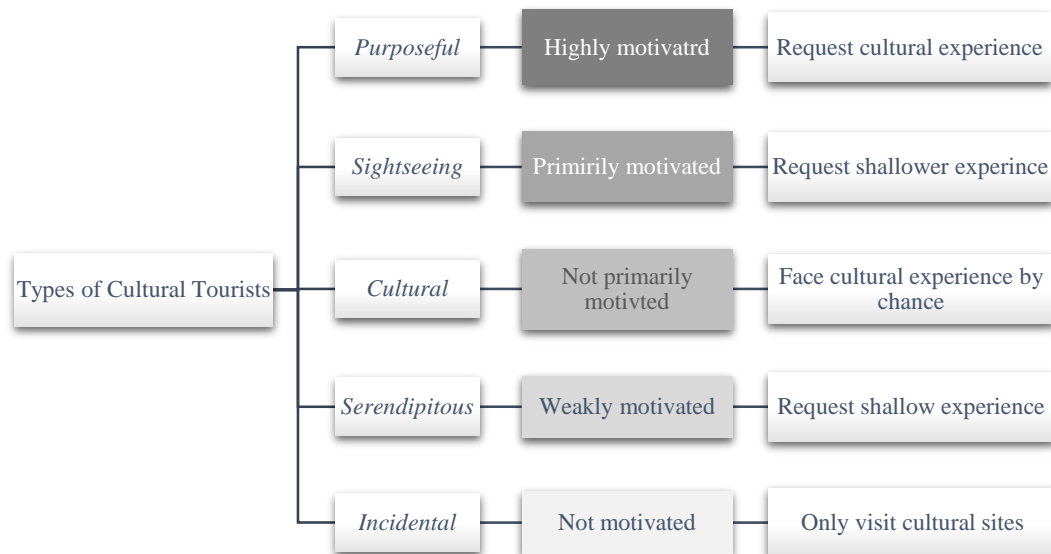


Figure 2.8: Types of cultural tourists and state of their priority (Boniface, 1995, and Smith, 2009)

Studying tourist as a factor of tourist’ satisfaction, tourist motivations, tourist characteristics, and tourists’ needs and expectations have to be taken into account (Sharpley, 2006).

2.3.1 Tourist Motivations

Travelling to foreign countries allows tourists to experience different identities and cultures. Tourists usually tend to escape from “self” and “routine” (Smith, 2009). Therefore, there should be a motivation to do so. Generally, motivation is a factor, which makes tourists achieve their needs and gain satisfaction. It has been seen among tourists with different motivations that they mutually become satisfied with the

destination when their desired benefits were met (Beerli and Martín, 2004). Motivation is a complex factor, which means without motivation tourists more likely will have no demand. In fact, there has to be a felt need, which motivation translates it into action to fulfill it. Studying tourist motivation, at the first place it is considerable to find out why people have a tendency to travel, and how their expectation and needs will be satisfied. From a general point of view, tourist motivation can be assessed under two categories of *psychological phenomenon* and *sociological phenomenon* (Kozak, 2002).

- *Psychological Motives*

Every tourist has his or her own requirements and needs. The psychological approach tries to make a connection between tourists’ psychological needs and their behavior in which they fulfil their expectations. Motivation from psychological point of view has an overall appearance called “ego-enhancement” and other aspects of psychological motives are considered as “hidden agenda.”

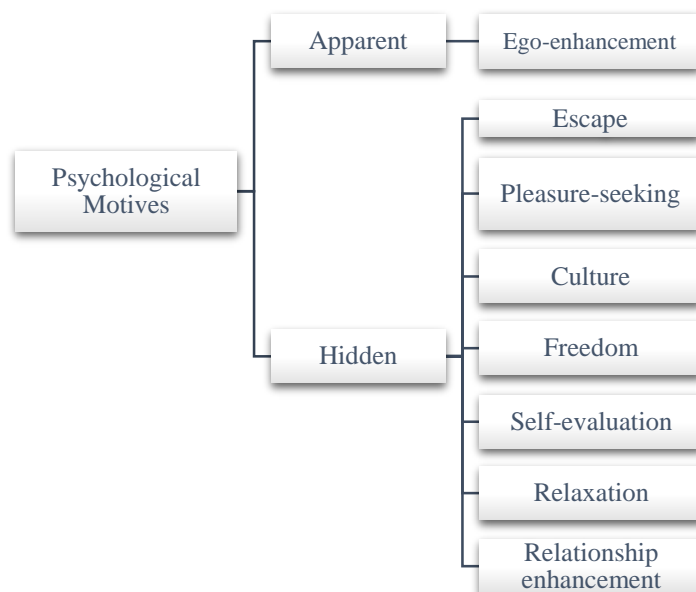


Figure 2.9: Aspects of psychological motivations (Kozak, 2002)

- *Sociological Motives*

Various socio-cultural forces can influence tourists' needs, either the society, which tourist live in or the family members. Tourist motivation in this approach are resulted from both social and structural perspectives, which are named extrinsic motives. One of the factors influencing extrinsic motivations is the relation of tourists with their "work". In fact, tourism and leisure are the opposite of work and labor, then work itself can be a motivational factor in which motivate tourists to travel. The other factor is social influences as a force or pressure including culture, family, and friend's effect, and social class. The third factor affecting extrinsic motives is modern society. That is to say, modern society has made people busy with their life, so people seek a free time to put behind all their responsibilities. Accordingly, the need of escapism in modern life is a motivational factor. Moreover, due to the lack of sense and meaning in modern era, people try to create a link between contemporary and traditional period.

2.3.2 Tourist Characteristics

Tourists can be categorized into several types depending on the aim of their travelling. According to Boniface (1995), tourists and visitors are classified into three groups of *new visitors*, *older visitors* and *younger visitors*. He claims that depending on the type of visitors their needs and expectations can vary. Personal characteristics of tourists such as *economic characteristic*, *behavioral characteristic*, and *socio-demographic characteristic* (age, gender, level of education, occupation, nationality etc.) affect the perception of tourists of a destination and consequently influence the overall satisfaction (Beerli and Martín, 2004). Thus, in order to evaluate tourist satisfaction in historical sites, the mentioned factors, as the evaluation criterion have to be taken into account.

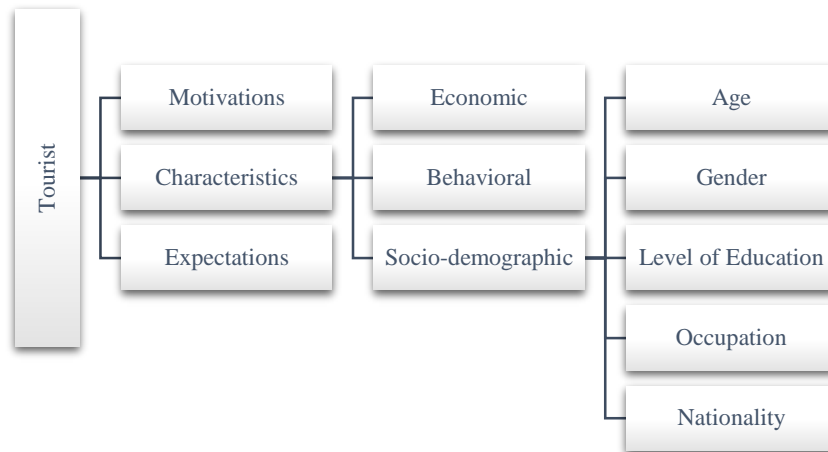


Figure 2.10: Classification of tourists (Boniface, 1995, and Beerli and Martin, 2004)

2.3.3 Tourist Expectations

To understand the factors influencing tourist satisfaction, it is essential to consider some principal needs of tourists (Boniface, 1995). Table 2.1 represents some essential needs of tourism from Boniface point of view.

Table 2.1: Principal needs of tourists in cultural sites (Boniface, 1995)

PRINCIPAL NEEDS	DESCRIPTION
ESCAPISM	For a visitor, difference between cultural sites and their daily life makes it more worthy to pay a visit. Depends on where the visitors come from, the level of attraction of primitive sites varies
STATUS	One of the factors, which motivates visitors to visit cultural and heritage sites is status. The terms of status categorizes tourists into two types. The former group tends to go where everyone else goes, and the latter group wants to be where not everyone goes there
RELIGION AND SPRITUALITY	Tourists from various religions and believes may seek their spiritual needs in some religious-cultural sites. Then, visitors' spiritual needs should be fulfilled without any confliction or danger between other religions
RESEARCH `AND EDUCATION	As it is clear there are various types of tourist depend on their actual needs, but research and education could be the need of specialists and professionals, particular students, or even ordinary people who visits the cultural sites

Table 2.1 (continued).

PRINCIPAL NEEDS	DESCRIPTION
SPECIALNESS AND EXCLUSIVITY	This means the kind of both activity and places, which tourist are not able to do it by themselves. Thus, there has to be facilities and organizations to do it so.
EASE AND COMFORT	This item refers to transportation mood, whether airplane or bus. All kind of services has to be comfortable. Besides, it includes urban furniture provided in historical sites
SHOPPING AND EATING	Shopping and eating are more enjoyable for most tourists. In order not to miss out the site, the tour leaders must give an itinerary to tourists and make them feel happy safe and happy overall about their journey
ADEQUATE INFORMATION	Tourists normally feels themselves in an unusual situation, therefore it is very necessary for tourists to be informed about what is going to be done during the journey, otherwise they do not feel comfortable. Besides, a language must be chosen, which all tourists are familiar with
CHALLENGES AND EXCITMENT	Most of cultural sites deal with physical challenges. For example, visitors want to climb a site, but the point is if all visitors want to climb it, the site may face the danger of erosion
DEPENDABILITY AND ACCESSIBILITY	It is very annoying when visitors cannot access some parts of cultural sites due to being under repair, or even forbidden to take photograph. Then, tourists should be informed about such kind of issues

2.3.4 Tourist Satisfaction

Tourist satisfaction has been a sensitive issue among scholars in order to improve the quality of services in tourism and marketing industry. Hartman (1973) introduces a concept for satisfaction including three parameters, the first is cognitive dimension, which includes service performances, the second is affective dimension based on the reaction of customers with respect to provided services, and the last is systematic dimension, which evaluates the similarity of expected services with the offered serviced. In tourism studies, tourists' satisfaction means to analyze tourists' expectations before travel and their experiences after travel and then comparing them

together in order to find the gap between them. Therefore, if tourists' expectations in a tourist destination can be fulfilled toward expected services, tourists leave the destination with satisfaction. Tourism researches have made a model to evaluate level of tourist satisfaction, which is based on physical and cultural quality as well as environmental quality of the tourism destination (Yu and Goulden, 2006). Evaluating tourists' satisfaction will help service providers and destination managers to enhance the quality of their services. Another focus in order to get the measure of satisfaction is on tourist motivations and personal characteristics such as age, level of knowledge, occupation, etc. (Beerli and Martín, 2004). Therefore, in order to achieve tourist satisfaction in historical destinations, the quality of historical quarters has to be evaluated in terms of the facilities and features, which are provided for tourists. Consequently, tourist satisfaction in cultural and heritage tourism is the result of understanding the tourist characteristics and expectations, as well as physical and environmental, and socio-economic qualities of the tourist destination (Guan et al., 2012).

2.4 Summary

This chapter attempted to summarize general and essential literature related to tourism with a focus on cultural tourism, and provided a base for the case study. In next chapter, quality of historical urban quarters, both in environmental and socio-economic aspects, will be evaluated, and the factors influencing tourist satisfaction in historical urban quarters will be determined.

Chapter 3

HISTORICAL URBAN QUARTERS

3.1 Introduction

Since this study is focused on tourist satisfaction in historical urban quarters (walled cities), it is very fundamental to introduce the concept of historical urban quarters and walled cities. In addition, there are various factors, which influence quality of historical urban quarters. Consequently, this chapter will first introduce the concept of historic urban quarters and walled cities. In continuation, the quality of historic urban quarters will be considered from two points of view including environmental quality and socio-economic quality. Furthermore, the significant elements affecting environmental quality of historic urban quarters (natural environment and built environment) as well as socio-economic quality will be considered according to the literature review. In the final stage, a causal diagram will be represented consisting of all factors influencing the quality of historic urban quarters on tourist destinations.

3.2 Historical Urban Quarters as Urban Heritage

Urban environment is a comprehensive collection consisting of biological, economic, political, socio-cultural issues, which interrelated all altogether (Ablaby 1994). Accordingly, environment in tourism studies is a consequence of interaction between socio-cultural, physical, economic, and political concepts. Studying historic urban quarters, the first question comes to mind is “what is urban heritage?”. Cultural heritage and urban heritage initially was founded in the latest 21th century. Urban heritage compasses both tangible and intangible aspects that shape quality and identity

of historical cities such as environmental quality and socio-cultural identity (Maistrou, and Psychogyios, 2006). History is the main theme of urban heritage in which it explores what has been occurred to previous generations over time. Urban heritage compasses both physical parts such as buildings and monuments that is bounded with historic associations and myth, and natural resources. In other words, the concept of historical urban quarters, as an urban heritage, is made up of historical built environment as well as natural environment. For instance, factors such as historical monuments, historical urban spaces, attributes of buildings, urban morphology, and natural heritage are the issues, which urban heritage is based on them (Orbasly, 2000).

3.2.1 Walled Cities

Many European towns and Mediterranean cities were established according to street pattern and morphology of Roman grid plan. Since Feudalism gained power and under the certain political climate of that era, the Roman grid plan shifted to walled cities with an emphasis on church, and they were shaped to provide the protection form the enemies. Riversides and hilltops were the best places for a walled city to be located (Batty and Longley, 1994). The general form of historic towns as well as their character is the first aesthetic component of these cities. Topographical context of historical towns affects the form of cities, for instance a hilly site and a flat landscape have different layout. Some historical towns consisted of both types of mentioned topography (Fáilte Ireland, 2010). From morphological point of view, walled cities have narrow street pattern, and a market square, as well as church or cathedral, which were built in the center of walled cities. Medieval towns have different geometrical features in comparison with the towns in 19th and 20th centuries. In order to illustrate the subject, urban web of medieval towns consist of variation in width of pathways,

curved angles, irregular rhythm, spaces with various size, many turns in a unit length, many possible paths, and many other features (Maistrou, 2006).

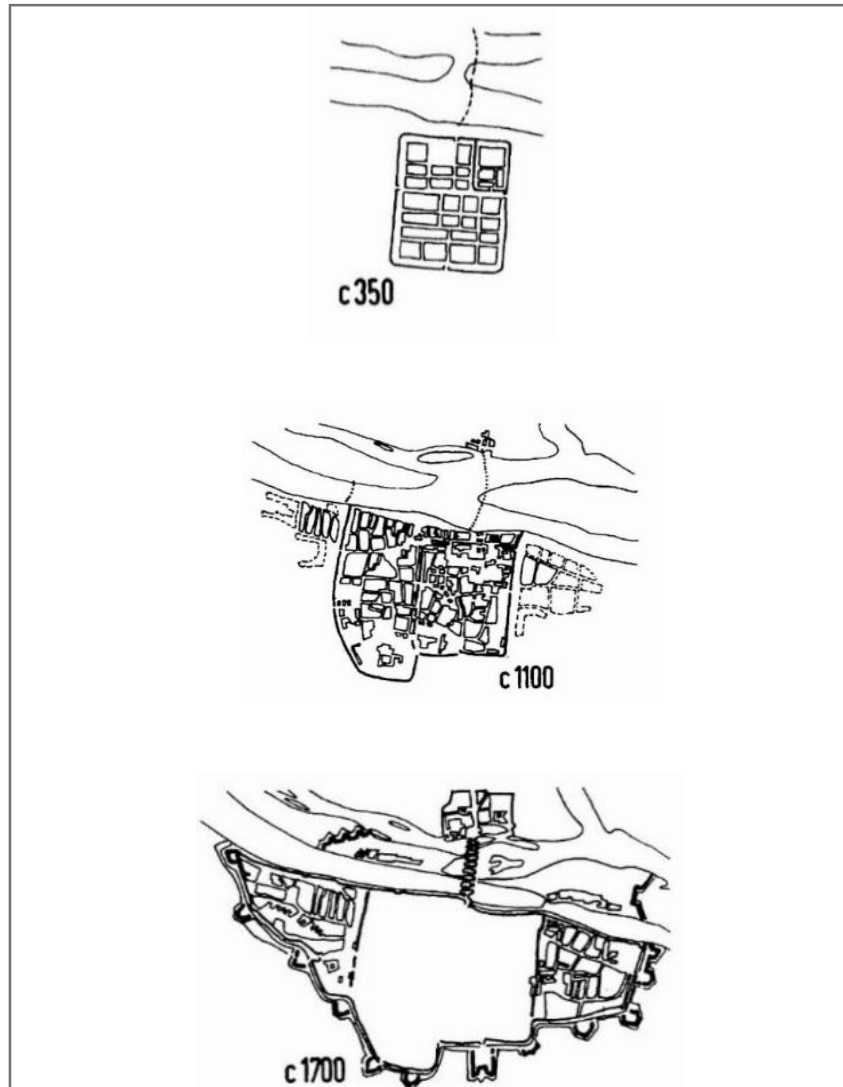


Figure 3.1: The succession of geometries; Regensburg from Roman times (Batty and Longley, 1994, p. 21)

In Islamic period, Islamic rulers and dynasties could take over in East such as Middle East and North Africa, and established their urban tradition in the Mediterranean (Hakim, 2002).

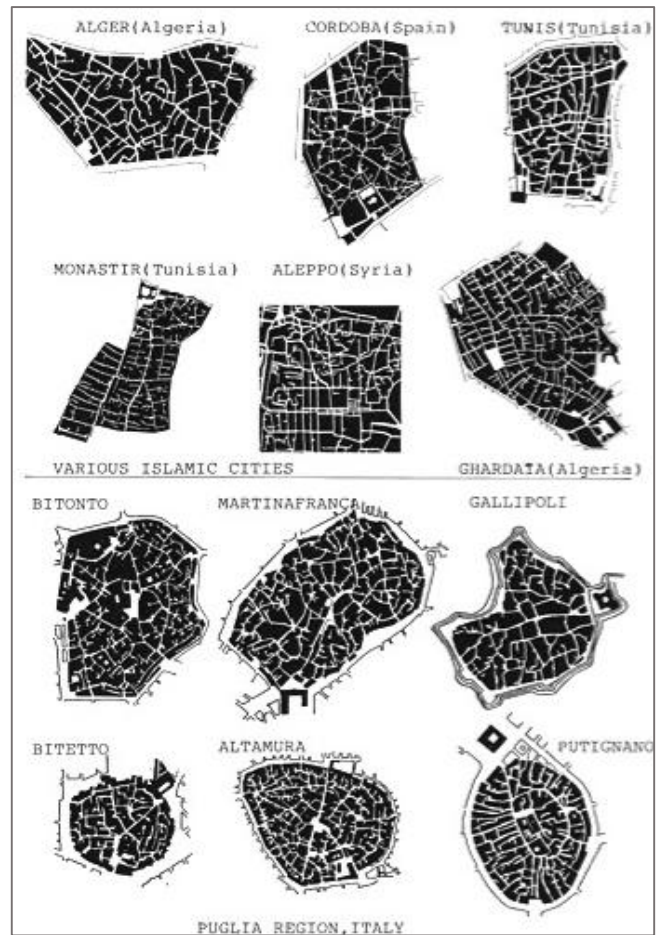


Figure 3.2: Prevalent urban pattern in Puglia region in Italy, affected by Islamic urban tissue (Hakim, 2002)

From social point of view, in walled cities, administrative buildings as well as upper-class residents were located in citadel, which was protected with an inner bailey, but ordinary people were forced to live outside of fortifications. Environmental issues were considered in constructing the walled cities sophisticatedly, that is to say, buildings were built in a direction, which sunlight could easily come into, besides location, and form of the buildings protected them against strong winds (Orbasly, 2000).

There are many ancient walled cities across the globe, which represents the history and culture of different civilizations. Ancient walled city of Harar, as an example of

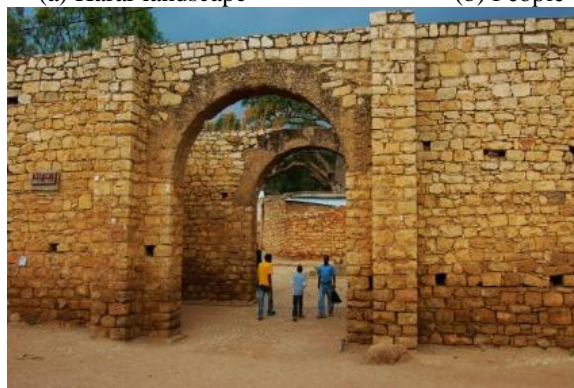
historic walled towns, is located in Oromiya region in the Horn of Africa. Although the history of Harar is not very clear, many historians estimate that its history refers to the Islamic Period and its expansion. Harar is located in East Africa, where has a fertile lands and rainy weather. Situating on a borderline, Harar provides its farmers with the opportunity of exchanging their product with tradesmen. According to its urban fabric, Harar has a kidney form with the total area of 50 hectares surrounded with 3.5 km-length walls and with five gates including Argo Beri, Axum Beri, Asmadium Beri, Bedro Beri, and Sukutal Beri (Woredekal, 1987). Harar has a rich cultural background filled with Islamic buildings and monuments such as historical mosques and worship places (Figure 3.3). Civil buildings and ruins including museums, municipal buildings, traditional Harari houses, and many other tourist places prove the cultural value of Harar walled city (Bianchini, Mohamud, and Maimone, 2009).



(a) Harar landscape



(b) People's gathering for worshipping



(c) One of the city's entrances



(d) Typical alleys

Figure 3.3: Harar walled city in Horn of Africa (URL 2 and URL 3)



Figure 3.4: Map of Harar Walled City (Bianchini et al., 2009, p.995)

3.3 Quality of Historical Urban Quarters

During the history of architecture, in Roman period architecture had a symbolic role rather than concentrating on the meaning of real spaces of interior and exterior. After the Byzantine, Gothic, and Renaissance period and with the emergence of Islam, Architectural styles of interior and exterior spaces turned into more efficient and pleasant styles, which gave more importance to quality of space and spatial experience, and architecture was no longer just responsible for the appearance of the buildings (Ramzy, 2015). Nowadays, quality of historical cores in contemporary cities, either has been overlooked, or has been affected by modern constructions. While European Travel Commission (ETC) in one of its researches claimed that from all factors influencing tourists' attraction, quality of the historic environment plays a major role the most, and it makes tourists feel more comfortable in the environment (Sotoudeh and Abdullah, 2013; Boniface, 1995). Comfort is the condition in which human find themselves fitted with the environment without spending much energy (Biara, Alkamal, and Nabou, 2013). In essence, quality of the environment is an important factor affecting users' satisfaction and sense of belonging (Gehl, 2004).



Figure 3.5: Process of satisfaction (Biara et al., 2013 and Gehl, 2004)

As long as historic environment includes various aspect such as physical, natural, socio-cultural, and so forth, the quality of each aspect has to be considered to ensure tourists' satisfaction. Considering the overall quality of the historical-cultural urban quarters, both *environmental quality* and *socio-economic quality* should be taken into account (Biara et al., 2013; Dutta, Bardhan, and Bhaduri, 2013).

3.3.1 Environmental Quality of Historical Urban Quarters

Quality of every environment is a basic factor that influence tourists' attraction (Boniface, 1995, and Al-Ababneh, 2013). Of course, some factors have a direct relation with quality of historical urban quarters. As it is clear, each historic urban quarter consists of both natural and built (manmade) attractions; according to this quality of both natural and built environment should be considered simultaneously (Holden, 2000; Guan, He, and Pang 2012).

3.3.1.1 Natural Environment

Tourism has had a rapid growth since 1945, as World Tourism Organization declared tourism as great economic phenomena. Among tourism types, nature-based tourism or eco-tourism owes 7% of expenditures. Nature based tourism as it is clear is related to natural resources such as *cultural heritage*, *topography*, *climate*, *vegetation/landscape*, and *water*. Millions of tourists around the globe visit natural

environments and experience them each year. Natural environments through their attributes exert influences on tourists' experiences. Destinations' attributes represent the importance of natural-based sites such as place identity, place attachment, and place independence. Thus, to evaluate the heritage attractions some key elements should be considered such as conservation, accessibility, local community, recreation, education, quality, financial, and relevance. Other researchers proposed different elements to evaluate heritage attractions including mountains, landscape, water, cultural heritage, wildlife, plants, forest environment, while in other studies, three major groups of biophysical factors, natural factors as well as human factors are determined to evaluate the natural environment and natural heritage. Each groups in this classification has its own indicators as have been written in Table 3.1 (Deng, King, Bauer, 2002).

Table 3.1: Classification of factors to evaluate natural environment (Deng et al., 2002)

Evaluation of Natural Environment	Biophysical factors	Topography and Land Forms
		Climate
		Vegetaion/Landscape
		Water
	Natural Resource Factors	Forestry
		Mining
		Fish
		Wildlife
		Visual Resources
		Cultural Heritage
		Local Residential Use
	Human Factors	Land Status
		Access

- *Topography*

Definition of topography refers to limestone and dolomites; when the soil in topographical lands is cherty, so this cherty layer within the limestone create a new form for soil and change it to topographical forms. In topographical lands, usually cover with sinkholes, springs, and caverns. Turning to natural-based tourism, topography plays significant role in tourism and tourist flow, as great numbers of tourists travel to these regions because of the topography, natural resources, beautiful natural areas, historical and archeological sites, and stream slopes (Figure 3.6). Moreover, topographical lands usually have spas, which are used for the health and cure purposes. Generally, unusual topographical lands as well as slope valleys and hills are the destination of many tourists who live in plain landscape of their own countries (Fitzwater-Dewey, 1986).



(a) Mountainous area of Sapa Town let in Vietnam, URL 4



(a) and (b) Eureka topography and springs, a tourist destination in America, URL 5

Figure 3.6: Topographical lands as tourist destinations

- *Climate*

In Geography of tourism along with climatology studies, *weather* is defined as a particular station of atmosphere in a particular time, while *climate* refers to a long-term dominant condition in atmosphere' station. Therefore, understanding weather helps to understanding climate. That is to say, climate of a specific area is a general state, while weather status a special event in the atmosphere of the area. In essence, talking about climate means stating the elements, which give character to it. Elements that shape climate can be the variable affecting natural environment as well as built environment. The variables that dramatically influence tourism includes sun, wind, temperature, fog, snow, precipitation, and humidity and radiation. It is clear that how much atmosphere can be affected by these elements. One of the tourism definitions is people's recreational activities that travels from one place to another due to experiencing various geophysical resources and enjoying them. Accordingly, natural environment, both physical and biological parts, are objectives of tourism activities (Martin, 2005).

Climate can be categorized in three categorize of aesthetic, physical, and thermal (Table 3.2). Aesthetic dimension relates to psychological effects of climate conditions on tourist; while physical factors describe climate conditions that are not associated with temperature, and finally thermal components refer to the degree of comfort that tourist feels (Becken, 2010).

Table 3.2: Impact of climate categorize on tourist (Becken, 2010, p. 5)

Facet of climate	Impact on tourists
Aesthetic	
Sunshine/cloudiness	Enjoyment, attractiveness of site
Visibility	Enjoyment, attractiveness of site
Day length	Hours of daylight available
Physical	
Wind	Blown belongings, sand, dust etc.
Rain	Wetting, reduced visibility
Snow	Participation in activities
Ice	Personal injury, damage to property
Air quality	Health, physical well-being, allergies
Ultraviolet radiation	Health, suntan, sunburn
Thermal	
Integrated effects of air temperature, wind, solar radiation, humidity, long-wave radiation, metabolic rate	Environmental stress, heat stress Physiological strain, Hypothermia Potential for therapeutic recuperation

- *Vegetation and Landscape*

Vegetation in the concept of natural environment means all types of plants and flora existing in a habitat. Vegetation has a direct relation with topography, climate, soil material, water, and so forth. Vegetation has three types including natural vegetation, semi-natural vegetation, and cultural vegetation (Figure 3.7). In the other side, landscape is defined in various definitions like “way of seeing”, “modification of environment”, and “perspective of scenery”. In its very nature, landscape, as a semi-natural vegetation, is perceived as nexus of nature and human territory, which could be a composition of nature, and manmade infrastructure (Kaya, 2002).



(a) Natural vegetation, URL 6



(b) Semi-natural vegetation, URL 7

Figure 3.7: Vegetation and landscape

Backing to tourism, since tourist experience and tourist satisfaction have been a critical concepts in tourism management, many scholars focused on conceptual dimensions of natural environment. *Aesthetic appreciation* of a natural vegetation and landscape is a key factor, which has a profound effect on tourist satisfaction and their intention to return (Kirillova et al., 2014). Beautiful natural resources like ecological unique sites not only arouse the aesthetic emotion of tourists but also have a huge impact on tourists' mental image (Beerli and Martín, 2004; Fennell, 1999). In addition, *friendly natural* environment also is considered as an absorbing factor (Tang, 2015).

However, discussing about the role of natural aesthetic in tourists satisfaction, the impact of tourist on natural resources should be considered too. According to ecotourism, and based on sustainable tourism natural resources are protected due to preserving them for future generation, besides conservation of natural heritage itself is a factor affecting tourists' experience of natural environment (Robinson et al., 2011; Torres-Sovero, González et al., 2012). Ecotourism as a dynamic industry tries to balance the relationship between tourism and natural environment (Tang, 2015).

- *Water*

Tourists are usually interested in natural resources in particular water resources. Water is one of the natural attractions, which is very popular among tourists, and has a major effect on tourism incomes worldwide. Clean and accessible water resources are the target of many tourists, and tourism sectors' business (UNWTO, 2013). Water resources such as lakes, rivers, waterfalls, spas, and coastlines are mainly associated with recreational activities and provide opportunities to have fun for tourists such as swimming, sailing, scuba diving, and doing water sports (Figure 3.8). In addition, in natural areas, which water has a prominent role, other kinds of natural resources like

vegetation can be seen and are influenced by water to create a natural tourist attraction (Priskin, 2001).



(a) Miami coastline, retrieved from URL 8



(b) Cagayan de Oro River, retrieved from URL 9

Figure 3.8: Role of water in tourist's attractions

3.3.1.2 Historical Built Environment

A historic/cultural urban quarter consists of two parts of historic architectural elements and public open spaces (Maistrou and Psychogyios, 2006). Historical built environment as a cultural tourist destination is a place filled with cultural and historical characteristics, historical buildings surrounding a square and/or located in old streets, historic ruins and monuments (Shaw and Williams, 2004). In cultural tourism, tourist destination has to provide a pleasurable atmosphere for tourists due to maximizing the positive impact on tourists' perception of the environment (Căruntu and Dițoiu, 2014; Kirillova et al., 2014). Regarding to tourists, satisfaction is the reflection of quality of the overall historical environment. Therefore, environmental quality of built

environment in historical regions should be studied from two viewpoints in which quality of historical buildings and monuments as well as public open spaces (squares, streets, parks and open spaces etc.) and provided services for tourists are mentioned.

3.3.1.2.1 Historical Buildings and Monuments

Every historic city or historic urban quarter houses the traditional characteristic, historic architectural elements, and/or fortifications, which express the historical and architectural value of the city. These elements include demolished historic buildings, monuments, old building, museums, mosques, churches, cultural heritage, and so forth (Maistrrou and Psychogyios, 2006). Although these special areas have a fundamental role in creating a unique identity and traditional style for a region, their quality and preservation issues have been neglected for years. From the 1960s onwards, the re-evaluation and preservation of historic urban quarters and historic architectural value become popular, since quality of historical buildings has a direct relation with tourists' perception and their degree of satisfaction (Doratli, Önal Hoskara, Fasli, 2004; Baker and Crompton, 2000). There are plenty of studies emphasizing the architectural value of historical buildings, that is why today's, historical buildings have become a museum that need to be protected and conserved (Balocco and Calzolari, 2008; Coeterier, 2002). Accordingly, there are some factors represented in Table 3.3, which express the importance of historical buildings and set criteria to evaluate their quality in terms of tourists' satisfaction.

Table 3.3: Factors affecting quality of historical buildings (Baker and Crompton, 2000; Balocco and Calzolari, 2008; and Coeterier, 2002)

Quality of Historical Buildings	Architectural Quality	Architectural Style
		Architectural Value
		Aesthetic and ornamentation
		Historical value
Physical Quality		Safety and Security
		Maintenance
		Opening hours
		Information System (panels, maps, signage)
Spatial Quality		Accessibility

3.3.1.2.2 Public Open Spaces in Historical Urban Quarters

Historical public open spaces are where that the experiences of previous generation can be gained. Thus, public open spaces could be a place to jog memories and even a place for social connection, because people gather around together, engage in various activities, and make significant contribution to their society (Tibbalds, 1984). Public open spaces in historic urban quarters are historic architectural heritage, which remained from the past. Each walled city mainly consist of various historic buildings and ruins, old streets, historic squares, and even parks. City components have set of criteria in which their quality is defined (Fasli and Özay, 2014).

- **Streets**

Among the urban public spaces, the role of city streets is vitally important. Streets are one the main spaces, which have a great role to give vitality to a city. Spaces for social interactions in which people’s presence can be experienced there (Tibbalds, 1984). Urban encounters are kind of forms, which usually happen in urban streets. Private services beside of social oriented activities including social inter actions, meeting the

strangers, do-it-yourself activities and so forth are the inseparable part of urban streets (Erem and Şener, 2008).

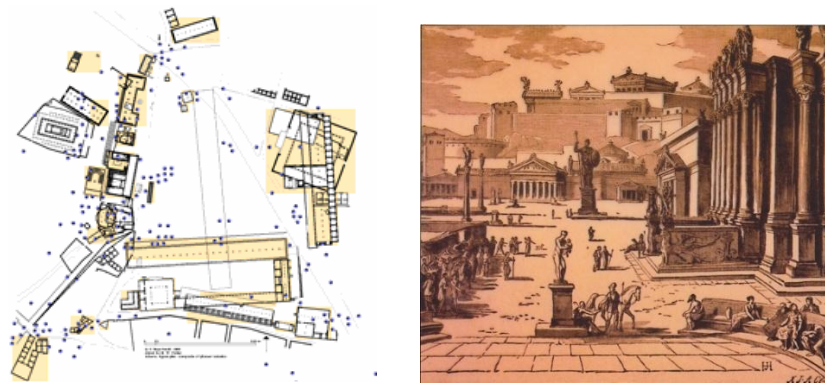
Historical streets in ancient walled towns are as a museum of historical and cultural background of ancient civilization for heritage seekers. As the notion of street, cultural context and social interactions can be seen in the historic streets and nowadays streets are the main public open space in historic tissues, which tourists could be involved with local people and their customs (Wang et al., 2015). As Jacobs (1961) and Wolfgang (2009) claimed, the quality of public open spaces could be evaluated based on three scales of macro, meso, and micro, and under the categories of integration, vitality, and spatial quality. Thus, factors influencing quality of street in historic urban quarters are classified under these groups as Table 3.4 represents (Greenberg, Carlson, and Kanninen, 2011).

Table 3.4: Factors affecting quality of street (Greenberg et al., 2011)

Quality of Street	Integration	Mobility
		Accessibility
		Walkability
Vitality		Function
		Social Connection
		Maintenance
		Safety and Security
		Furniture
		Lighting
Spatial Quality		Signage
		Appropriateness

- **Squares**

Urban squares have had a long history along with the humankind's civilization. Since Agora in Greece (Figure 3.9) until the today's modern squares, people have always participated in the wide variety of activities in urban squares (Robertson, 1992). In essence, squares area multi-functional space, comprising of socio-cultural, economic, political, architectural, and symbolic characteristics. More importantly, urban squares contribute to the identity of human societies (Faye and Fur, 2012).



(a) and (b): Plan and photo of Agora in Greece (Robertson, 1992, p. 379) and URL 10

Figure 3.9: Early square in the world

City Squares are not only a physical concept, but they also include urban activities and citizens' interactions. That is to say, they are like a body of cities, which is the place for urban activities and advent of social interactions. Then, involving different kinds of interactions is the main condition of an urban public square. Francis Tibbalds (1984) states urban public squares are a part of urban fabric, which public have a physical and visual access to it. City squares are the mutual ground for functional activities and popular events such as ceremonies, customs, and political-social events. Furthermore, city squares are not limited in special shapes and geometry they are defined in architectural realm with aesthetic factors and easiness of social and behavioral connections in a city's scale (Golany, 1996). Accordingly, city squares are considered

as a tool for connections, social networks interactions, socializing and managing public activities. In other words, public squares are the base of urban activities and a ground for social interactions (Gehl, 1987).

There are plenty of factors affecting the quality of squares. However, as Table 3.5 indicates, in macro scale *integration* of the square with the city and the structure of the square are of most important. In the meso scale, *vitality* of the square and its social and communicational potentials are considered and finally in the micro scale, *spatial quality* of the square and the impact of square on users are important (Jacobs, 1961 and Wolfgang, 2009).

Table 3.5: Factors affecting quality of square (Jacobs, 1961 and Wolfgang, 2009)

Quality of Square	Integration	Mobility
		Accessibility
		Visual Connectivity
	Vitality	Function
		Social Connection
		Maintenance
		Aesthetic
		Safety and Security
		Furniture
		Lighting
		Signage
	Spatial Quality	Design Style
		appropriateness
		Orientation

- **Parks and Open Spaces**

As a built urban environment, public open spaces (POs) have a huge impact on community and individuals. Environmental services as well as ecological services are the main contributions of public open spaces. The need to the parks and open spaces refers to physical, social, and psychological reasons (Reyes, Páez, and Morency,

2014). This means they provide a platform for physical activities as well as social benefits such as social cohesion, and social interactions (Koohsari, Karakiewicz, and Kaczynski, 2012). By its very nature, parks as an urban landscape, are the best place for socializing, enjoying the nature, and escape from daily hectic life. In terms of psychological issues, parks contribute to individuals' health and wellbeing through improving mental health, reducing anxiety, and enhancing the body health (McCormack et al., 2010).

In every manmade environment, whether physical or natural, certain aspect should be observed to make the environment unique. Of those, quality and livability are the essential ones that make a strong connection between people and environment (Dutta et al., 2013). Open spaces like parks have some factors, which not only affect people's tendency to engage in physical activities in parks and green spaces, but also influence physical quality of parks (Table 3.6). These factors includes proximity, size, accessibility (McCormack et al., 2010). In general, public open spaces are created to persuade people engaging in physical and social activities; then, there should be some indicators to ensure spatial quality for open spaces. Of those, safety, lighting, recreational facilities, design, aesthetic, and maintenance have the great share to create a quality open space (Koohsari et al., 2012, and Malkoca, Kilicaslanb, and Ozkan, 2010). Since parks are a place for everybody, therefore, amenities like playground, wooden areas, sidewalks, sport fields, and drinking fountains are essential (McCormack et al., 2010).

Table 3.6: Factors indicating quality of parks and open spaces (Koohsari et al., 2012; McCormack et al., 2010)

Quality of Parks and Open Spaces	Spatial Quality	Proximity
		Size
		Accessibility
	Physical Quality	Safety
		Lighting
		Recreational Facilities
	Design and Aesthetic	
	Maintenance	

3.3.1.2.2.1 Services of Public Open Spaces

Without doubt, service quality and user satisfaction are two inseparable issues, which are correlated to each other. Services of public open spaces are largely related to the facilities and services, which a destination provides not only for its residents but also for tourists and visitors in order to make the atmosphere more comfortable (Al-Ababneh, 2013). In addition, urban services not only affect tourists' satisfaction, but also make tourists more loyal to the destination, through revisiting the destination and/or recommend the destination to others. In general, urban services refer to a need-based approach, which is meant to fulfill tourists' expectations and/or tourists' motivations. Urban services mainly are conceptualized as opportunities that provide tourists' needs. In essence, they are the components that can make a quality judgment of the tourist destination; these variables range from ease and comfort in accessibility until the existence of public restrooms (Tian-Cole and Crompton, 2003; Al-Ababneh, 2013).

❖ **Ease and Comfort**

Ease and comfort in urban environment is one the effective factors in evaluation of quality of built environment. The concept of ease and comfort in urban environment is threefold, mobility, accessibility, and walkability.

– **Mobility**

Mobility is defined as people and vehicles' movement. In the context of mobility, the concept of 'use of space' is very crucial. In other words, due to maximizing the access and mobility, 'space configuration' should be taken into account. The existence of car parking, transportation corridors for both pedestrian, and bicycle drivers, and certain routes for motorized-machine lead to increase mobility (Kreag, 2001).

The concept of mobility also deals with transportation's problems. According to Litman (2003), land-use patterns are another element exerting a huge effect on mobility. He stated that land-use patterns have some indicators that are composed of:

- *Density*: growth of people's transit and number of jobs in an urban area, leads to increasing the transportations' modes, and consequently demand for walking, and driving motorized and non-motorized vehicles.
- *Land-use mix*: if in a neighborhood, the facilities such as shops, school, etc. are located close together or adjacent to area, therefore the amount of travel in order to reach desire destination will decrease.
- *Non-motorized conditions*: each unit of urban environment should be designed for both motorized vehicles and non-motorized. The existence of facilities like cycling lanes and walkable sidewalks for non-drivers have a positive effect in urban mobility.

- *Network connectivity*: due to achieving direct travel and mobility from one geographic area to another, the number of roads that connect areas with each other should be increased.

– **Accessibility**

In general, accessibility is defined as ease of communication. It is a great issue in urban design, so to reach more socio-economic outcome an urban environment should be more accessible (Escobar and Garcia, 2012).

Accessibility in urban pattern studies has two scales of micro and macro. In micro scale, local accessibility is addressed, which is dependent to factor of proximity and distance, while macro scale of accessibility focuses on regional scale. In the context of accessibility, there are some independent variables, which quantify the characteristics of urban environment including street connectivity, street pattern, and density (Bahrainy and Khosravi, 2013).

Participation in various urban activities is dependent on accessibility of destinations. In fact, in an urban pattern, the ways in which the activity destinations are connected to each other make individuals able to reach their destinations. Accessibility in urban forms clarifies the amount of travels to reach activity destinations in the spatial pattern, so more accessible urban network leads to greater probability of recreational trips. Therefore, enhancement of accessibility in urban pattern is one of the greatest objective of urban planners in which less vehicle travel is demanded, and travel time is decreased (Zhang, 2005).

There are various researches about accessibility measures and indicators in which certain aspects of accessibility is focused in each of them like individual accessibility or location accessibility and so on. According to Geurs and Wee (2004), accessibility is consisted of four components such as:

- *Land-use Component*: it is related to spatial distribution of each urban opportunities such as shops, recreational facilities, and health, as well as the quality and amount of these opportunities. Encountering with demands and supplement of these opportunities are the others phases of land-use component.
- *Transportation Component*: it is related to transport system in which individuals can use a mode of transportation, and reach the desired destination. Transportation component covers time of travel, waiting time, cost of travel, and level of comfort.
- *Temporal Component*: this component indicates the time in which an opportunity is available during daytime and the time each individual spends on the activities.
- *Individual Component*: this component is related to needs, physical abilities, and the socio-economic characteristics of individuals, which affect their accessibility to urban opportunities.

The best location in terms of accessibility have some major feature such as convenient proximity, network connectivity, walkability, and good service of transportation (Litman, 2003).

– **Walkability**

Since world's population has been increasing, and substantial amount of people are living in city centers, the issue of making cities a place for better life cannot be overlooked. Walkability in urban environment is an issue arising from livability of cities. Livability is a concept equal with quality of urban environment. (Shamsuddin, Abu-Hassan, and Bilyamin, 2012). Walkability as an effective element in creating sustainability is connected with environmental, socio-economic, and psychological outcomes. That is to say, walkability reduces car dependency and air pollution, and consequently leads to environmental protection. Besides, since people prefer walking, then travel cost decreases, and instead social interactions between people increase. From psychological perspective, walkability leads to people's mental health improvement by walking in pedestrian-friendly environment (Bhattacharyya and Mitra, 2013).

The term of walkability and walkable have similarity, however their real definition is different. Walkability consist of 'walk + ability' (Shamsuddin, Abu-Hassan, and Bilyamin, 2012). The term 'ability' means "the state of being able to do something" (Longman Dictionary of Contemporary English, 2010). Therefore, to achieve walkability in urban environment some parameters should be observed such as (Bhattacharyya and Mitra, 2013):

- Connectivity of street network
- The existence of other types of transportations
- Various Land use pattern
- Quality of pedestrian pathways (width, obstacles, pavement material, lighting, and signage)

- Importance of disabled people's access
- Personal safety and traffic exposure

❖ **Safety and Security**

Safety and security in tourism is of primary importance in tourism industry. One of the main features of a tourist destination has to be safety and security, because tourists needs more security than others in the host community. Generally, tourists, as it was described in chapter two, is predicated on a person, who travels to a country or region apart from their hometown and stays more than one day; therefor everybody cannot be considered as tourist. Regarding to this, one of the reason that makes tourists vulnerable is unfamiliarity with setting in host country, for example, getting in contact with unknown people due to fulfilling their early needs such as accommodation, food, shopping and so on (Boakye, 2012). Tourism industry in recent years have focused on the issue of safety, because they found that the amount of tourists' demands has a relationship with safety and crime problems. In fact, a safe and secure destination has a positive effect in tourists' decision-making process. An unsafe tourist destination, negatively affects tourists' perception from the destination. In this condition they lose they tendency to participate in social and physical activities and therefor, they will not be satisfied from the host community (George, 2003). Since safety and security have a profound impact on the quality tourism and tourist destinations, tourism sectors, government officials, and other related organization have to adopt a strategic plan to reach this overriding objective (Lawton, 1997).

Safety and security in historic urban quarters as well as other required features has to be provided for tourists. Tourists has to feel safe and secure during all time, both in daytime, and nighttime. Every tourist destination has to be equipped fully with some

facilities in order to ensure safety and security in the area such as (Amir, Ismail, and See, 2015):

- Signage and street information
- Presence of sidewalks
- Existence of Close Circuit Television (CCTV)
- Adequate lighting
- Presence of police and information centers

❖ **Conservation and Maintenance**

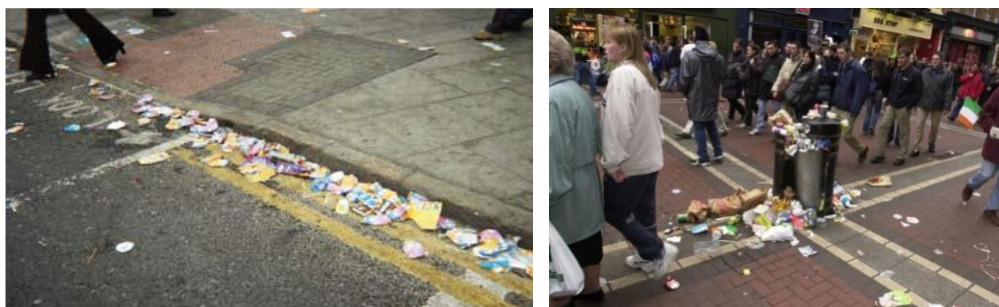
Historic urban environment, as an antique remained from the all historical events and occupations, is of the most important issue in urban heritage conservation and maintenance. Due to providing a better quality of life in historical urban fabric, conservation programs including social, economic, political commitments are applied to maintain not only physical built environment but also to encompass social issues as well as urban morphology. Historical and spatial structure of a historic urban quarter are the major factors, which conservation is dependent on. Moreover, community structure of historic urban fabric such as social issues, and religious believes, are considered in conservation and maintenance programs (Orbasly, 2000).

In every historic urban quarter, there are some values, which make the area unique and worthy such as cultural identity value, scarcity value, and resource value. Since conservation and maintenance programs are meant to enhance the quality of historical heritage in historic zones, some factors such as obsolescence should be carefully taken into account. Obsolescence could have various types in historical urban fabric. Of those, physical/structural obsolescence, functional obsolescence, and locational

obsolescence are the major types that a historic urban quarter may suffer from (Doratli et al., 2004).

❖ **Cleanliness and Hygiene**

Every urban environment deals with both natural and human waste like trees' leaves, soil erosion, animal waste, litter, rubbish made by human activities, and collection system refuse. City cleanliness is one of main responsibilities of local authorities such as local council and municipality. Littering made by human activities has some fundamental reasons referring to people's customs, cultural level, and their habits. Since urban surfaces deals with littering indiscriminately, thus local authorities have to adopt an approach to promote city cleanliness and hygiene, and create free of litter urban environment (Hing and Gunggut, 2012). A plan that can control and manage the quality of street cleaning. This plan contains services such as sweeping footpaths, removing dust and dirt by brushing and washing urban surfaces, and vacuuming garbage cleanliness and hygiene have a great impact on city public image, and consequently affect the economy of city and tourism. A clean city has the potential to attract tourism as well as business, and can be valued positively as well (Figure 3.10). More importantly, street cleaning management and waste collection are the significant factors affecting tourists' first impression and their satisfaction (Sevilla et al., 2013).



(a) and (b): Litter problem in urban surfaces

Figure 3.10: Cleanliness and hygiene of public open spaces (Fáilte Ireland, 2010 and URL 9)

❖ Signage and Information System

Using signs and symbols in tourists' destinations is the simplest way to express the meaning to visitors and tourists. In fact, way finding information affect the urban legibility and make the environment characteristics easy to understand, which consequently exert a proper influence on tourists' image of the surroundings (Erem and Şener, 2008). The main aims of signage are (WTO, 2001; Erem and Şener, 2008):

- To inform tourists of their location on site
- To facilitate the access
- To show the right directions to reach tourist attractions; easy way finding
- To reduce the sense of loss
- To increase person-surroundings relationship
- To build a meaningful environment

Among various signage types, finger post signs and orientation signage are the most common used in the most tourist destinations (Fáilte Ireland, 2010).

Finger Post Signs: this kind of signage helps visitors to find concise directions. The design of these signs could be according to the local architecture to keep the harmony of the space (Figure 3.11, a).

Orientation Signage: this kind of signs contains the map of site, which shows where the visitor are is in the map. They also show visitors walking trails, historical buildings, restaurants, bars, toilets, and other facilities and services (Figure 3.11, b).



(a) Finger post Signs (b) Orientations signs
 Figure 3.11: Signage and information system in historical urban quarters (Fáilte Ireland, 2010)

❖ Street Furniture

Street furniture is defined as all equipment used in public spaces due to providing physical facilities and comfort, such as sitting places, lighting elements, litterbins, shade shelter, statues, and monuments. Street furniture is an integral part of urban life, in which they create a unique identity and image of an urban quarter. The design of street furniture is very important, since they have to be adapted with local identity of the place as well as compatibility with climate (Zeka, 2011). The most significant role of street furniture, in particular sitting places, is to gather people and persuade them to socialize. In essence, street furniture serves social sustainability of urban life by attracting people to communicate in social life (Hajmirsadeghi, Shamsuddin, and Foroughi, 2012).

As one of the most important street furniture, sitting places play an outstanding role in the social aspect of public open spaces. Every public space, as street, square, and parks, should be equipped with wide variety of sitting opportunities (Figure 3.12). Sitting places are classified into two groups of primary sitting places and secondary sitting places; the first group includes benches and chairs, which can be designed in various

shapes adapted with the environment characteristics, and the second group consist of simple forms of settings such as steps and edges (Zeka, 2011).








(a) and (b): Significant design of sitting elements
Figure 3.12: Street furniture (URL 11)

❖ Public Restroom

Public restrooms as one of the factors contributing to societies' health are the essential components to create a sustainable city. In fact, public toilets serve all people of society, in particular children and elderly citizens. In terms of tourism, adequate number of public toilets should be provided in tourist destinations, due to meeting the early needs of tourists (Greed, 2006). Public restrooms/ toilets should be kept very tidy and clean, since their cleanliness and hygiene affect the users' health in a micro scale, and the city image in a macro scale. Moreover, design and availability of public toilets are other important factors that have to be considered, due to improving the quality of the environment (Fáilte Ireland, 2010). There are various types of public restrooms that can be executed in public spaces, of those five more common types become introduced in the Table 3.7, as well as their advantages and disadvantages (Ahmann et al., 2006).

Table 3.7: Various types of public restroom (Ahmann et al., 2006)

Types	Advantage	Disadvantages	Photo
Automatic Public Toilets (APT)	Existence of timer Self-clean No need to attendant	Expensive Drug-use possibility Extravagance in water-use	
Freestanding Urinals	Small use of space Inexpensive Serve male population	Women reluctance to use Privacy concern Without sink	
Restrooms with Kiosks	Safe Usable for everybody	Vendors difficulty Requiring new construction	
Portable Toilets	Inexpensive Easy to move	Poor aesthetic Women reluctance to use	
Restrooms inside Public Buildings	Ready supply Accessible Existence of attendant	Potential security to use Passerby's little use	

3.3.2 Socio-Economic Quality of Historical Urban Quarters

Socio-economic issues includes basic social facilities and services, which provide the required quality for tourists (Guan et al., 2012). According to system of tourism, there has to be a network in the receiving country in which tourist requirements and expectations be met (Lanfant et al., 1995, and Leiper, 1990). Then, socio-economic quality encompasses the quality of the host community in historical sites, which is manifested through hosting issues, quality of socio-cultural activities, and economic issues.

3.3.2.1 Hosting Issues

The host community are those who are in charge to provide the cultural provision and facilities for tourists as well as achieving their desired goals. As it is shown by Figure

3.13, host community is divided into three groups of government agencies, tour manager/operator, and local people. However, each organization has their own profits; their mutual goal is to enhance the quality of services in order to make tourist satisfaction (Boniface, 1995). Moreover, Figure 3.13 explains various benefits of each groups of host community.

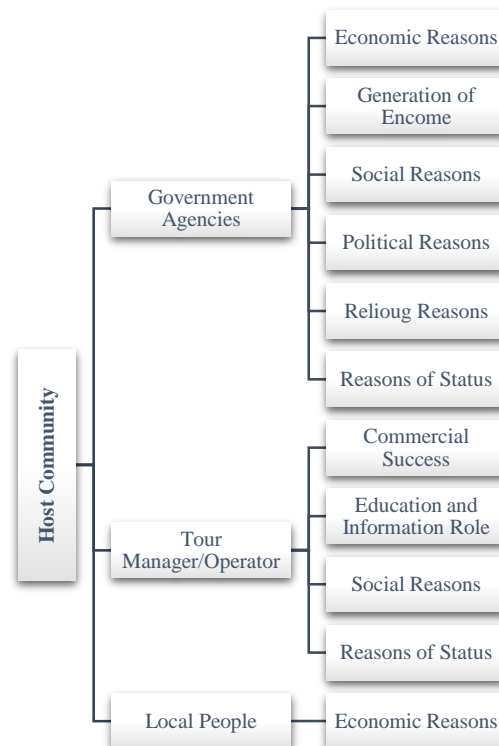


Figure 3.13: Profits of host community in offering services in cultural tourism (Boniface, 1995)

- **Governance Public Services**

Governance public services is meant the urban services provided by Local authorities, such as transportation, accommodation, cleanliness and hygiene, safety and security, and maintenance of historical heritage and public spaces. Local authorities are mainly responsible to monitor the quality of services and requirements (Hing and Gungut, 2012). Local authorities are responsible to support local tourism policies with a special focus on promotion of tourism as well as economic objectives. To do so, local

authorities should increase their cooperation with public private partnerships (PPPs) and private sectors. The aim of this cooperation is to reach social cohesion, economic boost, and community wellbeing. The degree of success in economic and local tourism promotion is dependent upon to how these issues become considered, and how much tourism policymakers work as a group together. In the context of tourism, local authorities such as local council, municipality, and police should provide a ground to capture and share information, then make decisions according to the information and negotiate tourism issues to empower local tourism and provide services (Beaumont and Dredge, 2010).

- **Tour Services**

In an effort to achieve tourists' satisfaction, tourism presenters should distinguish the mass tourism from responsible tourism. In fact, there must be a balance in tourist actors, tourism development, and sustainability to ensure responsible tourism. Due to promoting cultural and heritage tourism, tourism actors including government and private agencies, tour managers and operators as well as tourists must pay attention to ethical and moral responsibilities. Responsibility is the key factor of tourism industry to become successful (Chui et al., 2011). As a part of hosting, tour manager, tour operators must give some required services and information to tourists. The following Table 3.8 illustrates this issue (Xuemei and Qiyuan, 2007; Beerli and Martín, 2004).

Table 3.8: Required services for tourists (Xuemei and Qiyuan, 2007, and Beerli and Martin, 2004)

SERVICES	DESCRIPTION
EDUCATIONAL INFORMATION	Tourists can be easily informed about their tourist destination by television or broadcasting station. However, tour operators must give information about tourism destination, because tourists usually are not familiar with the historical sites in the first time. Therefore educational information as well as tour schedule requirements such as time saving, safety, rout recognizing must be provided.
TRANSPORTATION	Timely, accurate transportation information will help tourists to enjoy their journey without stress during their time-period. Additionally, tour diagram and clear signpost for tourists not only reduces the vehicle flux and traffic jam, but it yields also to save time
SAFETY	Road safety, road marking, and urgent medical treatment during the sightseeing are the primary safety factors, which tour presenters must observe to enhance the quality of their services.
DINING AND ACCOMMODATION	As a part of tour plan, tourists need to know the dining and accommodation information in order to balance their budget and save the time. However, some tourists make their reservation for hotels before travelling in their own country.

- **Hospitality**

Destinations across the globe are responsible to meet tourists' early needs and expectations due to fulfilling their satisfaction. Nowadays, tourists have the opportunity of searching tourist destination's advantages via Internet, so it makes a competition between tourist destinations due to being chosen. Hospitality is one of the factors that directly influence the mental image, which shape in tourists' minds from destinations. The only thing that remains from a destination after several years could be a good memory. Therefore, hospitality of city inhabitants, their personality and attitude, as well as hospitality of service providers in the section of accommodation, tour services, food and beverage, and gift stores are important factors that affect tourists' mental image and consequently their satisfaction towards the destination (Căruntu and Dițoiu, 2014).

The relationship between tourists and destination community not only influences tourists' experiences, but also have a huge impact on socio-cultural image of the destination. That is to say, a tourist destination could be attractive as much its physical and cultural values as social interactions that occurs between local and tourists. Therefore, a positive mental image of destination, as a fundamental factor of satisfaction, is dependent upon tourist and host relationships. Early studies tried to create some theoretical model in the context of tourist-host relationships. Spatial factors, social factors, and economic dependency are the main groups of factors that affect the attitudes of local residents with tourists. In addition, characteristics of tourist-host encounters may limit and/or develop gradually according to the co-operative interaction between them. Generally, tourist-host social interactions is affected by social rules and factors of tourist and host nationality. Then, this differentiation

between cultures may lead to successful interactions and vice versa (Griffiths, Sharpley, 2012).

In order to evaluate the quality of hospitality there are some indicators, which highlight the differences between tourists' expectations and their perceptions of host community's hospitality. These determinants include (Skipper, 2009):

- *Reliability*: having consistency of performance
- *Responsibility*: tendency of service providers to meet tourists' needs
- *Assurance*: commitment of service providers towards providing services
- *Empathy*: trying to understand tourists' needs
- *Courtesy*: degree of friendliness, politeness, and respect

3.3.2.2 Activities

Tourists' activities in historical and cultural destinations are categorized into two groups of routine activities and cultural activities. Routine activities are related with eating, shopping, and tourists' entertainments, while cultural activities are closely connected with traditional festivals and cultural events (Robinson et al., 2011; Hsieh and Chang, 2006a).

- **Routine Activities**

Tourists' routine activities include eating out, shopping, nightlife, and so forth. These kinds of activities are the inseparable part of tourists' leisure. Experiencing a variety of cultural and ethnic food and beverage, shopping local products and souvenirs in local markets, as well as spending some time in bars and having fun, are the reasons that makes tourists give a visit to a particular tourist destination (Hsieh and Chang, 2006b). In essence, tourists spend one third of their expenditures on food, beverage,

shopping, and leisure to gain new novel experiences in destination culture and lifestyle. Moreover, by indulging in these kinds of activities, tourists find themselves more mingled in the native culture and community of destination such as interacting with local (Hsieh and Chang, 2006_a).



(a) and (b): Role of restaurant and gift shops in boosting host communities' economy and creating employment

Figure 3.14: Tourists' routine activities (Fáilte Ireland, 2010)

In order to meet tourists' expectation with regard to their routine activities, some factor including high quality of food, beverage and other services, diversity of local and ethnic food, as well as inexpensive and reasonable price of services and products are the requirements that have to be taken into consideration by restaurant owners and shopkeepers (Hsieh and Chang, 2006_a).

- **Cultural Activities**

Usually, the aim of cultural activities such as events and festivals is to bring economic benefits by attracting tourists. Some events have been taking place for more than hundred years, for example in 1215 Lord Mayor's Show was run for the first time. The purpose of events and festivals is to have fun and leisure as well as cultural and historical objectives. Depends on the size or type, events are categorized into two types of *mega*, and *hallmark*. Mega events normally are held in order to reach the intentions

of international market. While, hallmark events indicate those types of events like festival and shows, which are targeted to attract national and international tourists. The first objective in hallmark events is to make the host community as a prominent and famous place in tourism market. The second aim is to exert a significant effect on tourists' memory and provide them with uniqueness and awareness like presenting the historical and cultural background of the host community (Robinson et al., 2011).

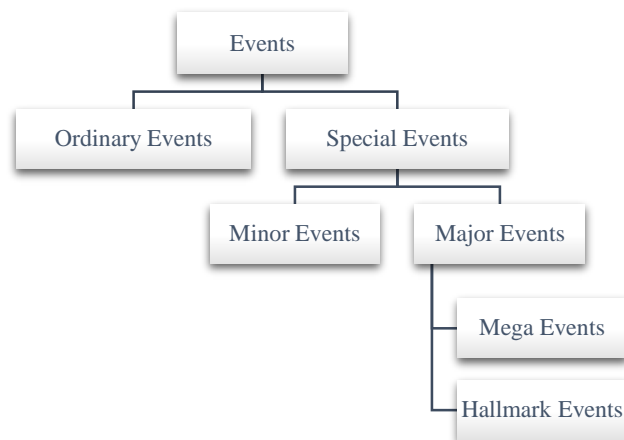


Figure 3.15: Typology of events (Robinson et al., 2011)

Cultural activities represent the ethnic architecture of the site, local culture, and the unique cultural identity. Every tourist destination has its own concept, which is merged with social, cultural, economic, and political events. Human is the main factor to give “meaning” to a place, and “human environmental perception” is the effective factor on “human behavior” in a place. People have different mental images from different environments. Local culture and architecture are two main elements, which have a profound influence on environmental perception and formation of mental image towards a place. In fact, cultural events are associated with local and cultural identity of a place, which shape tourists' mental image. Cultural identity is a result of

combination of three factors of natural elements, visual activities and functions (local culture), and architectural symbols and concepts (Gustafson, 2001).

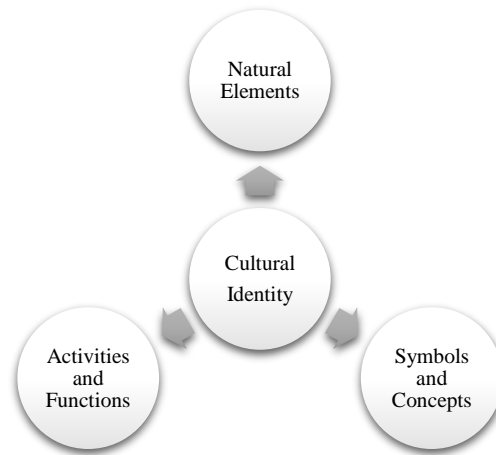


Figure 3.16: Conceptual model of cultural identity (Gustafson, 2001)

In general, place identity has a pivotal role to create “sense of place” or even “placelessness”. Sense of place means people’s perception and consciousness towards a place, which put them in an introspective relation with the place (Carmona, 2006).

3.3.2.3 Economic Issues

Tourism is one of the major factor contributing to economic development of countries. One of the advantages of tourism is generating economic benefits and earning foreign exchange, in which millions of people travel to different places across the universe in order to explore the world, therefor the host countries and local communities take economic advantages from these tourist growth. In the context of tourism, tourists’ expenditure in tourism activities in host communities in one of the factors helping tourism to arrange the amount of demand and supply. Tourist expenditure or visitor’s expenditure is defined the total expenses spent on various activities by users during their travel in host destination. Tourists’ expenditures, not only is a factor to measure tourists’ activities, but also clarify tourists’ total consumption. Many studies focus on

tourists' expenses and the goods and services, which tourists spend their money on, of all expenses there are five major components that every tourist deals with them during their stay, including *accommodation, transportation, entertainment, shopping, and food and beverage* (Amir et al., 2015).

Turning to tourist satisfaction, expenditure pattern in tourism destinations is an important issue among marketers. Customer satisfaction about economic issues such as price of goods and services is one of the factors affecting tourists overall satisfaction from destination. That is to say, economic issues not only affects tourists' perception of destination, but it also creates behavioral intentions such as purchase recommendation (Wong and Law, 2003).

3.4 Schematic Diagram of Factors Affecting Tourists' Satisfaction in Historical Urban Quarters

According to the mentioned factors affecting quality of historical urban quarters, in order to sum up the information and details, the following diagram (Figure 3.17) summarizes the major factors influencing tourists' satisfaction in historical urban quarters. This diagram represents the quality of historical urban quarters in terms of environmental quality and socio-economic issues. Each group has some indicators affecting the overall quality of its category.

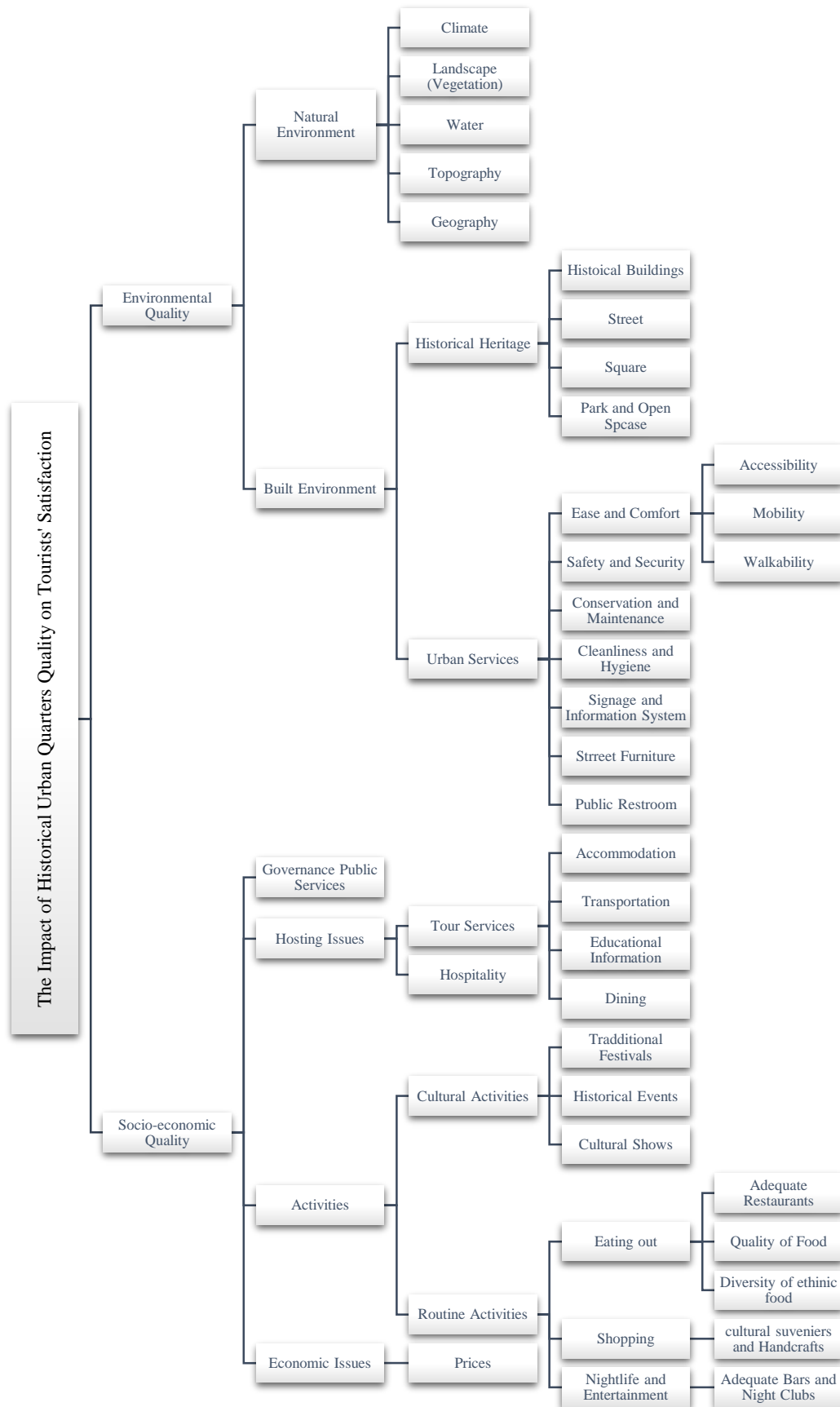


Figure 3.17: Causal diagram of factors affecting tourists' satisfaction in historical urban quarters, modified from (Beerli and Martín, 2004, Guan, He et al. 2012, Fasli and Özay, 2014, Sharpley, 2006, Smith, 1977, and Yang, 2011)

3.5 Summary

As it is understood, tourist destinations, whether as a hub or as an attraction, should have special qualities and tourism facilities in order to absorb tourists and guarantee their satisfaction. Accordingly, in this chapter historical urban quarter as an urban heritage was introduced and its characteristics as well as factors affecting its quality were determined. Moreover, the importance of quality of historic urban environments in tourism development was emphasized. In the next chapter, according to the offered causal diagram of tourist satisfaction in historic urban quarters, research variable and criterion will be extracted and then in accordance with this information, the case study will be evaluated.

Chapter 4

CASE STUDY: EVALUATION OF TOURIST SATISFACTION FROM QUALITY OF FAMAGUSTA HISTORICAL WALLED CITY

4.1 Introduction

As it was mentioned in the first chapter, the thesis is aimed to question tourist satisfaction from quality of Famagusta historical Walled City, as a historical tourist destination. Additionally, in order to achieve the specified objective and to validate the research questions, some necessary steps should be taken. This chapter consists of five sections in which after introduction, case study location as well as its history and its tourism performance in recent years are mentioned. Then, the third section includes research methodology, which explains the research criterion and data collection methods. Afterwards, the fourth section will be data evaluation and eventually, the last section will be the summary of the chapter.

4.2 Case study Location

The island of Cyprus has had several names during different historical periods. In the period of Ancient Egyptian and Hittite, it was known as *Alasia Asi*, in Hebrew periods as *Khittim*, in Assyrian period as *Yadnana, Ya*, and in the Phoenician as *Hittim*. Cyprus is the third largest island in Mediterranean Sea. It is divided into two parts; Northern Cyprus and Southern Cyprus (Kalyan, 2014). Northern Cyprus consists of five cities including Nicosia, Kyrenia, Famagusta, Guzelyurt, and Iskele. Famagusta (Gazimağusa) is the second largest city in Northern Cyprus. It is located on the

southeastern seashore of the country and covers the finest medieval architecture, as its historical heritage. Under all social, political, and historical changes, Walled City of Famagusta situated in Famagusta City still amazes many tourists with its multi-cultural identity (Doratli et al., 2003). The early name of Famagusta was *Ammochostos*, which was a Greek name then it changed to Famagusta and Gazimağusa, which is a Turkish name. It is estimated that the history of Famagusta Walled City dates back to the antiquity, although there is no exact date of its foundation (Mason, Tumer, and Ünlü, 2012).

The Walled City of Famagusta is a historic urban place in which various architectural and cultural values can be found (Mason et al., 2012). Notwithstanding of various changes to Famagusta, the urban pattern of Famagusta Walled City consisting of old streets, the main square, and historical buildings and cathedrals that are still remarkable (Mason et al., 2012). As a small-scale city, Famagusta Walled City has three types of public open spaces such as street, square, and a newly founded park, which have become integrated with its historic character and identity (Doratli et al., 2003). Throughout the Walled City's urban spaces, ruins of historical building and monuments can be seen easily. Although Walled City's spaces consisted of defined spaces, there are still some undefined open spaces so-called lost spaces or vacancy spaces (Mason et al, 2012 and Doratli et al., 2003).



Figure 4.1: Areal map of Walled City of Famagusta, retrieved from Google-earth software and URL 12

4.2.1 Brief History of Famagusta and Cyprus

Famagusta (Gazimagusa) has undergone several historical periods from early history until now, which are represented as follow, besides of a brief explanation of some effective periods in the evolution of its urban morphology (Famagusta Walled City Association (FWCA, 2015); Farmaki et al., 2015; and Doratli et al., 2003):

- Early History (247-285 B.C.)
- Byzantine Period (A.D. 324-1191)
- Early Frankish Period (1191-1192)

- Lusignan Kingdom (1192-1489)

In this period, the island of Cyprus had undergone enormous socio-economic changes that profoundly affected people's social life and economic welfare. Walled City of Famagusta played a central role in this period in terms of its natural port in which as a result of its economic benefits, people had an active socio-economic life. Architecturally, Othello Castle as well as fortifications were built during this period; in addition, the largest palace in the Europe, which is located in the middle of the Walled City, was built in this era. Furthermore, the Walled City had turned into a multi-cultural place containing a combination of various ethnic groups of the Near East.

- Genoese Occupation (1373-1464)
- Venetian Colonial Rule (1489-1571)

Venetian Period had been a militaristic era for the Walled City. During this period, the city had been fortified with a dozen bastions, two main gates (Sea and Land Gates), and a fortress. Besides, a stone rampart protected the city against enemy's attacks. In terms of urban morphology, the city followed an organic urban pattern in this era, which constituted of two-story terraced houses with the centrality of the main piazza. Significant St. Nicholas Cathedral and the Palace of Preveditore surrounded the main piazza. The piazza was not only the center of religious activities, but it also administratively dominated the social activities.

- Ottoman Period (1571-1878)

From 1571 onwards, Ottomans ruled the Walled City. In this period, the main functions of the city were political and militaristic. Social and economic features of the Walled City was greatly affected by Ottomans. Likewise, the City's urban pattern

continued from the Venetian's physical and spatial form. Moreover, Ottomans preferred keeping the previous housing structures and maximizing the utilization of the buildings by adding the second floor to the one-story houses for new inhabitants. On the other hand, some changes applied in the function of the St. Nicholas Cathedral, since it became a mosque in this era. Moreover, in this period, due to the Ottoman attack, the Venetian Place destroyed and only its front faced remained.

- British Colonial Rule (1878-1960)

After banishment of Ottomans in 1878 by British, the island of Cyprus had turned to the British Colony. From 1910 onwards, British rulers focused on the expansion of the external part of the city and outside the Walls. However, the expansion of the outside of the Walls did not decrease the importance of the Walled City, and the city still was as traditional residential core. Since the usage of the post had been increased, storages were added to the plan of the Walled City in this era. In addition, in empty space of the city, new buildings were constructed, whereas the characteristics of the newly built buildings did not match the traditional pattern of the city. Therefore, the city had faced with differences in development pattern.

- Republic of Cyprus (1960-1974)

After British Period, Republic of Cyprus had ruled the city administration. In this period, two municipalities of Turkey and Greece were responsible for monitoring the Walled City and outside the Walls respectively. Since this period, due to the neglect of the development of the Walled City, the urban patter of the Walled City changed to a static state.

- The period after 1974

In the year of 1974, because of serious conflictions between Turkish and Greek residents, Cyprus was split into two parts, Turkish Republic of Northern Cyprus (T.R.N.C.) in the north of the island and Republic of Cyprus in the southern area (Figure 4.2). After the separation, although the Walled City has kept its unique historical characteristics, it has faced with several problems in terms of urban development.

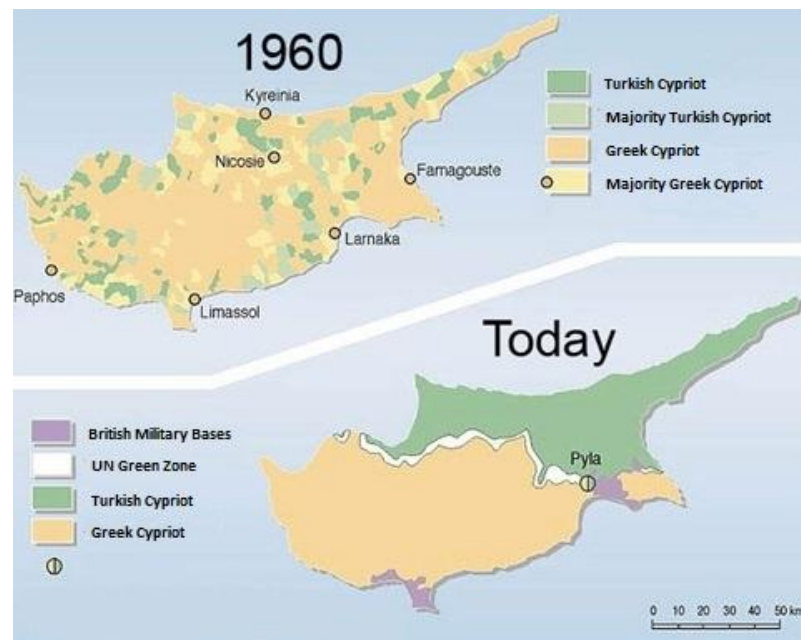


Figure 4.2: Comparison between Cyprus in the year of 1960 and today, retrieved from URL 13

4.2.2 Tourism Performance of the Case Study

From 1960 onwards, the newly founded government of Cyprus paid attention to tourist attractions of two cities of Kyrenia and Famagusta, which were located in coastal areas of the country. Subsequently, the number of tourists visiting the island increased around 240,000 by 1973 (Farmaki et al., 2015). Table 4.1 represents information about tourism development in Northern Cyprus consisting of tourists' arrivals, tourism

revenues, accommodation unit, and annual occupancy rate. The numbers of tourist arrivals to the Northern Cyprus (T.R.N.C.) are presented through table and charts below according to TCRN's Ministry of Tourism, Environment, and Culture reports in 2013.

Table 4.1: Tourism development features in Northern Cyprus in 2013
(Farmaki et al., 2013, p. 180)

FEATURE	RATIO
Intern. tourist arrivals	257,000
Tourism revenue	€ 342.9 million
Prepared accommodation units for tourists	159 number
Annual occupancy rate	44.1%

As can be seen by Chart 4.1 and Chart 4.2, UK had had the highest rate of travelling to Northern Cyprus among the other countries; Netherlands, Iran, and T.R.N.C.-UK. Moreover, it seems that August had received more tourists in comparison with the rest months, in the year of 2012.

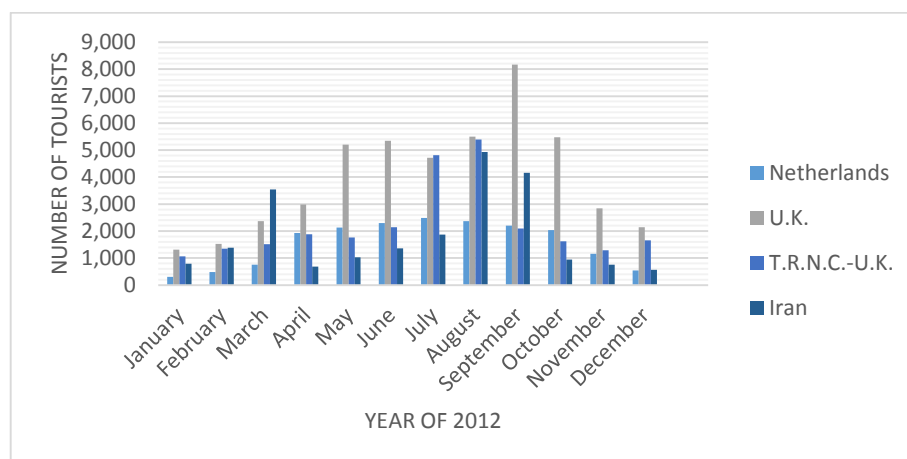


Chart 4.1: Tourist flow in T.R.N.C. in 2012 (data retrieved from TCRN, Ministry of Tourism, Environment, and Culture, 2013, drawn by author)

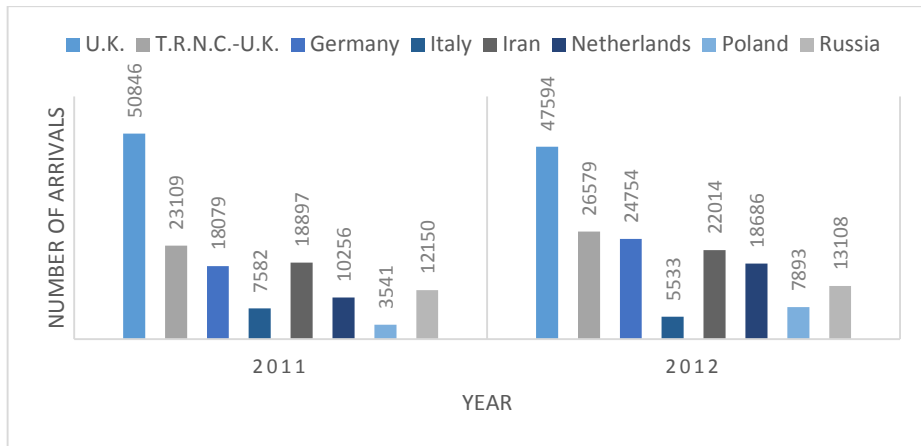


Chart 4.2: International visitors to T.R.N.C. in 2011 and 2012 (data retrieved from TCRN, Ministry of Tourism, Environment, and Culture, 2013, drawn by author)

Chart 4.3 indicates a comparison between the number of arrivals of Turkey and other countries to Northern Cyprus, between the years of 2008 to 2012. As it is shown, number of arrivals had decreased during this period from over 25000 in 2008 to less than 15000 in 2012.

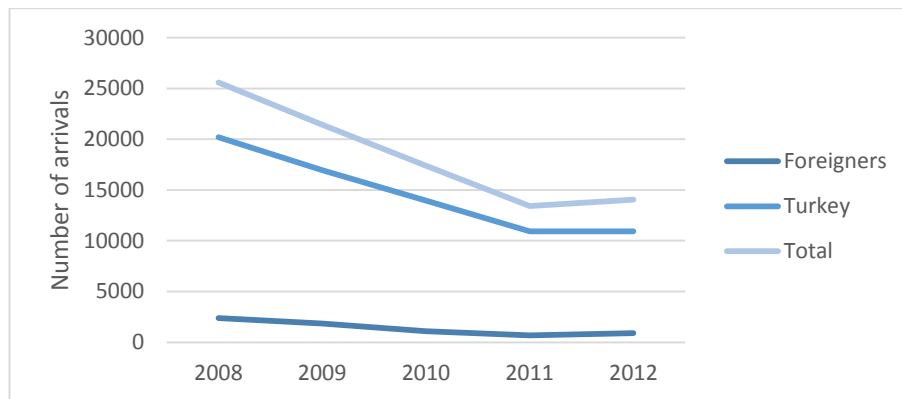


Chart 4.3: Number of arrivals in Famagusta by year (data retrieved from TCRN, Ministry of Tourism, Environment, and Culture, 2014, drawn by author)

4.3 Research Methodology

The focus of this thesis is to consider the level of tourist satisfaction with quality of Famagusta historical Walled City. Given a comprehensive explanation of tourism, and the interrelated factors influencing tourists in historical urban quarters, it is essential

to provide this research with survey methodology along with questionnaire-survey and physical analysis. In order to describe the current situation of the case study, the physical analysis carried out consisting of self-observation, photography, sketches, and map analysis. Additionally, the questionnaire-survey was involved, consisting of five sections with both open-ended and close-ended questions (Appendix B); meanwhile questions' types include structured and non-disguised. Questions of the questionnaire-survey were designed according to the research variables and criterion. They were randomly distributed among 55 tourists in the Famagusta Walled City during April 2015. Finally, for the evaluation stage, the research employed both qualitative and quantitative method to characterize the results of the research.

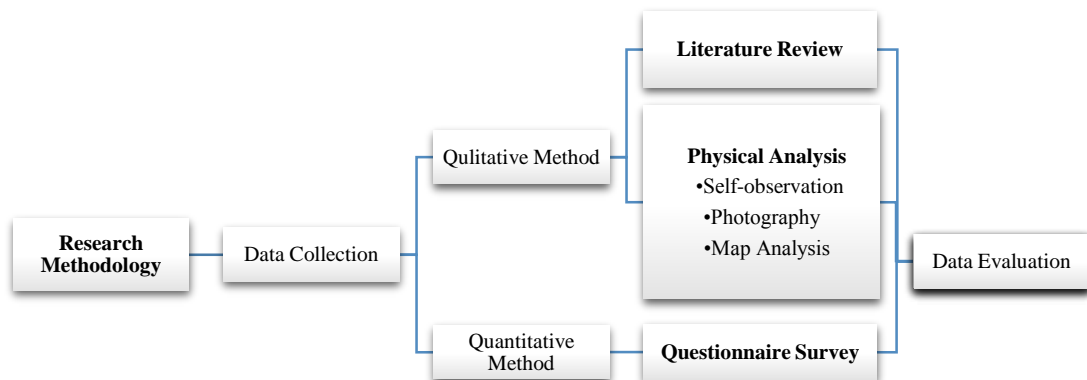


Figure 4.3: Outline of research methodology

4.3.1 Research Variables and Criterion

Various factors influence the tourists' satisfaction in cultural and heritage tourism. As it was considered in seminal literature, quality of historical urban quarters was twofold, environmental quality and socio-economic quality. Each group has variables and criterion that affect the overall quality of the environment and the perception of tourists from the environment. Accordingly, Tables 4.2, 4.3, and 4.4 represent the selected variables and criterion in order to evaluate tourists' satisfaction with quality of natural

environment, quality of historical built environment, and socio-economic quality of Famagusta Walled City.

Table 4.2: Variables and criterion of natural environment's quality (Becken, 2010)

Variable of Natural Environment Quality	Criterion
Aesthetic	Perceived value Sunshine Visibility Day length
Physical	Wind Rain Air quality
Thermal	Air temperature Humidity

Table 4.3: Variables and criterion of historic built environment's quality, modified from (Beerli and Martin, 2004, Guan, He et al. 2012, Fasli and Özay, 2014, Sharpley, 2006, Smith, 1977, and Yang, 2011)

Built Environment Quality	Manifest Variables	Criterion	
Historic Buildings	Conservation and Maintenance	Physical/structural maintenance Functional maintenance	
	Architecture and History	Quality of cultural/historical attractions Aesthetic Architecture style of the historic buildings	
	Accessibility	Accessible for one Easy to find	
	Safety and security	Existence of Close Circuit Television (CCTV) Adequate lighting Personal safety	
	Opening Hours	Perceived value	
Public Open Spaces	Ease and Comfort	Accessibility	Facilities distribution Walking distance within the Walled City Accessibility for every body Easy to find
		Mobility	Separated motorized ways from non-motorized Walkable sidewalks
		Walkability	Connectivity of street network Quality of pedestrian pathways (e.g. width, obstacles, pavement material, lighting, and signage) Disable people's access
	Safety and Security	Signage and street information Presence of sidewalks Existence of Close Circuit Television (CCTV) Adequate lighting Presence of police and information centers	
	Maintenance	Perceived value	
	Cleanliness	Perceived value	
	Signage and information System	Diversity Adequacy Readability	
	Recreational Facilities	Perceived Value	
	Street Furniture	Adequacy Comfort Cleanliness Design	
	Public Restroom	Availability Cleanliness Safety Adequacy Opening times	

Table 4.4: Variables and criterion of socio-economics' quality, modified form (Robinson et al., 2011, Amir et al., 2015, Fasli and Özay, 2014, Wong and Law, 2003, and Hsieh and Chang, 2006a)

Socio-Economic Issues	Manifest Variable	Criterion
Tour Services	Transportation Educational Information Dining	Perceived quality
Hospitality	Tour operators Local people Shopkeepers Restaurant service providers	Reliability Responsibility Assurance Empathy and courtesy
Routine Activities	Eating out	Adequacy of restaurant Quality of food and beverage Food diversity Cleanliness
	Shopping	Adequacy Quality of products Diversity of cultural products Opening time
	Nightlife and Entertainment	Adequacy Diversity of services
Cultural Activities	Traditional festivals Historical events Cultural shows	Perceived value
Economic Issues	Transportation Entertainment Shopping Food and Beverage	Reasonable price

4.3.2 Data Evaluation

In this section, first authors' physical analysis about the existing situation of the Famagusta Walled City is offered. This evaluation consists of map analysis, photographs, and sketches, which represents the quality of Famagusta Walled City's natural and manmade environment. Furthermore, tourists' degree of satisfaction towards the quality of current condition of the Walled City, which are retrieved from the results of questionnaire-survey, is presented through charts.

4.3.2.1 Respondents' Information

As far as respondents is concerned, fifty-five tourists, who were visiting the site, were selected randomly in order to participate in this research and fill out the questionnaire-survey. Of them 50 questionnaires were filled correctly and five questionnaires were not usable because of being incomplete and having missing data, then the answers of only 50 tourists were evaluated. The questionnaire-surveys become distributed among tourists, who visited all parts of Famagusta Walled City, and data were collected in April 2015.

As is shown by Table 4.5, the number of men and women were almost equal and the majority of respondents were between 36-45 and 45-55 years old. Likewise, most of the respondents were self-employed, executive professional, and homemaker, and only 22% were retired. Regarding to the educational level of the respondent, the highest percentages are related to bachelor degree, associate, and some college respectively. Notably, most of the tourists came from England, Germany, and Turkey, and only a few came from Swiss, Norway, and Ukraine.

Table 4.5: Socio-demographic characteristics of tourists (N=50)

Variable	Category	Count	Column N %
Gender	Male	26	52.0%
	Female	24	48.0%
Age Group	< 25years	2	4.0%
	26-35 years	10	20.0%
	36-45 years	15	30.0%
	46-55 years	12	24.0%
	>56 years	11	22.0%
Occupation	Student	4	8.0%
	Homemaker	8	16.0%
	Self-employed	17	34.0%
	Executive/Managerial Professional	8	16.0%
	Retired	11	22.0%
	Other	2	4.0%
Education Level	0-12 years	1	2.0%
	Some college	9	18.0%
	Associate	11	22.0%
	Bachelor	18	36.0%
	Master	7	14.0%
	Other	4	8.0%
Country	England	15	30.0%
	Germany	13	26.0%
	Turkey	13	26.0%
	Norway	3	6.0%
	Swiss	4	8.0%
	Ukraine	2	4.0%

4.3.2.2 Evaluation of Walled City's Natural Environment

- **Aesthetic**

From natural aesthetic point of view, Famagusta Walled City houses various plant species enjoying the Mediterranean climate such as scillas, narcissus serotinu, hyacinths, palms, olive trees, and encus. Around end of April, the wild orchids start to grow and create a beautiful flower cover on slopes (Retrieved from URL 14). Moreover, located adjacent to the sea, the eastern side of Famagusta Walled City gives its visitors a bird view of the Mediterranean Sea. Walking up to the Sea Gate and Bastion provides visitors with a distinctive view of Famagusta harbor and Mediterranean Sea.

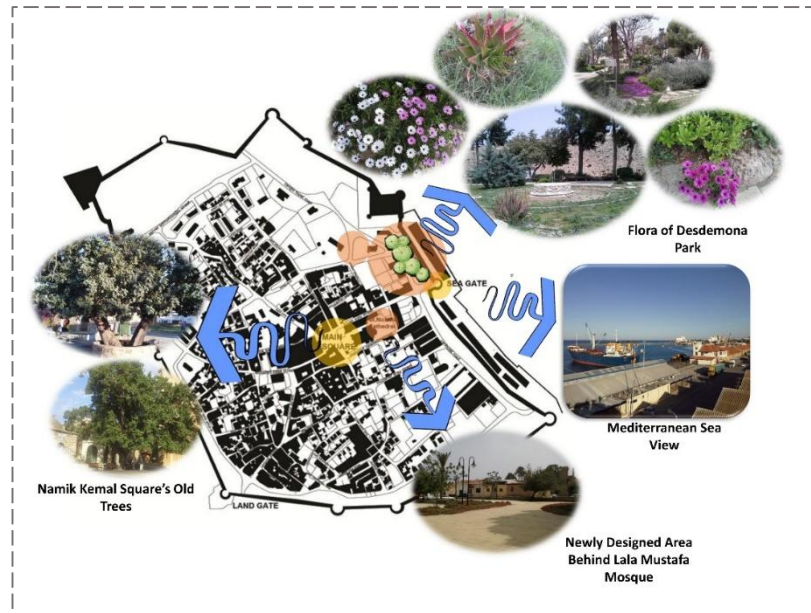


Figure 4.4: Natural environment of Walled City, by author

Turning to tourists' points of view about natural aesthetic of Famagusta Walled City (Chart 4.4), near half of the tourists (42%) were satisfied with the quality of the current condition, and only 20% expressed their firm dissatisfaction towards this issue. Regarding to sea view, most of tourists were neutral, however, some tourists commented in the questionnaire form, that it could be better if the King Gate was open to the port and they could access the water.

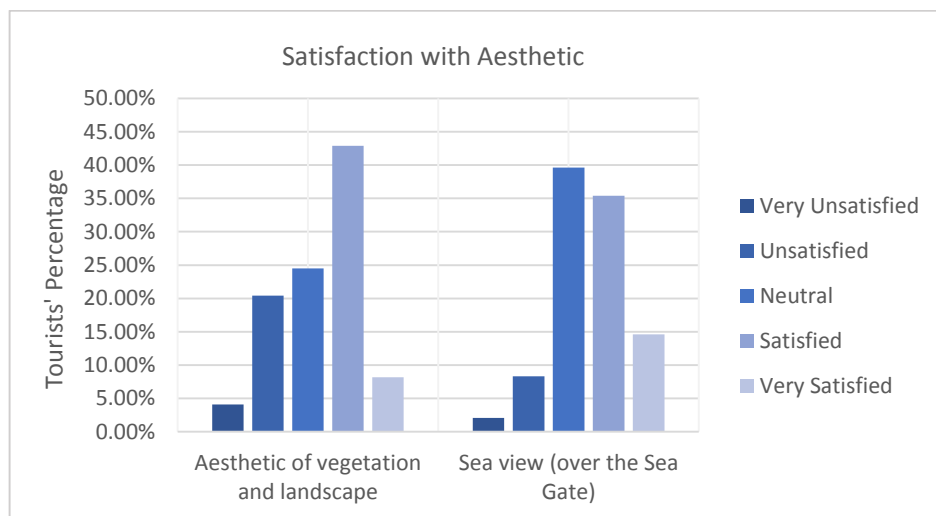


Chart 4.4: Tourists' satisfaction with aesthetic of natural environment of the Walled City

- **Climate**

Generally, Famagusta Walled City benefits from a coastal environment, which makes the atmosphere moderate. The Walled City has a climate of composite hot humid weather with hot and warm summers that the air mean- temperature is around maximum 35°, and almost dry and cold winter that minimum mean-temperature is around 5° (Özdeniz and Hançer, 2005).

Since the observation was taken in April, most of the survey days were cloudy and rainy with strong winds. So that, half of tourists’ were natural towards rain and wind (42%), and one forth were strongly dissatisfied with the rainy and windy days (23%). However, majority of the tourists were satisfied with air quality and air temperature.

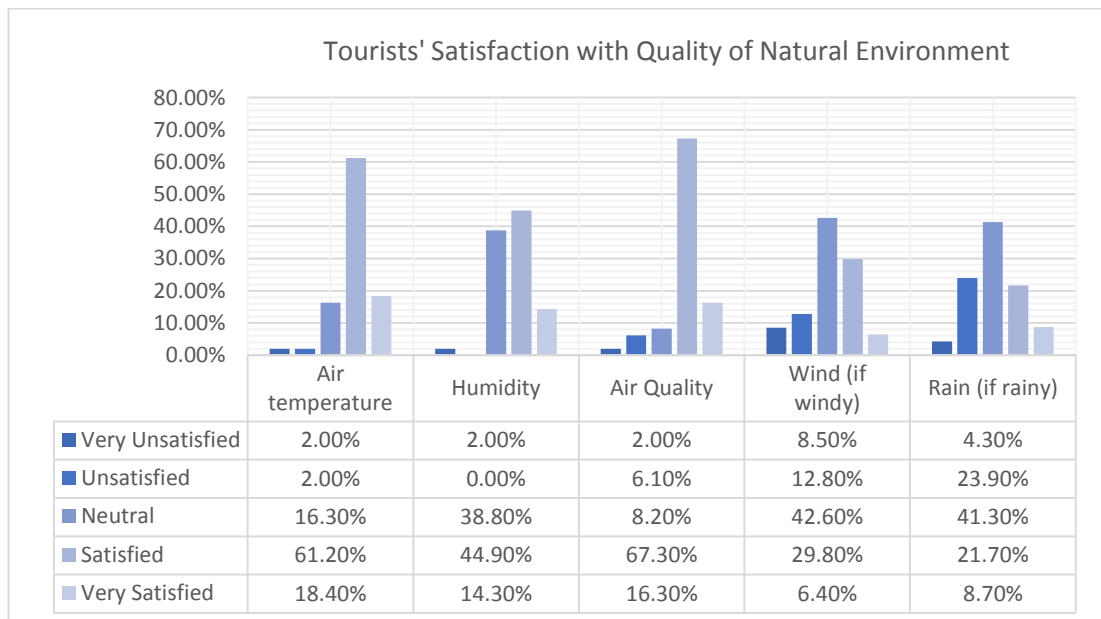


Chart 4.5: Tourists' satisfaction with climate of the Walled City

4.3.2.3 Evaluation of Walled City’s Historical Built Environment

This part indicates tourists’ satisfaction about the quality of historical built environment of the Famagusta Walled City. Hence, first historical monuments will be

analyzed in terms of physical analysis (self-observation, photographs, sketches), and then the level of tourists' satisfaction will be indicated according to the questionnaire-survey results. Afterwards, urban public spaces of Famagusta Walled City (streets, the main square, and the park) are evaluated through the same methods, and then tourists' satisfaction will be shown about their quality.

4.3.2.3.1 Evaluation of Historical Buildings and Monuments

- **History and Architecture**

Without doubt, the city has a significant historical and architectural value. There are 32 recorded historical buildings and ruins, as well as town walls and bastions in Famagusta Walled City, which represent the history, culture, architecture, and identity of the city. The city walls were constructed in Lusignans period. Seaward walls of the city have 3 km length, with 13 m high and 9 m thick in their most points. In 1492, Venetians changed the walls and started to fortify the walls. Since the new methods of warfare were found and Venetians wanted to protect the city. This process took over about 80 years. This wall included bastions, main gates (Land Gate, Canbulat Gate, and Sea Gate), arms depots, stables, as well as tunnels that helped Venetians to access other parts (Karlitaş and Bağışkan, 2014).

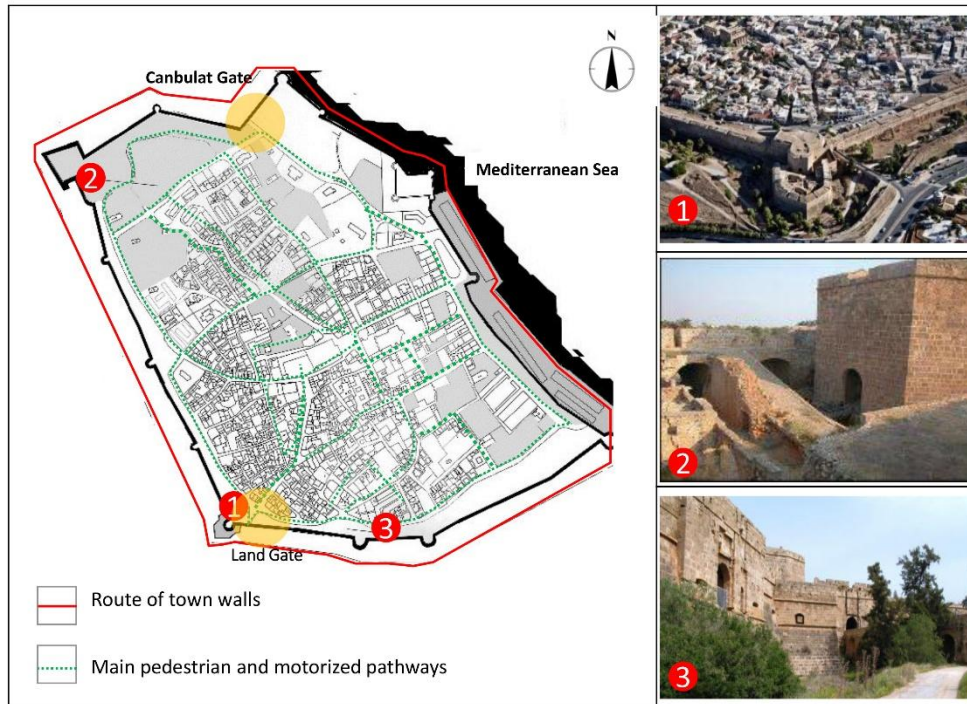























Figure 4.5: Walls of the Famagusta Walled City (photos retrieved form URL 12)









Moreover, castles, palaces, churches, mosques, and dungeons are just some of 32 historical monuments of Famagusta Walled City. Cultural landscape, detailed ornamentation in architecture of walls and overhangs, local materials, and harmonious neutral stone colors all witness the outstanding aesthetic values of the historical buildings and monuments. Table 4.6 represents all historical monuments of the Walled City.



Table 4.6: Name, description, and picture of Famagusta Walled City's historical monuments (Karlıtaş and Bağışkan, 2014, Doratlı et al., 200, and URL 12)

No.	Name	Description	Picture
1	Land Gate and Ravelin	Venetian Fortifications and walls were built in 1495-1584 according to Renaissance military architecture. They were meant to protect the historic town	
2	Scarlet Bath	Located at the corner of Suphi Ezel street, Scarlet bathhouse or hamam was built in 16 th century in Ottoman period	
3	Dry Fountain	This fountain was built in 17 th century in Ottoman period. It is located into Venetian walling of Scarlet bath, which is situated in Kuru Cesme street	
4	Nestorian Church	The identification of so-called Nestorian Church backs to Medieval sources. This church represents the wealth of Famagusta merchant community in that era. It is located in a detour off the main road and opposite of a small car parking	

5	Church of St. Anne	This church represents the clear Gothic elements. Moreover, it has similarities with Carmelite church both from style point of view and date of foundation, which refers to 1300s	
6	Tanners Mosque	This monument former was a church in 15 th century and later become a mosque called Tanners. Since this church was located in Oriental sector of the site, it is estimated that it had been belonged to Oriental Christian groups	
7	Carmelite Church (St. Mary of Carmel)	Ruins of Carmelite Church are located in a field opposite of the road, which Tanners Mosque is located. This church was the place of St. Peter Thomas, patriarch of Constantinople	
8	Armenian Church	The well preserved Armenian Church is located adjacent to Carmelite Church. According to its style it seems that this church was founded in 1360s	
9	Martineno Bastion	Martineno Bastion is located behind the Armenian Church. Standing on the top of the bastion, gives visitors a bird view of dry moat	
10	Notched Bath	Along with Nami Efendi street the Notched Bath or Kertikli Hamam is located in the town	
11	Diamante Bastion	Located at the northern corner of Famagusta Walled City, Diamante Bastion takes visitors to the sea side of the town and gives them the view of harbor and sea	
12	Church of St. Fotu	This church is called Fotu in Turkish legends, since it is associated with light. The name of this church is suggested to be referred to the Church of St. Clare	
13	Church of George of Latins	This church is originally founded in 1410s and although lies in ruins, it was ornamented with finest Medieval curved stones	

14	Citadel/Othellos Tower	The Citadel/Othellos Tower is named as Famagusta's Medieval castle. It is located in a strategic position in order to control the harbor. This tower was built between 1285-1324 by Lusignans	
15	Sea Gate	There are two original gate in Famagusta Walled city, which sea Gate is one of them. This gate got its main changes and appearance form Venetians, but was first founded in Medieval	
16	Hospital of St. Antony	Ruins of Hospital of St. Antony is located in the south part of the Sea Gate, near the city walls. The massive granite columns used in its structure still can be seen	
17	Canbulant Gate and Bastion	This gate obtained its name after Canbulant who was a hero in Ottoman siege of Famagusta. This bastion also includes the remaining of the entombed hero	
18	Church of St. Zoni	This church is situated closely to church of St. Nikolaos. This church is founded base on Byzantine-style architecture. Church of St. Zoni is in the west side from Cambulant Gate	
19	Church of St. Nikolaos	This church is situated closely to church of St. Zoni. This church is founded base on Byzantine-style architecture. Church of St. Nikolaos is in the north side from Cambulant Gate	
20	Churches of St. George of Greeks and St. Symeon	This church as an Orthodox church represents a magnificent cathedral in East. Church of St. George of Greeks and St. Symeon was founded in the 1360s by Lusignans	
21	St. Nicholas Cathedral/ Lala Mustafa Pasha Mosque	Survived in the Levant, Famagusta St. Nicholas Cathedral is known as the most beautiful example of Frankish buildings. It was built in (1291-1373). King of Jerusalem, Lusignan ruler, crowned in here and moreover it was here that Queen Caterina Cornaro could monopolize the Venetians	

22	Namik Kemal Square	Namik Kemal Square as Famagusta's picturesque central square stands the test of time and witnesses all historic events taken place in Famagusta Walled City	
23	Venetian House	Like a domestic building, Venetian House has maintained its style and architecture, which dates to Venetian period	
24	Twin Churches	These two churches were built side by side and are assumed that were belonged to military orders	
25	Aga Cafer Pasa Bath	Aga Cafer Pasa built this bath in 1601 in early Ottoman period. Aga Cafer Pasa Bath was built in the field of Franciscan monastery	
26	Franciscan Church and Monastery	This church and monastery dates back to the late 13 th century and after Citadel is the second Latin buildings in Famagusta	
27	Venetian Palace	Situated in Namik Keaml square, Venetian Palace was Lusignans' royal palace. Today, only back walls and east façade remained from the whole building	
28	Aga Cafer Pasa Fountain	This fountain is one of the Ottoman fountains, which is located in the right side of Venetian Palace' façade. Aga Cafer Pasa Fountain like the other fountains left from Ottoman Period still beautifies Famagusta Walled City	
29	Namik Kemal Prison and Museum	This place was named after Namik Kemal who is famous as Shakespeare of Turkish. He was imprisoned here since he offended the Turkish sultan	
30	Church of St. Peter and Paul	Church of St. Peter and Paul is locate in a narrow street in royal palace southern part. This buildings holds a long and fascinating history as well as a positive identification	

31	Venetian/Chimney House	This building is built according to types of architecture. Its exterior appearance represents the Venetian architecture, while its interior design is Turkish	
32	Unknown Churches	Unknown Churches were built in 14 th century. In that era Famagusta built various Latin nunneries with Gothic style	

Regarding to questionnaire results (Chart 4.6), near half of tourists (44%) were impressed with the history and architecture of Walled City's monuments. Of those, about 45% were highly satisfied, and around 40% were just satisfied with architectural quality, aesthetic, architectural style and historical value.

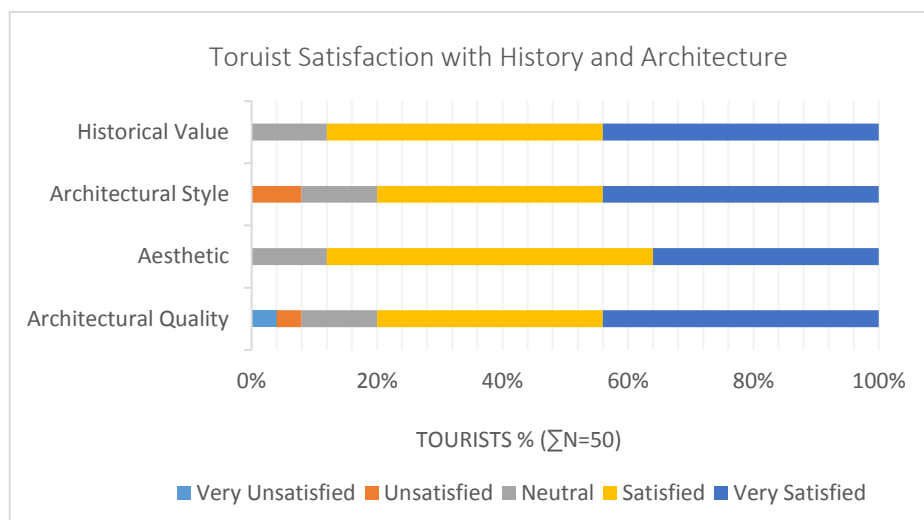


Chart 4.6: Evaluation of tourists' satisfaction towards history and architecture of FWC's monuments

- **Accessibility and Walkability of Historical Buildings**

Historical buildings and monuments were distributed all over the Walled City with the centrality of Namik Kemal Square. From the Land Gate, which is one of the two main gates of the town, to the town center normally takes 10-minute walk and the distances are very short, and historical buildings are quite close to each other. Buildings

themselves are outstanding enough to be recognized, and can be found easily. Starting to walk from Istiklal Avenue, tourists make Namik Kemal Square as an indication to find the other points. As far as walkability issue is concerned, most streets leading to historical buildings are flat with no slope, and there is no obstacle in main streets, so disable people can easily access the historical monuments. Only some parts of the site have short stone steps that seems to be difficult and/or impossible for disables to reach those areas.

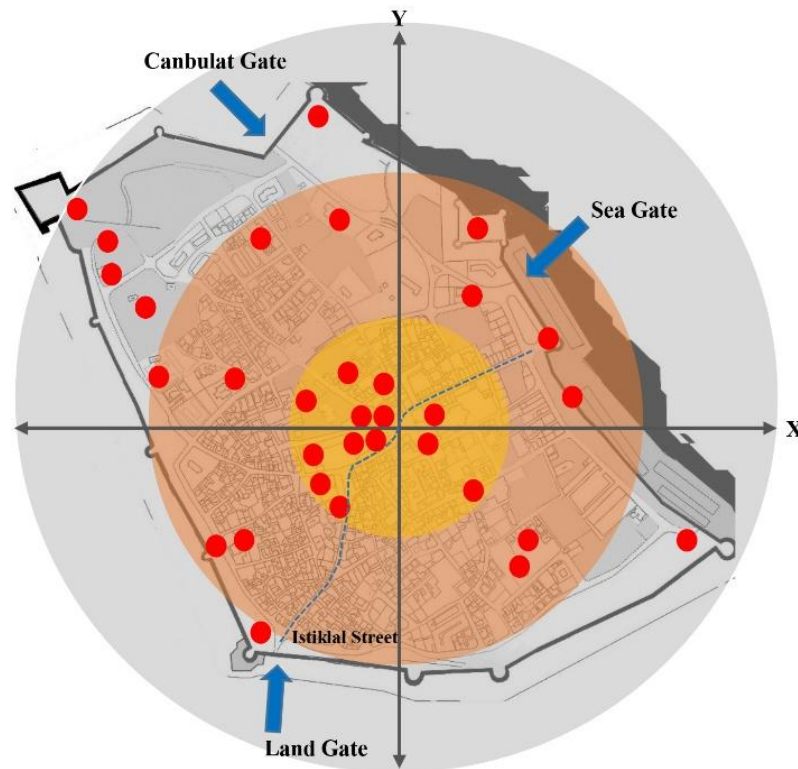


Figure 4.6: Historical buildings' distribution, with the centrality of Namik Kemal Square

Questionnaire evaluation towards accessibility witnesses more than one-fourth of tourists were mainly satisfied and neutral about walking distance, and rarely were dissatisfied with this issue. Likewise, about 40% of tourists expressed their satisfaction

with easy way finding of monuments, however mostly were dissatisfied (32%) and strongly dissatisfied (32%) with disable people access (Chart 4.7).

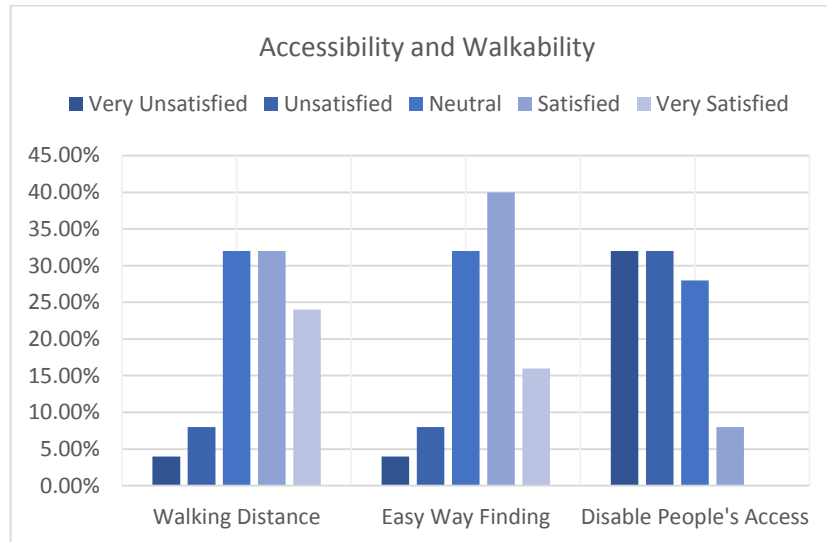


Chart 4.7: Tourists' satisfaction with accessibility and walkability of historical buildings

- **Safety and Security of Historical Buildings**

As it was observed, the city is safe and secure during the day, however, after 6 p.m. most of historical buildings close and the city become silent. Moreover, due to the lack of lighting at night, it seems to be a little unsafe. Most of historical buildings are equipped with CCTV, to control the environment. A big problem in the city is lack of signage and way finding system, and tourists either themselves start to follow the istiklal Streets and then look after the historical buildings, or are guided by tour leaders; then, they make feel lost and lose the safe routes. In general, during visiting the historical monuments it seems that people partly feel safe and secure.

Regarding to tourists' opinion about safety and security (Chart 4.8), tourists had no idea about CCTVs in which 56% in total were neutral. Nevertheless, due of visiting

time, which was at day time, they mostly feel safe and secure in historical buildings and just 20% were dissatisfied with the personal safety.

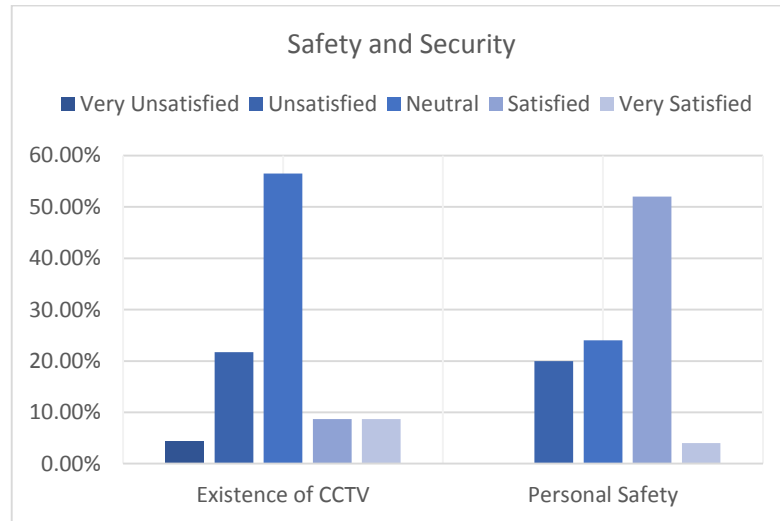


Chart 4.8: Tourists' satisfaction with safety and security

- **Maintenance of Historical Buildings**

As it was observed, the condition of historical buildings in terms of physical and functional maintenance needs to be taken into more consideration. Since the weather in Walled City is almost humid and hot in summer, in some parts of buildings nitrate and algae can be seen between stones. Likewise, wind and water erosion can be seen in the façade of buildings such as in the edges of walls of the Venetian Palace.



(a) Erosion of historical buildings' facades (b) Lion statue of the Sea Gate (c) Walls of Venetian Palace

Figure 4.7: Erosion of monuments because of humidity and acid rains, by author

With relation to tourists' satisfaction about this issue, the highest amount of answers was devoted to dissatisfaction. This means, about 36% of tourists were unsatisfied with physical condition and maintenance of the monuments. Moreover, they were not neither satisfied with functional maintenance of the historical monuments in which 40% feel neutral and about 30% feel dissatisfaction towards this issue.

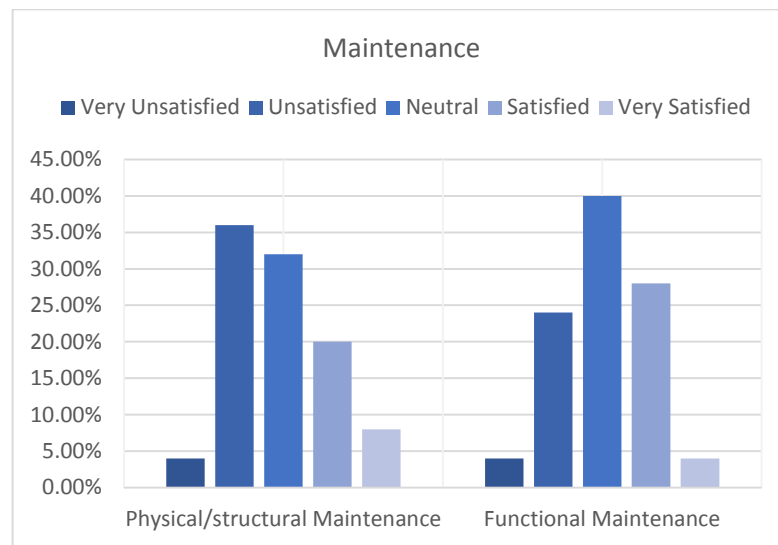


Chart 4.9: Tourists' satisfaction with maintenance condition

- **Cleanliness of Historical Buildings**

Except some areas, in general most of historical buildings have adequate cleanliness. Nevertheless, it can be better if green trash bins, which belong to municipality, were set in streets corners or places that do not distract the beauty of place.



(a) and (b): Trash bins near the landmarks

Figure 4.8: Cleanliness of historical monuments, by author

According to questionnaire result, more than half of tourists satisfied with the cleanliness of the monuments and historical buildings; the rest of them 30% felt neutral and rarely (9%) were dissatisfied with this issue.

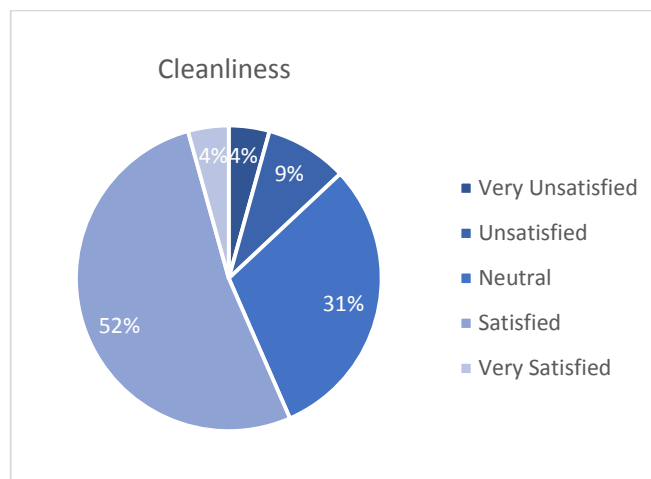


Chart 4.10: Tourists' satisfaction with cleanliness of historical monuments

▪ Opening Hours of Historical Buildings

Historical buildings are open to public from morning to evening every day. Some of the monuments have no time limitations to access, since they are just as a ruin. Related to tourists' satisfaction, the three-fourth of tourists were satisfied with opening hours of the monuments, however a few were dissatisfied (5%), and less than one fourth were neutral (23%).

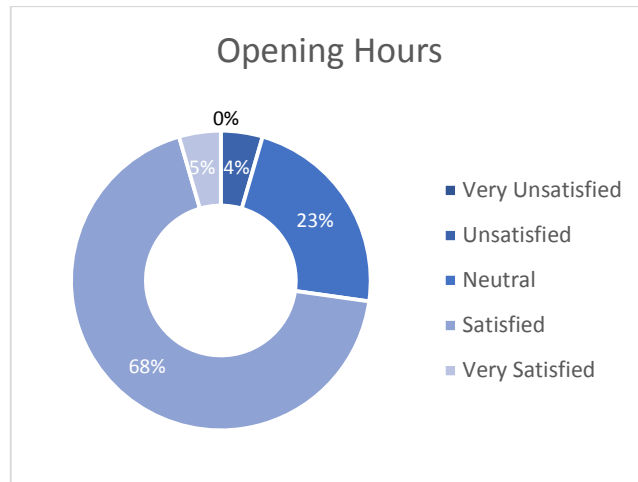


Chart 4.11: Tourists' satisfaction with opening hours of historical buildings

▪ **Signage and Information Panel of Historical Buildings**

As it was observed, historical buildings in Famagusta Walled City are determined with a yellow panel (Figure 4.9), representing their name and brief information of the buildings. Although these fixed-signs give useful information to tourists, it is not enough.



(a) St. Nicholas Cathedral



(b) Tomb of Mehmet Emin Efendi

Figure 4.9: Historical buildings' signage in the Walled City, by author

Regarding to the questionnaire evaluation (Chart 4.12), as it was predictable, tourists mostly were dissatisfied with the current information system. Around half of tourists feel uncomfortable due of the lack of numerous, divert, and readable information panels. Only 20% of tourists were satisfied, and the other 20% was belonged to those,

who had no idea and were neutral. In addition, tourists recommended distinguishing each monumental building in the city with a descriptive signage, which describes the name, history, and importance of the monument.

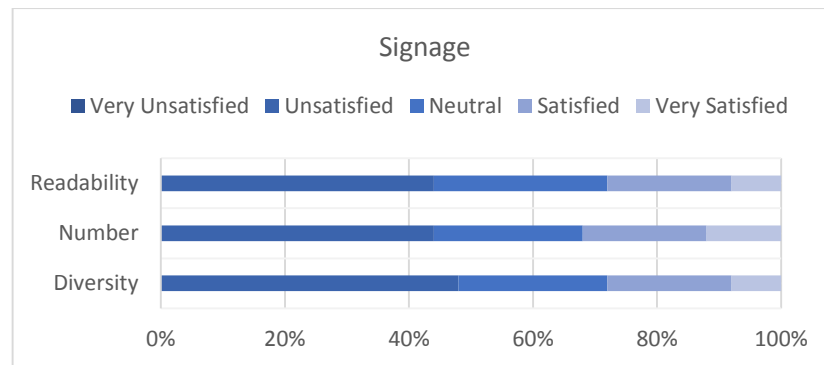


Chart 4.12: Tourists' satisfaction with signage and information system of historical buildings

4.3.2.3.2 Evaluation of Public Open Spaces and their Services

In this section, public open spaces of the Walled City including streets, the main square (Namik Kemal Square), and Desdemona Park as well as their services are evaluated. First, the quality of these spaces are analyzed through physical analysis, then the results of questionnaire-survey in terms of tourists' satisfaction with the quality of these spaces are represented.

❖ Streets

Most of Walled City's streets and alleys have the mixed-use function; residential and commercial. The main distributor of the city, Istiklal Street, has also a mixed-use function; leisure, commercial, and residential. On the other hand, secondary and tertiary distributors mainly have residential function.



(a) Istiklal Street, primary pedestrianized street

(b) Palace Street, primary motorized street

Figure 4.10: Two of the most famous streets in the Walled City, by author

- **History and Architecture**

Famagusta Walled City has a network of medieval streets and organic urban fabric, which represents its development throughout the several historical periods. Famagusta Walled City's street network consists of some historic alleys integrated with modern alterations and additions. The most famous street in the city, which is in front of the Land Gate, is Istiklal Avenue along with its various shops, restaurants, cafes, and traditional and newly built terrace houses.

From tourists' point of view (Char 4.13), the streets of the Walled City have a unique architectural characteristic in which near 80% of tourists were satisfied from architectural quality, architectural style, and historical value of the street networks. Of all the tourists mostly were satisfied with streets aesthetic and only 12% were dissatisfied about this issue.

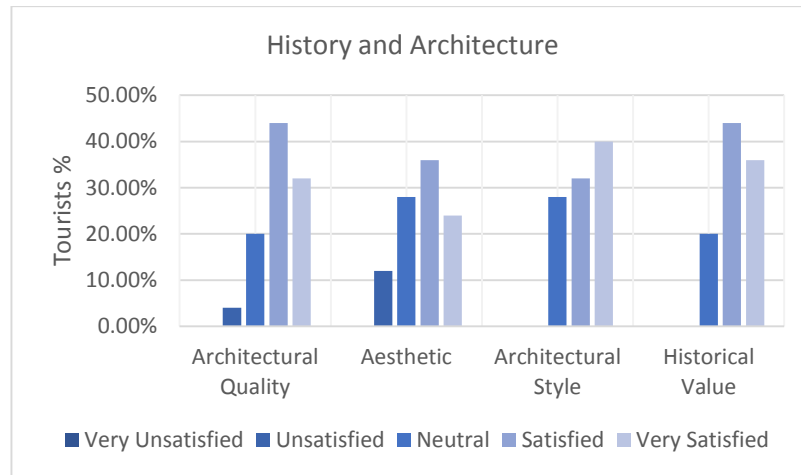


Chart 4.13: Tourists' satisfaction with history and architecture of the Walled City's streets

- **Accessibility of the Streets**

Walled City of Famagusta has an organic street network, which most of the main streets have access to the main square; therefore, tourists can reach the facilities without difficulty. Generally, typology of streets of the Walled City is threefold; primary accessibilities, secondary accessibilities, and tertiary. Furthermore, streets are divided into motorized and pedestrianized ways (Figure 4.11). From the beginning of the Land Gate, through the Istiklal Street, which is the main distributor of the city, to the main square is about 10-minute walking distance. Likewise, for tourists, who rented a car there are available parking lots adjacent to the main buildings; in the vacant spaces of the city. The other streets of the city also have the same characteristics as Istiklal Streets, defined with local shops, restaurants, and cafes.

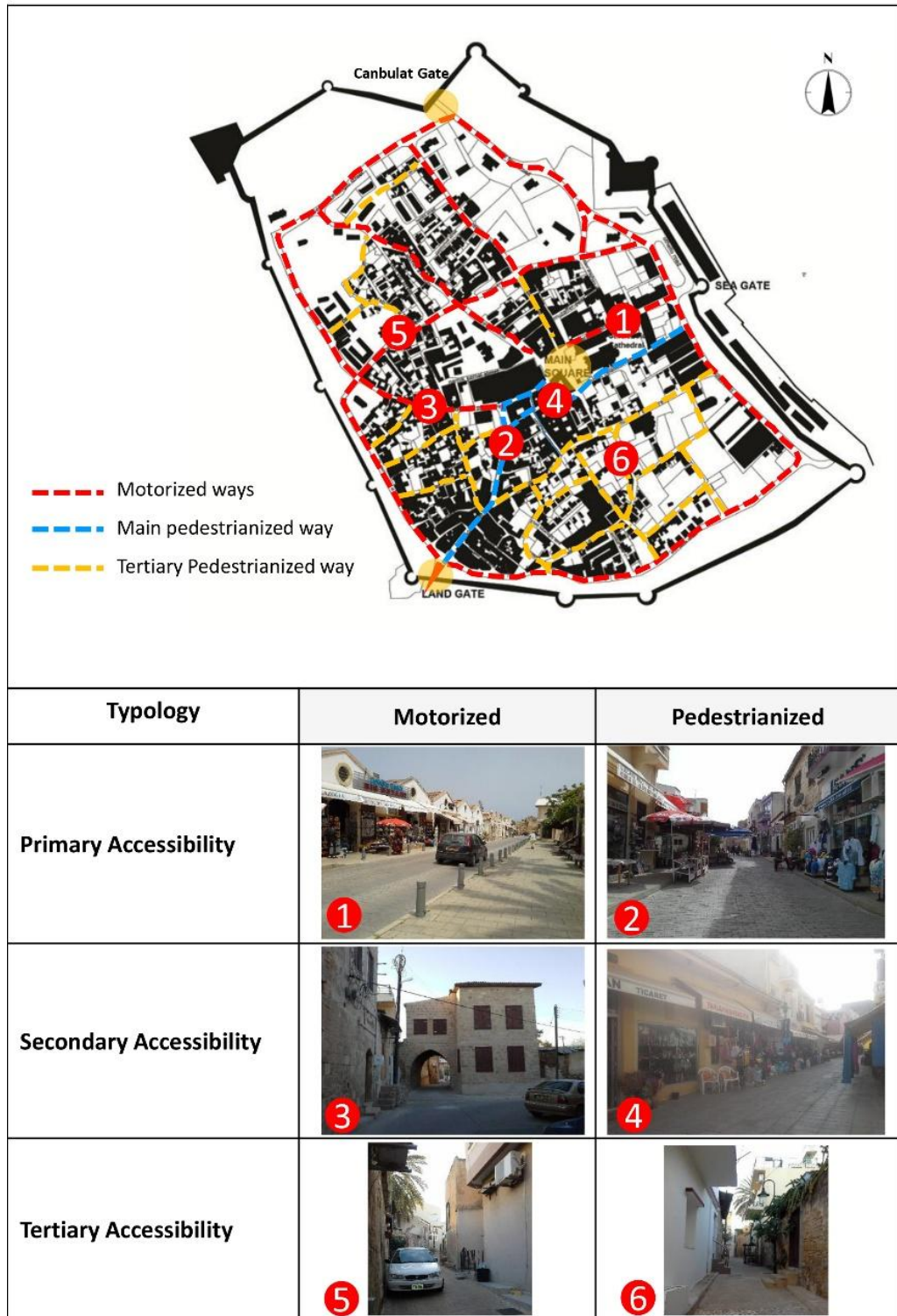


Figure 4.11: Primary, secondary, and tertiary accessibilities of the Walled City

Turning to finding of the questionnaires (Chart 4.14), tourists were pretty nearly satisfied with facility distribution in which 53% were satisfied and near one-fourth were dissatisfied (24%). Moreover, they felt comfortable with walking distance, since

they were 48% satisfied and 20% very satisfied towards this issue. Meanwhile, about way finding tourists had the same opinion. On the other hand, their satisfaction towards available parking lots was different, since half of them felt neutral and dissatisfied about this item in general.

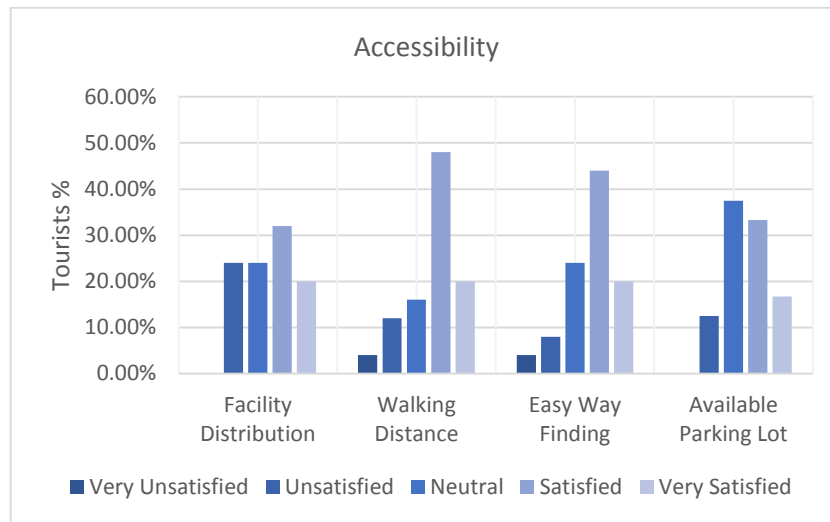
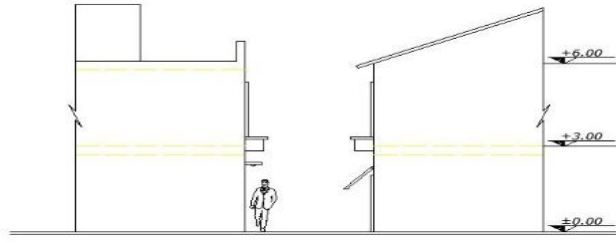


Chart 4.14: Tourists' satisfaction with accessibility of Walled City's streets

- **Mobility of the Streets**

In terms of mobility, as it was observed, there are two types of motorized and non-motorized streets in Famagusta Walled City (Figure 4.12, a,b, and c). It has been observed that there are also primary and secondary accessibilities. Although, primary accessibilities to the main spaces include separated motorized ways from pedestrian pasways, however, in some parts motorbikes and cars block the pedestrian ways (Figure 4.12, d). Secondary accessibilities include narrow organic streets, which are mainly located in the residential tissue far from the main spaces of the city. Furthermore, some secondary alleys are just pedestrianized (Figure 4.12, a).



(a) and (b): Picture and section of typical residential streets (tertiary, non-motorized street)



(c) Separated motorized from un-motorized ways

(d) Interference of cars in sidewalks

Figure 4.12: Mobility quality of the streets, by author

As it was asked from tourists about mobility and their satisfaction, majority of tourists were satisfied with separated motorized ways from none-motorized ways. However, only 21% were neutral and not completely satisfied. Likewise, a few tourists (4.3%) were dissatisfied about this issue.

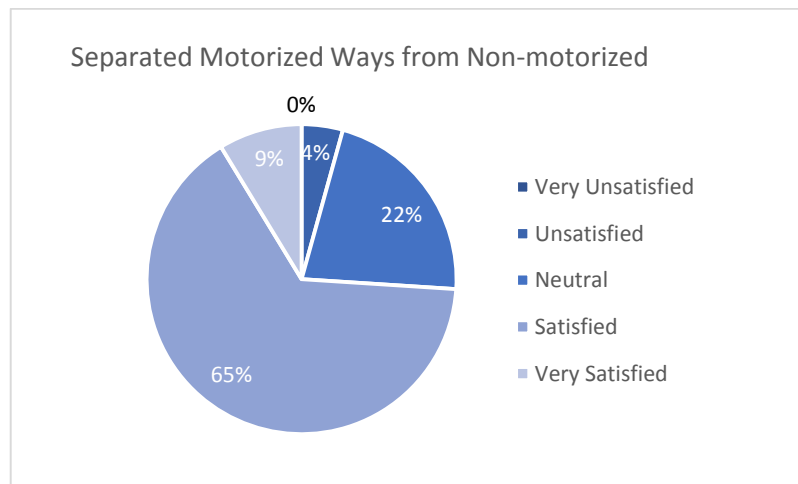


Chart 4.15: Tourists' satisfaction with mobility of the Walled City's streets

- **Walkability of the Streets**

According to the map of Walled City and self-observation, most of main streets in Walled City are well connected. However, there are some dead-end and irregular alleys, which might confuse tourists in the way finding. Istiklal Avenue is totally close to motorized vehicles and is pedestrianized. Regarding to materials, most of streets were covered with cobbled stones and concrete (Figure 4.13, a, b, and d), which facilitate people walking. Likewise, no special obstacle was observed in main streets; however, in secondary accessibilities, trash bins, cars, motorbikes blocked the pedestrian pathways (Figure 4.13, c). Moreover, there was no additional transportation system in Walled City for tourists' comfort like rental bike, and cycle lanes. With regard to disable people access, although some ramps were created to facilitate disable's access in the city, it seems they are not sufficient for disables to reach their destination easily (Figure 4.13, e).



Figure 4.13: Quality of motorized and non-motorized pathways, and sidewalks, by author

With regard to questionnaire evaluation (Chart 4.16), fifty percent of tourists had no difficulty with connectivity of the street network. However, 28% were neutral and 16% were dissatisfied from streets' connection. In addition, tourists largely were satisfied with the quality of pedestrian pathways, and only 32% were dissatisfied. On the other hand, tourists mutually agreed street network is not walkable for disable people in which 50% were disagree, 20% neutral, and 20% satisfied about disable people access.

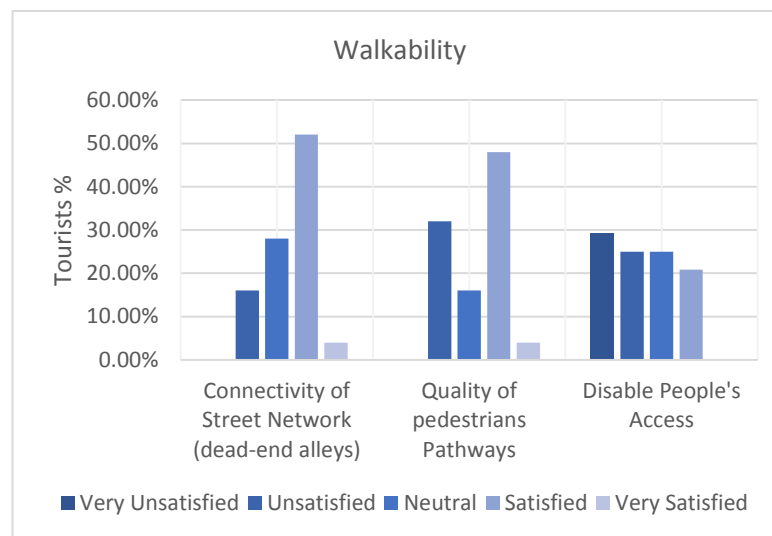


Chart 4.16: Tourists' satisfaction with walkability of the Walled City's streets

- **Safety and Security of the Streets**

Regarding to the questionnaire findings (Chart 4.17), near half of tourists agreed that lack of enough signage had made the uncomfortable and unsafe feelings. Nonetheless, they were neither satisfied nor dissatisfied about the existence of CCTVs to control safety and security. Moreover, since tourists visited the city in the daytime, most of them had no special opinion about lighting at night, and only those who had a nighttime visit answered sense of security at night. Of them, 17.6% were satisfied and 5.9% were dissatisfied. In general, 60% of tourists felt safe and secure in the city's streets.

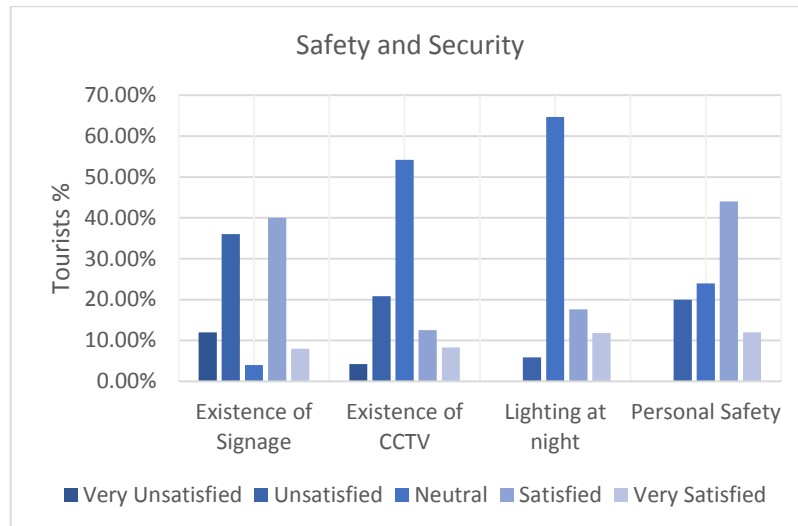


Chart 4.17: Tourists' satisfaction with safety and security in streets

- **Maintenance and Cleanliness of the Streets**

Except few major streets, which ends to the main square, it seems the rest of alleys and tertiary accessibilities left with no control and special attention, in particular residential streets. Existence of trashcans and mechanical machines firmly hurts the streets' view and destroy the beauty of the atmosphere (Figure 4.14, a and b). Since Famagusta Walled City is open to public, and its access is not restricted, then more observation on cleanliness and maintenance is expected such as occasional trash collection (Figure, 4.14, c and d).



Figure 4.14: Existing condition of streets' maintenance in the Walled City, by author

With relation to questionnaires' results (Chart 4.18), majority of tourists were neither satisfied nor dissatisfied towards physical and structural maintenance of the streets. Nevertheless, they were often satisfied about the functional maintenance in average. Regarding to cleanliness, tourists were mostly satisfied, however a few were dissatisfied (9%), and more than one-fourth were neutral (31%).

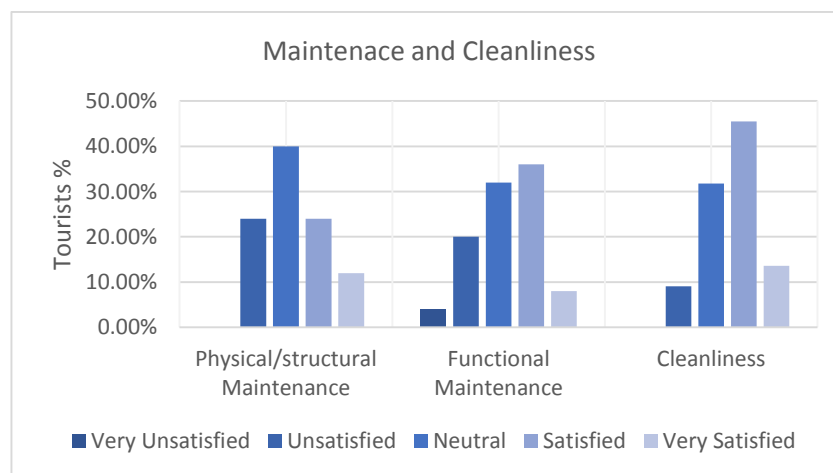


Chart 4.18: Tourists' satisfaction with maintenance and cleanliness of the streets

- **Signage and Information System of the Streets**

Except some small way finding signs and maps, there are no other kind of information and way finding system in the city (Figure 4.15, a and b). The only fixed-sign map of the city has been set in the beginning of the Desdemona Park, while its font is small, and its photos are not highly visible at the first glance (Figure 4.15, c).



(a) Signage of the Istiklal Street (b) Map of Royal Street (c) Standing map of the city
 Figure 4.15: Signage and way finding system of the streets, by author

Questionnaire findings determined that in general the dissatisfaction degree in terms of information system was higher than satisfaction among tourists in which around 40% and 20% were respectively dissatisfied and neutral about diversity, adequacy, and readability of signage and information panels (Chart 4.19). Tourists recommended there should be a systematic way findings and signage system in such a historic city.

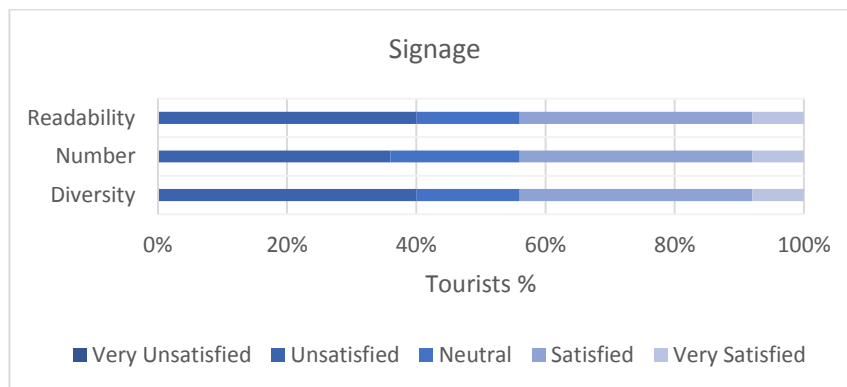


Chart 4.19: Tourists' satisfaction with signage and information system in streets

- **Furniture of the Streets**

Since most major streets are commercial and full of restaurants and cafes, there are various types of sitting elements, benches, chair, and tables around the streets, which belong to cafes (4.16, a and b). In fact, there are limited number of public sitting opportunities in the streets. Moreover, newly executed lighting elements can be seen around the newly built cafes (4.16, c and d). Likewise, big trash bins not only cause visual clutter, but also give tourists a negative impression, in addition to bad smell of garbage (4.16, e).



Figure 4.16 : Current street furniture in the streets of the Walled City, by author

Regarding to tourists' satisfaction results (Chart 4.20), in average most of tourists (54%) were neutral, which means they were neither satisfied nor dissatisfied about quality of the street's furniture. However, the overall percentage of satisfied (26%) was a little bit higher than unsatisfied (11%).

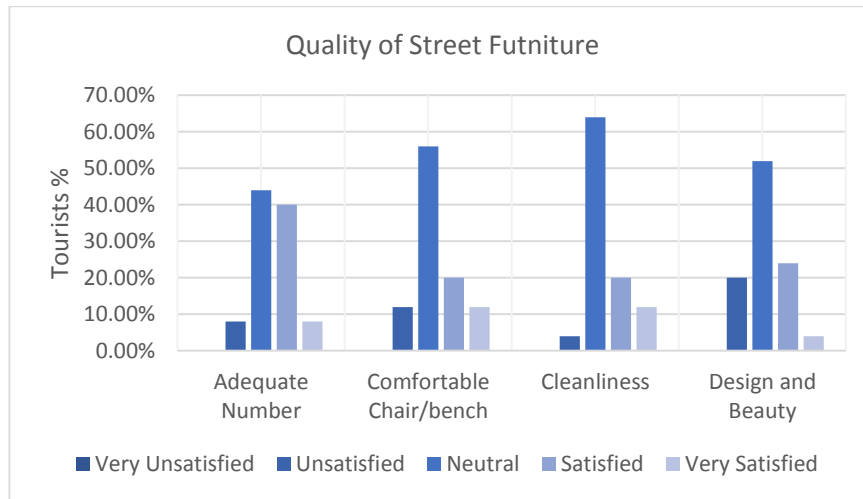


Chart 4.20: Tourists' satisfaction with quality of street furniture

▪ Public Restroom

Two public restrooms are provided for tourists in the city; one of them is located in the busiest part of the town, in the intersection of main streets, named Namik Kemal Square, next to the St. Nicholas Cathedral, and the second one is inside the Bandabuliya. Both public restrooms are easy to find, clean, and safe. The former public restroom contains one little kiosk as its custodian, taking 1 Turkish Lira as a charge expense, whereas the latter one is free of charge.



Figure 4.17: Restrooms located next to the Lala Mustafa Cami Mosque, by author

Related to tourists' satisfaction, the results of evaluation determined tourists were mostly satisfied with the overall quality of the public restrooms. However, the amount

of tourists who were just dissatisfied was higher than those who satisfied. In this part, those who were neutral were assumed that they did not use the public restrooms.

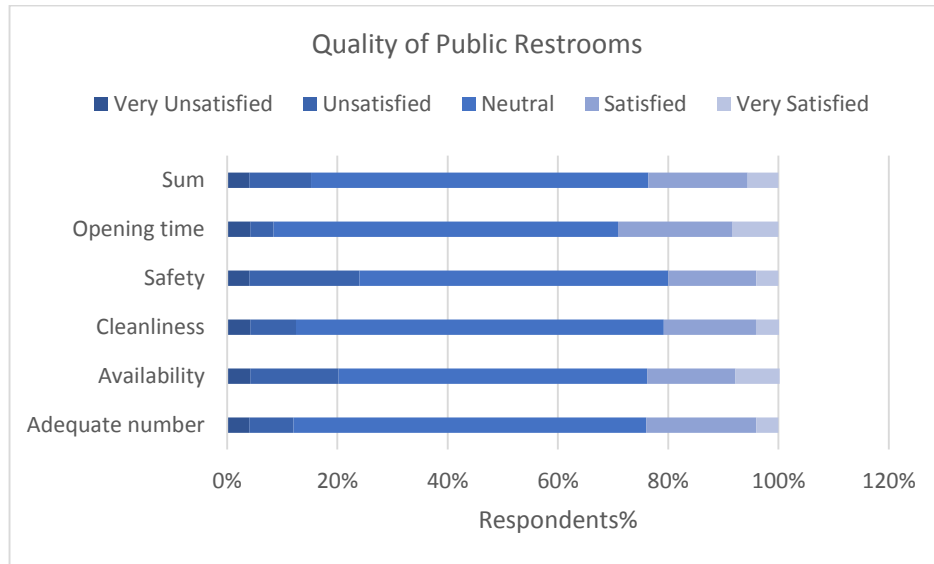


Chart 4.21: Tourists' satisfaction with quality of the streets' restrooms

❖ The Main Square (Namik Kemal Square)

Located in the central zone of the city, Namik Kemal square is the biggest square in the Euroup in the period of Lusignan. Venetian Palace and St. Nicholas Cathedral are two great buildings overlooking the square. The square has a mixed-use character that has become a hall for social activities, and an open space for restaurants and shops.

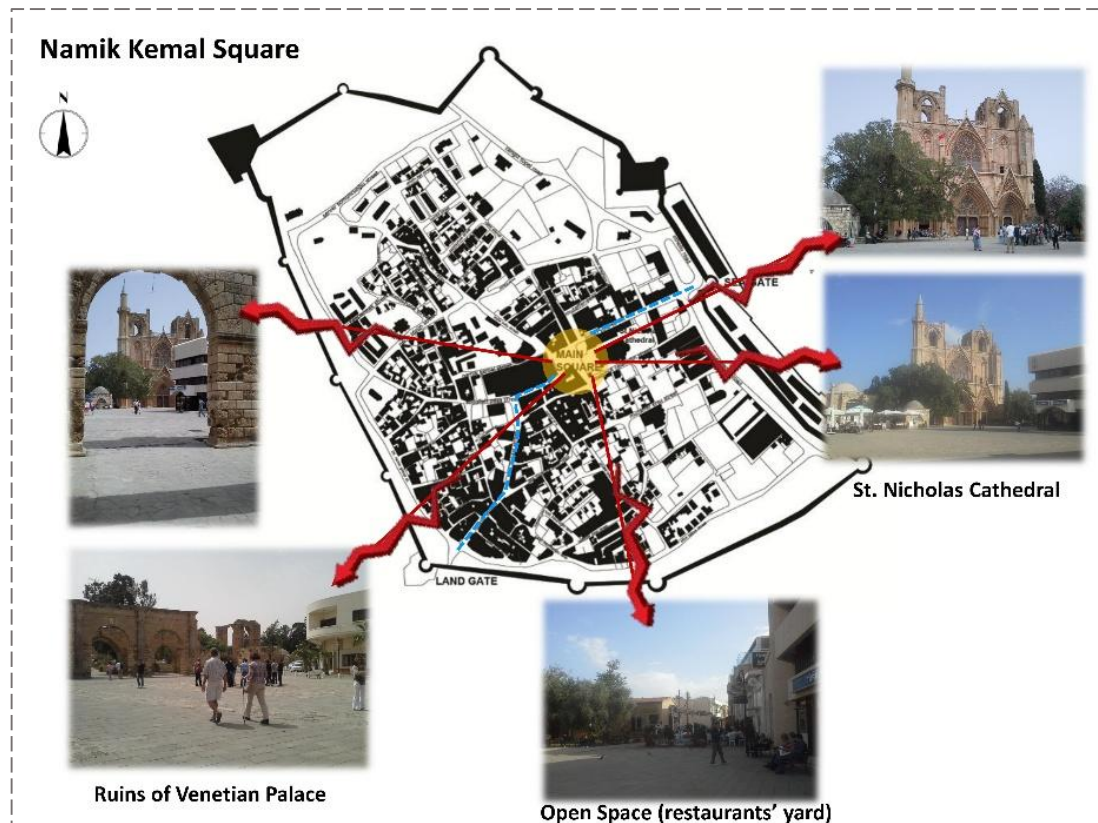


Figure 4.18: Location of Namik Kemal Square in the Walled City

- **History and Architecture of the main Square**

Centrally located in Famagusta Walled City, Namik Kemal Square includes the city's traditional core of the Walled City. Namik Kemal Square has a unique identity, which positively contributes the characteristics of the Walled City, and there is no similar square existing in the new developing areas. Although it is surrounded with historical St. Nicholas Cathedral and ruins of Venetian Palace, there are some newly built buildings, which do not match with the history and architecture of the square. Namik Kemal Square is the intersection of the main streets in the city and has been a place of gathering and socializing from its early history until now. The major part of the square is used as a yard for restaurants and cafes now, and sometimes becomes a stage for traditional festivals and events.



Figure 4.19: Namik Kemal Square, retrieved from Mason et al., 2012

Turning to tourists' point of view about Namik Kemal Square's architecture and history (Chart 4.22), more than half were satisfied about architectural style, and historical value of the square. However, near 40% were not satisfied with architectural quality and aesthetic of the square.

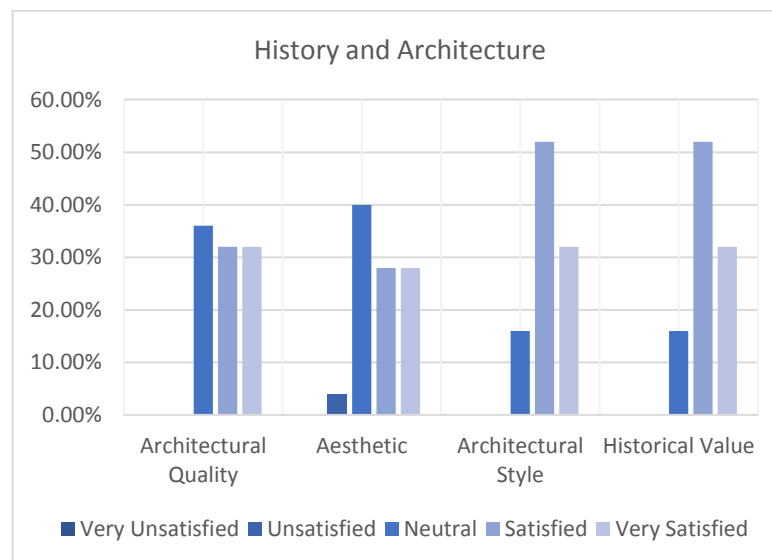


Chart 4.22: Tourists' satisfaction with history and architecture of the main square

- **Accessibility of the Main Square**

The square is located at the central part of the city, so tourists can easily reach the square. Regarding to questionnaire results (Chart 4.23), more than half were neutral

about accessibility in average. However around 30% were satisfied and 21% were very satisfied.

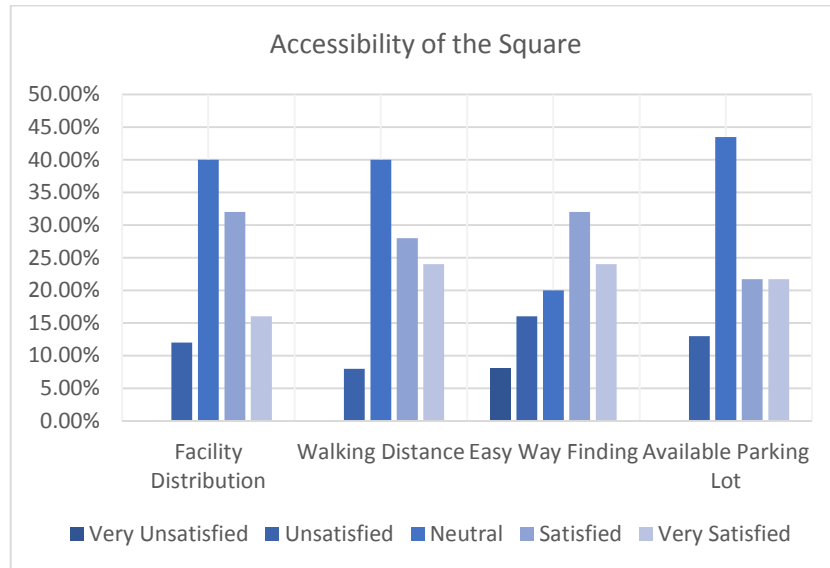


Chart 4.23: Tourists' satisfaction with accessibility of the main square

- **Mobility and Walkability of the Main Square**

Regarding to mobility, as it was observed, there are short small stone-blocks around Namik Kemal Square separating motorized way from the pedestrian pathways (Figure 4.20, a). Since this square has the central role in the city's vitality, it seems it received more attention in terms of walkability and quality of pedestrian walks. Cleanliness, proper width, and high quality of pavement are the characteristics of its sidewalks (Figure 4.20, a and b).



(a) Separated motorized way from non-motorized ways (b) Quality of pathways' base material
 Figure 4.20: Namik Kemal Square's walkability and mobility quality, by author

As far as questionnaire's results are concerned (Chart 4.25), tourists were mostly satisfied from the mobility issue, so that more than 50% were satisfied with separated motorized ways from non-motorized ways, and only 8% were dissatisfied. Likewise, tourists satisfied about connectivity of the streets to the main square (Chart 4.24). Nevertheless, around 35% were very unsatisfied about disable people's access to all parts of the square.

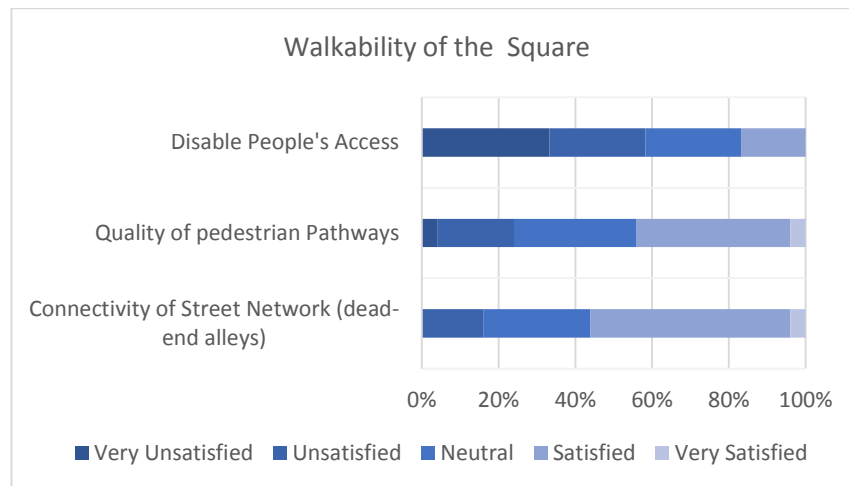


Chart 4.24: Tourists' satisfaction with walkability of the main square

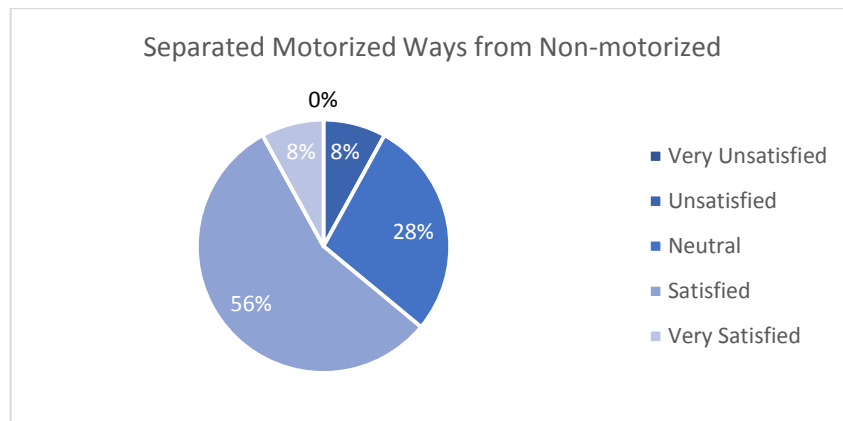


Chart 4.25: Tourists' satisfaction with mobility of the main square

▪ **Safety and Security of the Main Square**

People's presence during the day in particular in lunchtime make Namik Kemal Square as a vital place. Therefore, people feel safe and comfortable there. As it become observed, tourists mostly enjoy the clear and sunny weather of the city sitting on restaurants' chairs while are drinking beer. Moreover, most of cafes and restaurants around are equipped with CCTV in order to enhance the security. On the other hand, the main square suffers from enough lighting at night. Not only the lighting is not enough, but it also is a negative point for way finding, and personal security at night.



(a) St. Nichols Cathedral at night (b) Lighting-design on ruins of Venetian Palace (c) Visitors' presence at night
Figure 4.21: Namik Kemal Square at night, retrieved form URL 14

With relation to the questionnaire results (Chart 4.26), since tourists did not stay at the Walled City for more than half a day, mostly had no idea about the quality of lighting

at night. However, around 60% were satisfied with personal safety of the daytime, while 21% felt unsafe in the main square.

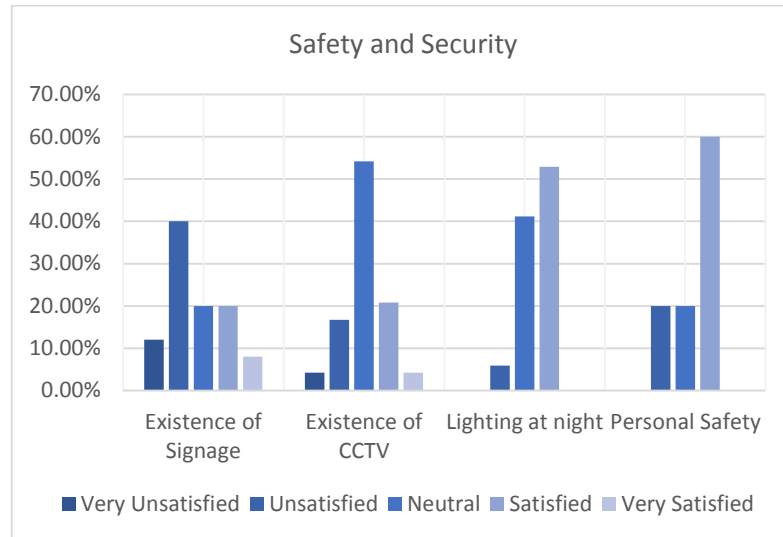
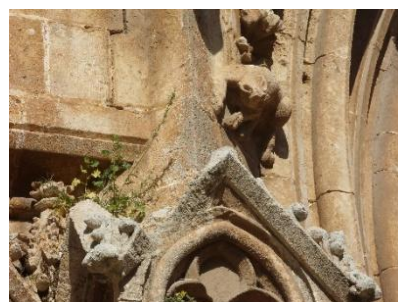


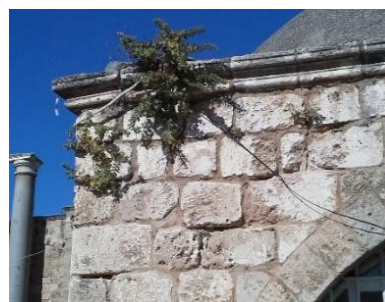
Chart 4.26: Tourists' satisfaction with safety and security of the main square

- **Maintenance and Cleanliness of the Main Square**

The importance of physical maintenance in Namik Kemal Square refers to its main surrounding monuments. As the Figure 4.22 (a, b, and c) indicates, the monuments suffers from lack of enough consideration, since weeds grew over the buildings resulting to the erosion and obsolescence. Moreover, regarding to the functional maintenance, the social and cultural role of the square is adversely affected by low quality of its surroundings, while it needs better urban design and consideration (Figure 4.22, d).



(a) Erosion of St. Nicholas Cathedral



(b) Growth of weed on monuments



(c) Erosion of Venetian Palace's walls (d) Lack of proper landscape design

Figure 4.22: Maintenance situation of the square's historical buildings, by author

According to Chart 4.27, in general, 22% of tourists were dissatisfied about the maintenance condition of the main square, while the majority of them were neither satisfied nor dissatisfied. However, more than one-fourth (32%) were satisfied with the current maintenance condition of the main square.

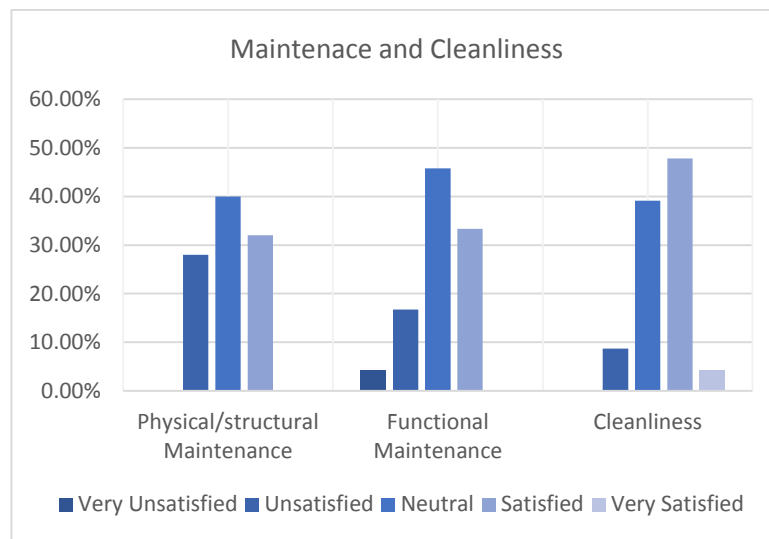


Chart 4.27: Tourists' satisfaction with maintenance and cleanliness of the main square

- **Signage and Information System of the Main Square**

Undoubtedly, Namik Kemal square suffers from dearth of signs, whether finger post signs or orientation signs, which give useful information about its history and

architectural value. At the existing condition, there are only a few signs representing the name of the landmarks in the square, which their material is not compatible with the historical context.



Figure 4.23: Signage and information system of Namik Kemal Square, by author

Regarding to tourists' satisfaction towards signage and information system (Chart 4.28), tourists expressed their dissatisfaction towards lack of enough signage and information panels in the main square. This means about 40% were dissatisfied with the diversity, number, and readability of the existing information panels. However, 26% were satisfied with the current information system.

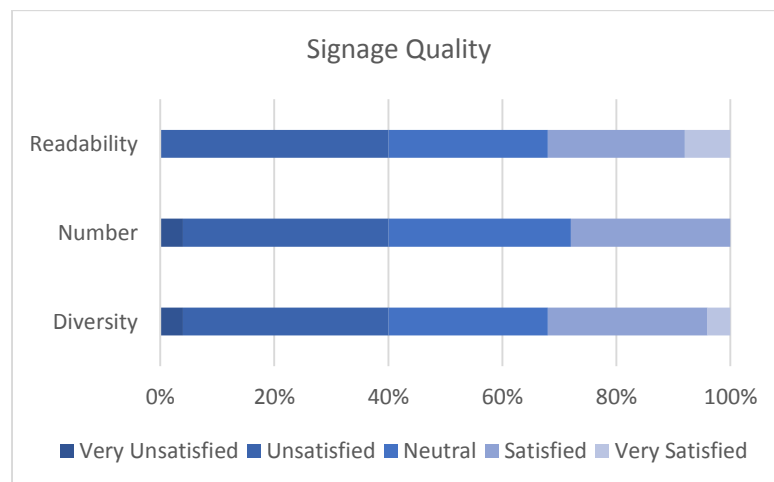


Chart 4.28: Tourists' satisfaction with signage quality of the main square

- **Street Furniture Existing in the Main Square**

Street furniture and public art have a huge role in the square vitality. Since they attract attentions and make the atmosphere more comfortable, pleasure and picturesque. As can be seen in photos, Namik Kemal Square is commanded by tables and chairs of surrounded cafes (Figure 4.24, c and d). As public art, there is a metal statue built on the base of marble in the memory of Namik Kemal who was a poet between the years of 1840 and 1888 (Figure 4.24, a). Furthermore, in the ruin of Venetian Palace, two Lascar remained and their balls from the past historic periods (Figure 4.24, b).



(a) Statue of Namik Kemal



(b) Historic Lascar



(c) Sitting elements of St. Nicholas Cathedral



(d) Restaurants' tables in the square's hall

Figure 4.24: Public art, and street furniture of Namik Kemal Square, by author

With regard to statics (Chart 4.29), the majority of tourists had no idea about the street furniture. Moreover, 10% were even dissatisfied about adequacy, comfort, and design of the furniture. However, 26% were satisfied with the current condition.

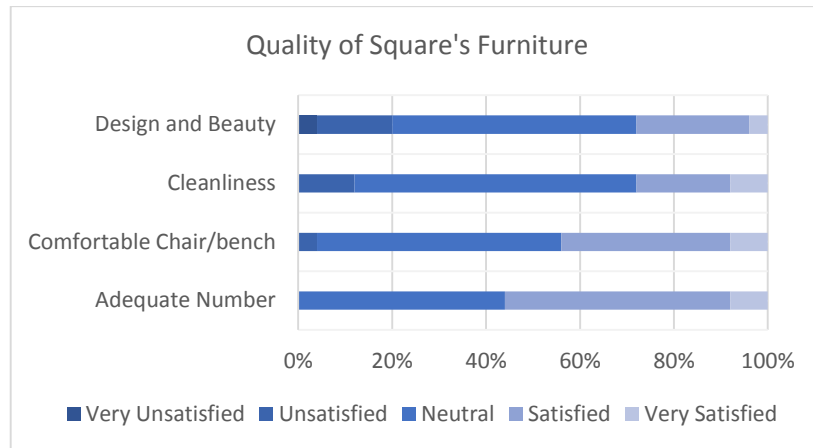
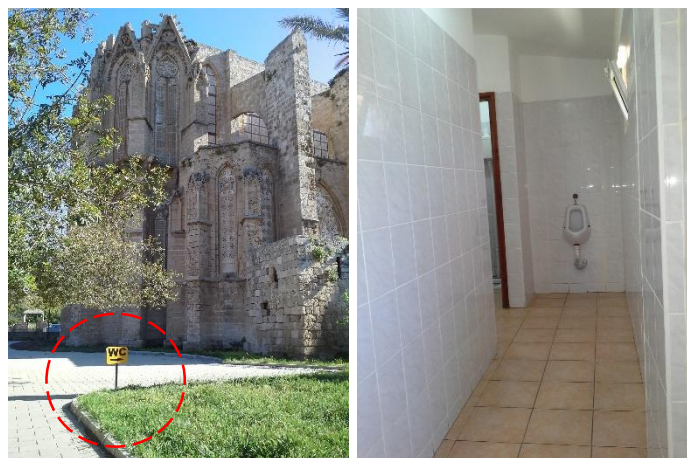


Chart 4.29: Tourists' satisfaction with the quality of furniture in the main square

▪ **Public Restroom of the Main Square**

There is one main public restroom, located in the main square next to the Namik Kemal Square. As it was observed, it was tidy; however, clean and hygiene, divided into two parts of female and male use (Figure 4.25). With respect to questionnaire results (Chart 4.30), the number of satisfied tourists were twice the unsatisfied ones. However, near 60% were neutral, which means they did not use the public restroom. To sum up, in order to clarify the amount of tourists' satisfaction with quality of the Namik Kemal Square the table and chart below become represented.



(a) Sign of the W.C.

(b) Inside of the W.C.

Figure 4.25: Public restroom in Namik Kemal square, by author

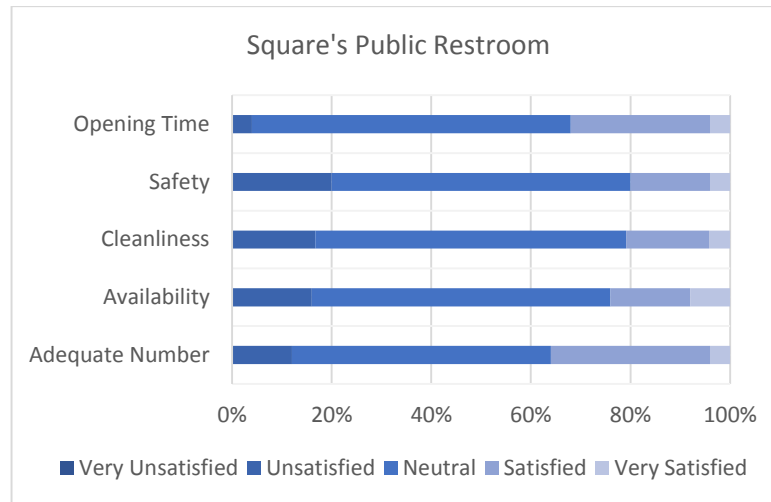


Chart 4.30: Tourists' satisfaction with the quality of public restroom in the main square

❖ **Desdemona Park**

▪ **History and Architecture of the Park**

Desdemona Park is a newly founded small park near to the Sea Gate and Othello Castle. In the British Period, due to rebuilding the Famagusta harbor the field of Desdemona Park was actually used as a storage of materials and equipment. More recently, the function of this field was like a traffic roundabout. After that, this field changed its function from an oblong-about to an eco-friendly garden. This public space opened on 21st of May 2010 by United State Agencies for International Development. This park was designed according to Cypriot public space. This small park is filled with sweet-smelling of native herbs and plants. The style of landscape using in this park is water-wise gardening. That is to say, most of flora here have drought tolerant (Retrieved from URL 14).

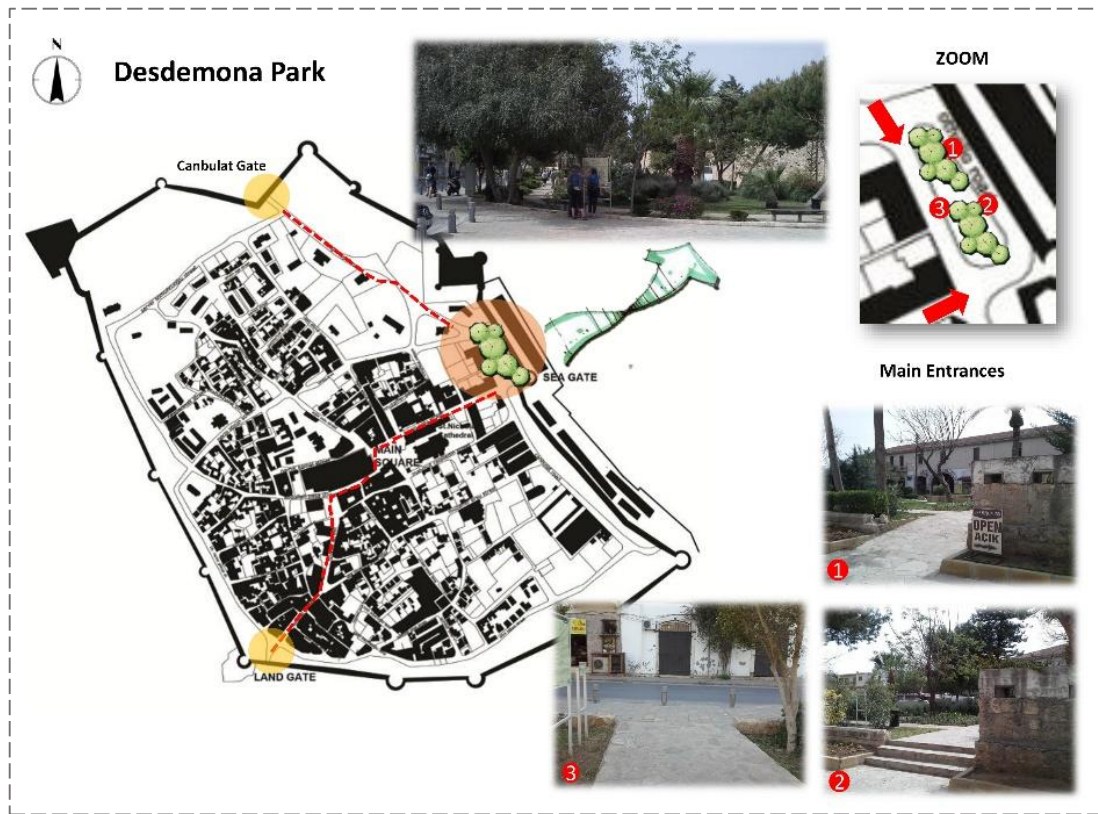


Figure 4.26: Location and the entrances of Desdemona Park, by author

As Chart 4.31 indicates, more than half of tourists were neutral towards architecture and history of the park. However, with regard to 32% satisfied and 12% dissatisfied it seems they just liked it. On the contrary, 12% were dissatisfied about the parks' aesthetic, and near half of tourist were neither satisfied nor dissatisfied about this issue.

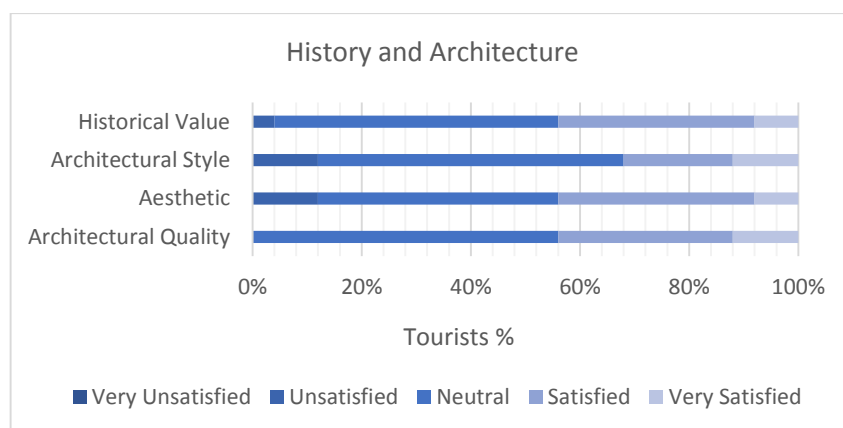
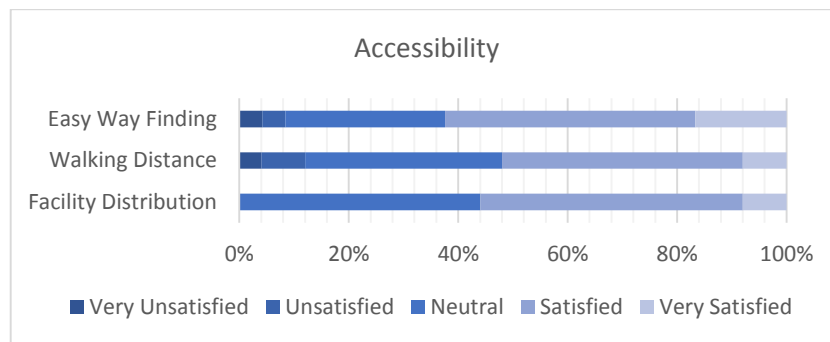


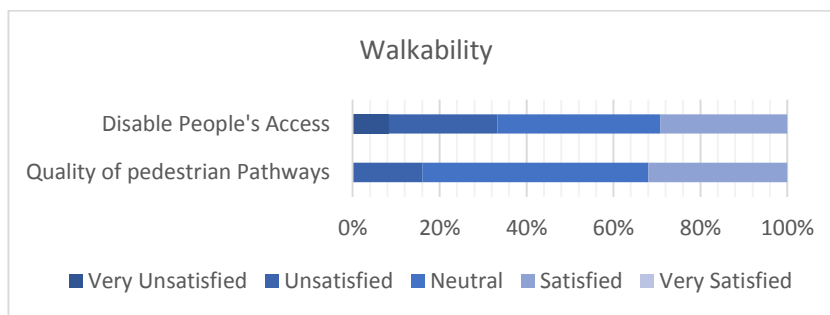
Chart 4.31: Tourists' satisfaction with history and architecture of the park

- **Accessibility and Walkability of the Park**

Since hotels' bus dropped tourists off near the Desdemona Park, the park was very accessible for tourists. However, tourists tend to discover the city and leave the park after recognizing their way. In general, it was a 5-minute walk from the main square to the park. Besides, since a bus station was located near Desdemona Park, this place was well known for tourists, and they had no difficulty to find it. Moreover, the majority of tourists were satisfied about the walking distance from and to Desdemona Park.



(a)



(b)

Chart 4.32: Tourists' satisfaction with accessibility and walkability of the park

- **Safety and Security of the Park**

As far as security is concerned, the Desdemona Park is a small park, using mainly from morning to evening, then it has a silent and safe atmosphere. However, for those tourists who use the park at night, due to the lack of enough lighting it seems not to be

safe to use at night. Tourists expressed their satisfaction towards the parks' safety, while they needed more signage regarding to the way finding. Since, more tourists paid a one-day visit to the city, and went back to hotels by the evening; they were mainly neutral about lighting and security at night.

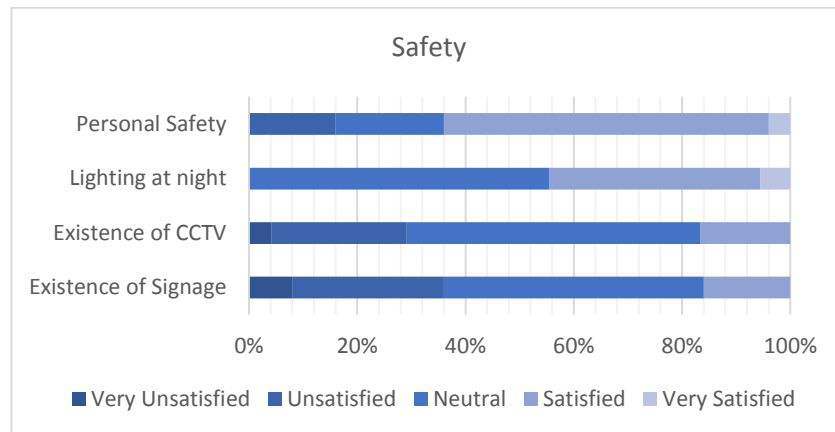


Chart 4.33: Tourists' satisfaction with the safety of the park

▪ **Maintenance and Cleanliness of the Park**

Although various types of plants can be seen in Desdemona Park, lack of color and vitality is still tangible. In addition, in some parts the grass and weeds need to be cut and maintained regularly. Moreover, the quality of entrances, steps, sidewalks, and benches need to be reconsidered. Although it seems that the park is dull and silent, it was clean and tidy.



(a) Poor design of the landscape; grass condition (b) Entrances condition, the first impression

Figure 4.27: Maintenance condition of the park, by authors

Although, 72% of tourists were neither satisfied nor dissatisfied about physical maintenance of the park, the rate of satisfied tourists was more than unsatisfied ones. Besides, tourists were mainly satisfied with cleanliness of the park.

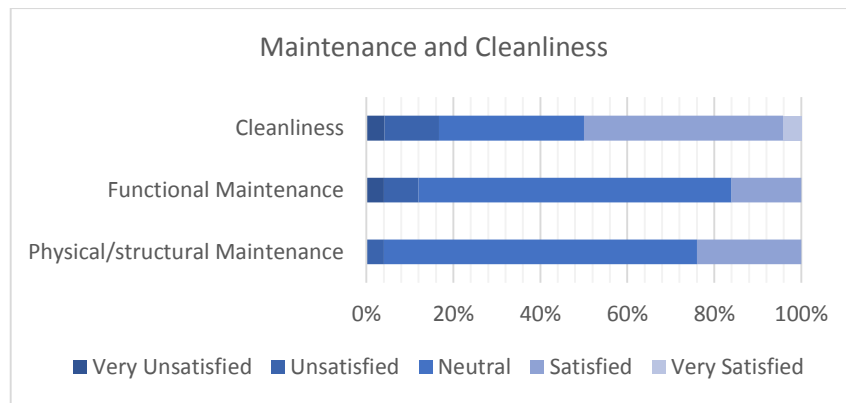


Chart 4.34: Tourists' satisfaction with quality of maintenance and cleanliness of the park

▪ **Recreational Facilities of the Park**

Few recreational facilities at the park seem to be meant for children. It is expected, to provide more usable and enjoyable atmosphere; for instance with installing sport equipment for adults.



(a) and (b): Children's play tools

Figure 4.28: Park recreational facilities, by author

Tourists who took part in this questionnaire-survey were mostly older than 35-year old; then, they were neither satisfied nor dissatisfied with recreational facilities of the park. This means, the recreational facilities of the park were not usable enough for adults.

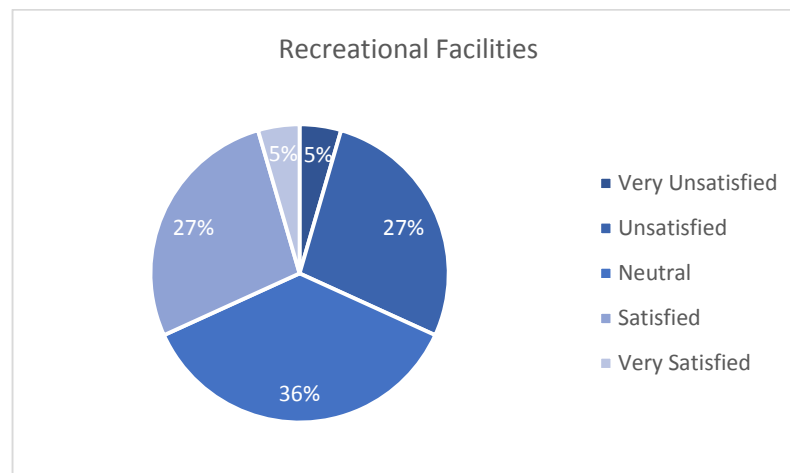
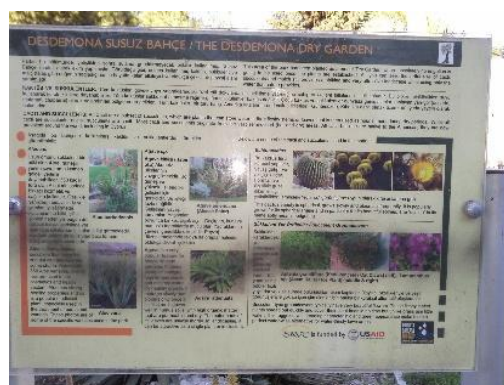


Chart 4.35: tourists' satisfaction with the park's recreational facilities

▪ **Signage and Information System of the Park**

There are plenty of information panels giving useful information about various plant species as well as information about a decorative fountain in the center of park, which was built in 1950s in the memory of 16th century fountains. However, the texts' fonts is small and needs to be more clear and readable.



(a) Information of plant species



(b) History of decorative fountain

Figure 4.29: Information panels of plants in the Desdemona Park, by author

As Chart 4.36 indicates, tourists were mostly neutral about quality of signage and information system of the park. There was only 8% difference between satisfied and dissatisfied tourists about quality of signage, diversity, and readability of them.

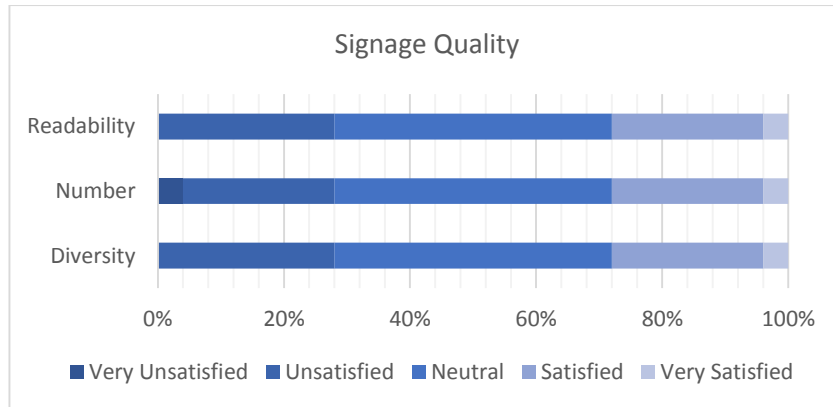


Chart 4.36: Tourists' satisfaction with the park's signage quality

▪ **Furniture of the Park**

As is shown by Figure 4.30, the park is equipped with simple and dull sitting elements, as well as black metal trashbins. Although the material used is wooden, which is compatible with the environment, there should be more colorful elements in public amenities used in the park..



(a) and (b): wooden and concrete benches

Figure 4.30: Sitting elements of the Desdemona Park, by author

Turning to tourists' judgment about quality of furniture (Chart 4.37), they were mainly satisfied with the furniture, although most of them stayed at park for a short time. In general, Desdemona park was like the last point to visit and a place to wait for the hotel buses.

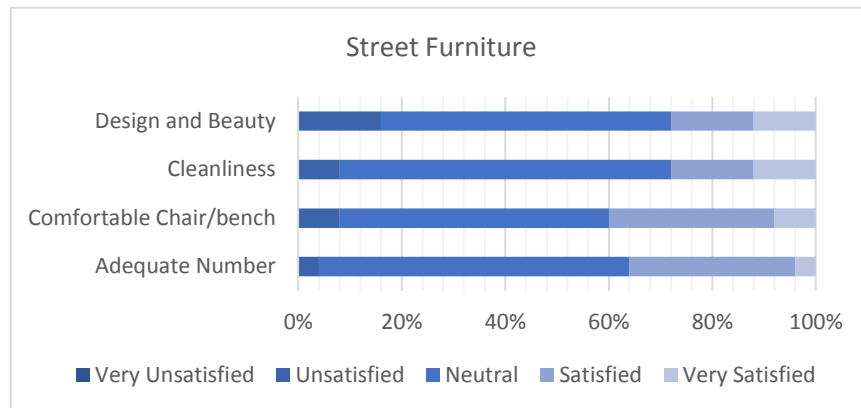
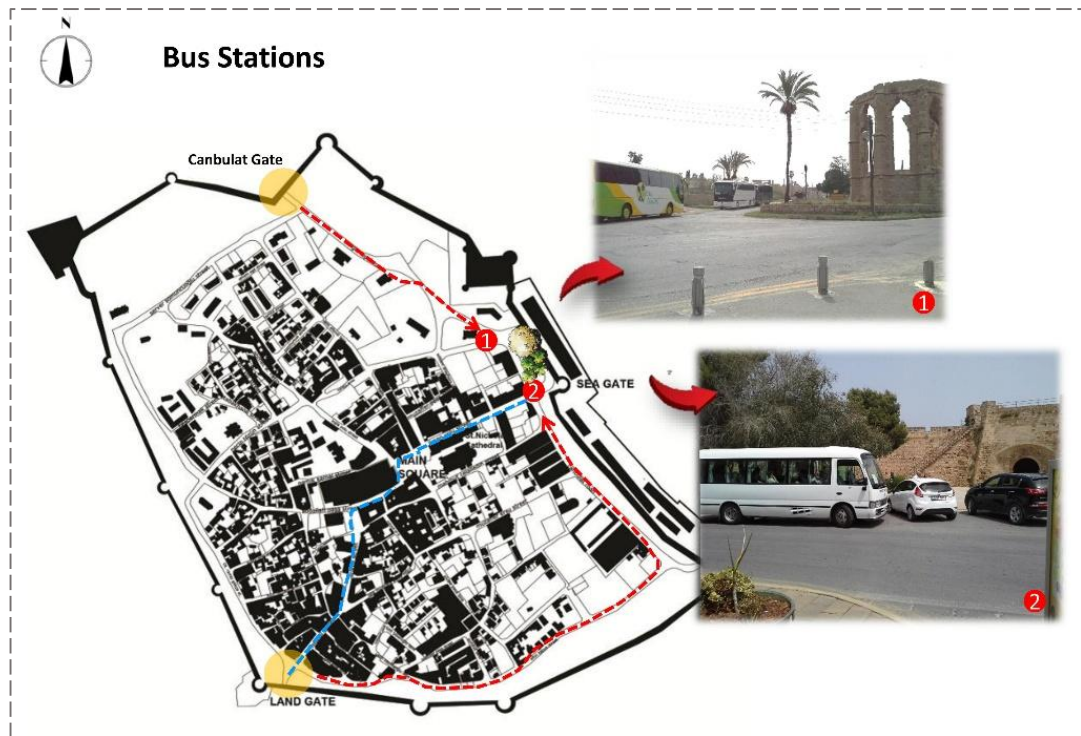


Chart 4.37: Tourists' satisfaction with quality of the park's furniture

4.3.2.4 Evaluation of the Walled City's Socio-Economic Quality

- **Tour Services**

It has been observed, tourists were delivered to Walled City by hotels' buses/minibuses dropping off whether in bus stations located near the Desdemona Park, or Othello Castle. Depends on the tour services, it was observed tourists were informed from history and architecture of the Walled City, in particular its landmarks and monuments by a tour leader. Otherwise, tourists started to figure out the environment looking at the city's map provided in the entrance of the Desdemona Park, and starting to have fun and discover the city.



(a) Tour bus stations, next to the Desdemona Park and near the Othello Castle



(b) and (c), Tour leader is giving information about the city's history and architecture to tourists

Figure 4.31: Tour services in the Walled City, by author

Turning to tourists' satisfaction, tourists were mainly satisfied with transportation services offered by hotels as well as educational information given by leaders. By contrast, more than half were neither satisfied nor dissatisfied with dining program. In fact, tourists planed their dining by themselves.

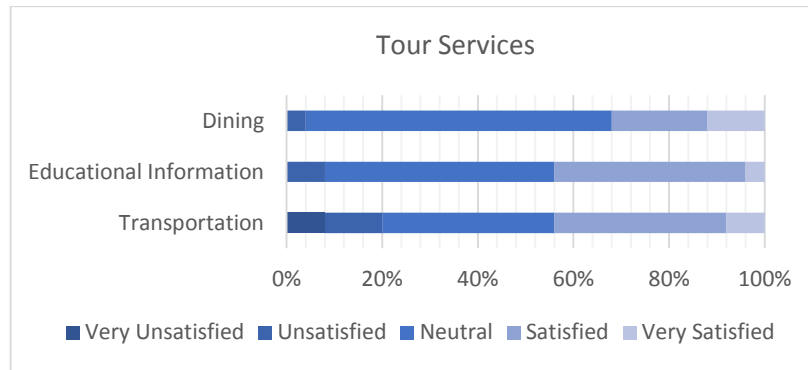


Chart 4.38: Tourists' satisfaction with tour services

▪ **Hosting Issues and Routine Activities**

The social environment of the city includes the local ownerships. In other words, there are plenty of restaurants, cafes, and bars providing a ground for tourists' routine activities. All around the city is filled with diverse restaurants and various shops selling souvenir product, handmade local gifts, clothes, bags, and shoes. However, since the products are often Chinese and the fake version of the important brands, the quality of them is not excellent. Most of the restaurants' waiters with a polite attitude asked tourists to have a seat and offered their services to them. Nevertheless, the quality of restaurants' furniture was not very satisfying; for instance old wooden benches and tables with faded leather, and gray shading elements. Regarding to opening hour, shops were open until evening and restaurants were mainly open from 9 a.m. until late at night.



(a) Tourist is shopping

(b) Tourists are eating out

Figure 4.32: Tourists' routine activities, by author

With respect to hosting issues, tourists were more satisfied with attitude of restaurants' service providers than local people's interactions. Moreover, their degree of satisfaction with social vitality were the least, and more than half were neither satisfied nor dissatisfied. The highest amount of satisfaction in this category was devoted to responsibility of the tour operators and guide quality. More details is also represented in the Chart 4.39.

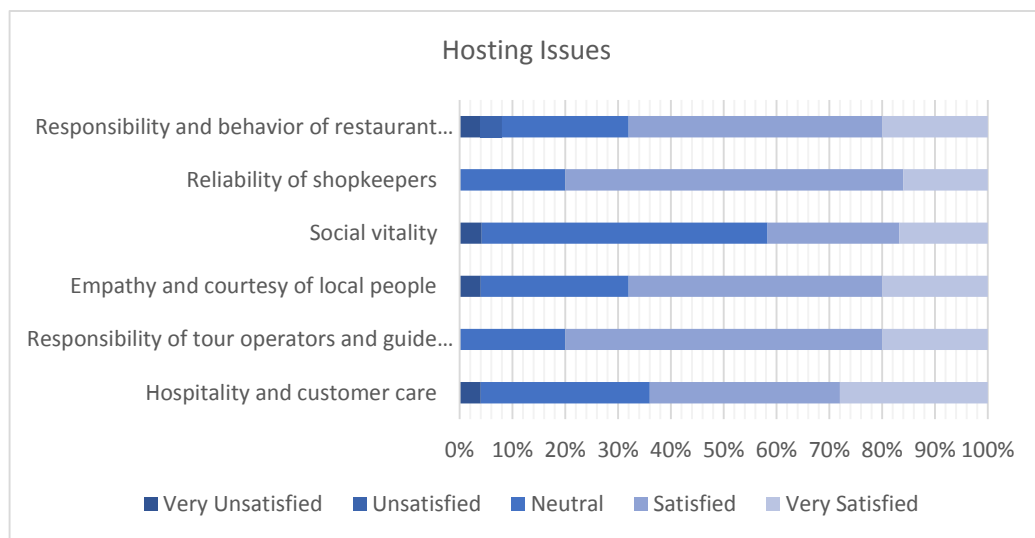


Chart 4.39: Tourists' degree of satisfaction with hosting issues

Turning to routine activities, the number of restaurants could satisfied 56% of tourists. Likewise, the majority of tourists were satisfied about the quality of food and beverage, as well as working hours. On the contrary, food diversity gained the least popularity between tourists in which around 23% of tourists satisfied and more than half were neutral and dissatisfied in general. Finally, about cleanliness, the majority of tourists were satisfied with cleanliness of restaurants.

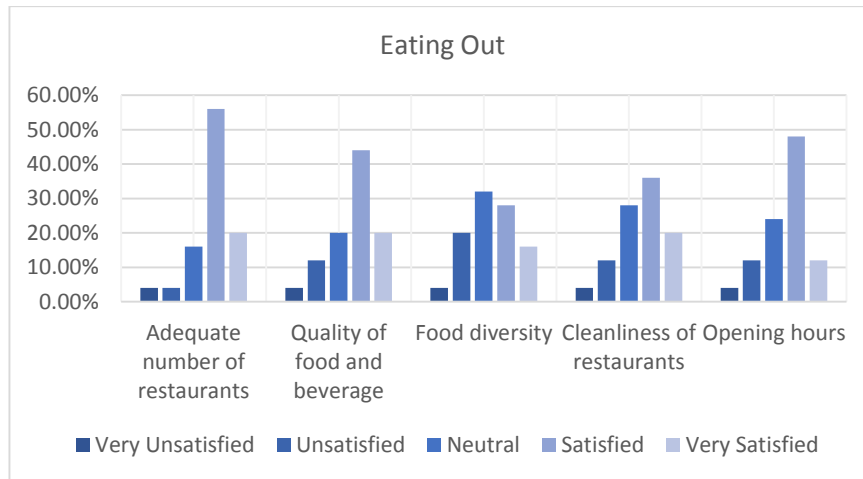


Chart 4.40: Tourists' satisfaction with routine activities; eating out

Regarding to shopping, in general tourists were satisfied and neutral with shopping issues. Details of statics indicate that 35% in total were satisfied, 34% were neutral, and 8% were unsatisfied. In other words, the quality of products, diversity of local products could not satisfied tourists as it was expected.



Chart 4.41: Tourists' satisfaction with routine activities; shopping

- **Cultural Activities**

Walled City of Famagusta as a ground for cultural activities welcomes participants to join in various kinds of festivals annually. One of these events is children festival, which includes music performances, artistic shows, and dancing. The aim of this

festival is to focus on children, as the asset of the future, as well as the Cyprus's multicultural tradition (Figure 4.33, a and b). Moreover, there is another festival named music festival carried out in the Walled City by famous singers in summer time.



(a) and (b): Children Festival in the Walled City

(c) and (d) Music festival; people's gathering in the main square of the city

Figure 4.33: Cultural activities in Walled City, URL 15 and URL 16

During the observation period (1st -30th of April), no special cultural activity was seen. Moreover, since tourists' trip to the Walled City is a one-day visit, then lose their chance to enjoy the cultural activities in due dates.

- **Economic Issues**

As far as economic issues was concerned, although there were some newly built and decorated shops and restaurants, most of the local businesses and ownerships have been underinvestment. Small shops with not adequate infrastructure indicate the current economic characteristics of the city. Moreover, since tourists' just visit the city for a single day, the city does not benefit from economic potential and vitality.



(a) Sport store in Istiklal Street (b) Big Bazar in Palace Street
 Figure 4.34: Some of the main shops of the Walled City, by author

Regarding to questionnaire evaluation, the majority of tourists came from European Union and spent Euro for expenses; therefore, near half of them were satisfied and very satisfied about shopping, food, and beverage prices.

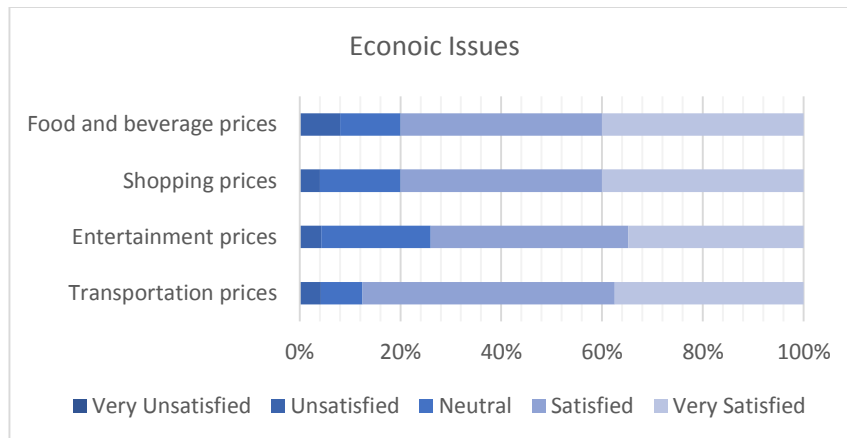


Chart 4.42: Tourists' satisfaction with the economic issues

4.3.2.5 Overall Level of Tourists' Satisfaction

In order to understand the overall level of tourists' satisfaction, Expected Quality (EQ) was compared with Perceived Quality (PQ). Expected quality means tourists' expectations from quality of Famagusta Walled City, and perceived quality is tourists' perception of the real quality of Famagusta Walled City. In fact, tourist satisfaction is the result of differences between tourists' expectations and real performance. If

tourists' expectations have a congruence with real quality of services and vice versa, then the satisfaction will be met (Hui. Wan, and Ho; Lee, Jeon, and Kim, 2011).

PQ: Perceived Quality

EQ: Expected Quality

EQ>PQ (unsatisfied)

EQ<PQ (ideal quality/ emotional satisfaction)

EQ=PQ (just satisfied)

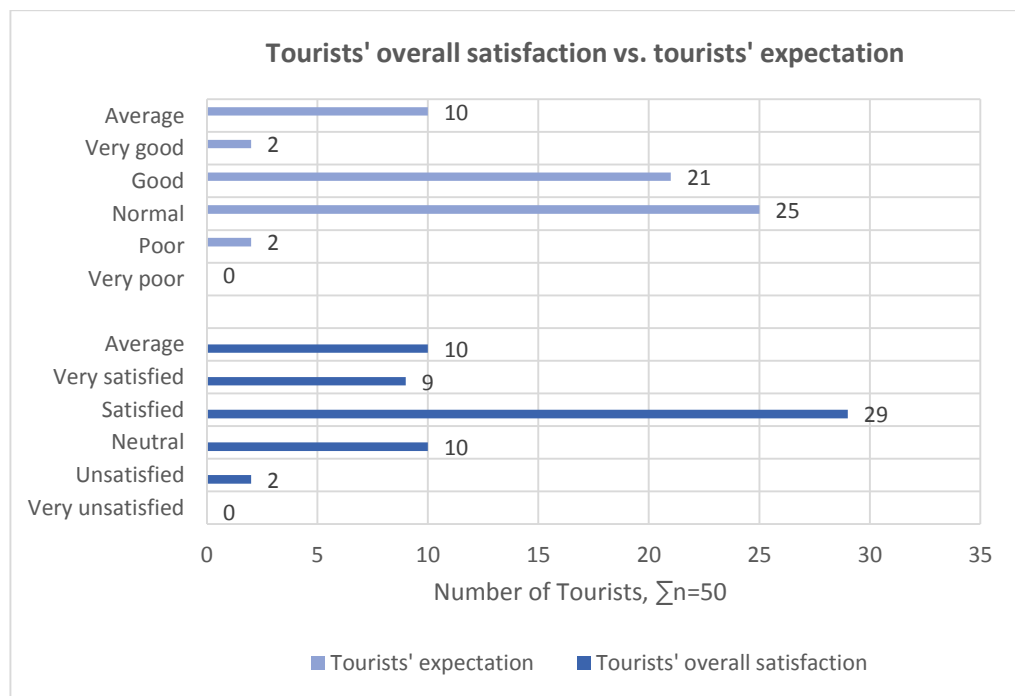


Chart 4.43: Tourists' overall satisfaction vs. tourists' expectation

As Chart 4.43 indicates, the average amount of perceived quality (tourists' overall satisfaction) is equal with expected quality (tourists' expectation). Therefore, it is resulted EQ=PQ (10=10), which means tourists are just satisfied; neither are unsatisfied nor reached the ideal quality.

In addition, tourists were asked about the likelihood of revisiting the Walled City in near future as well as recommending the Walled City to others. Interestingly, 47 tourists out of 50 said they would recommend the Walled City to their friend and family and besides 46 tourists out of 50 said they would probably revisit the city in the future. The following Chart 4.44 represents the relationship between tourists' expectations before visiting the Walled City and their likelihood to revisit and tendency to recommend the Walled City to others.

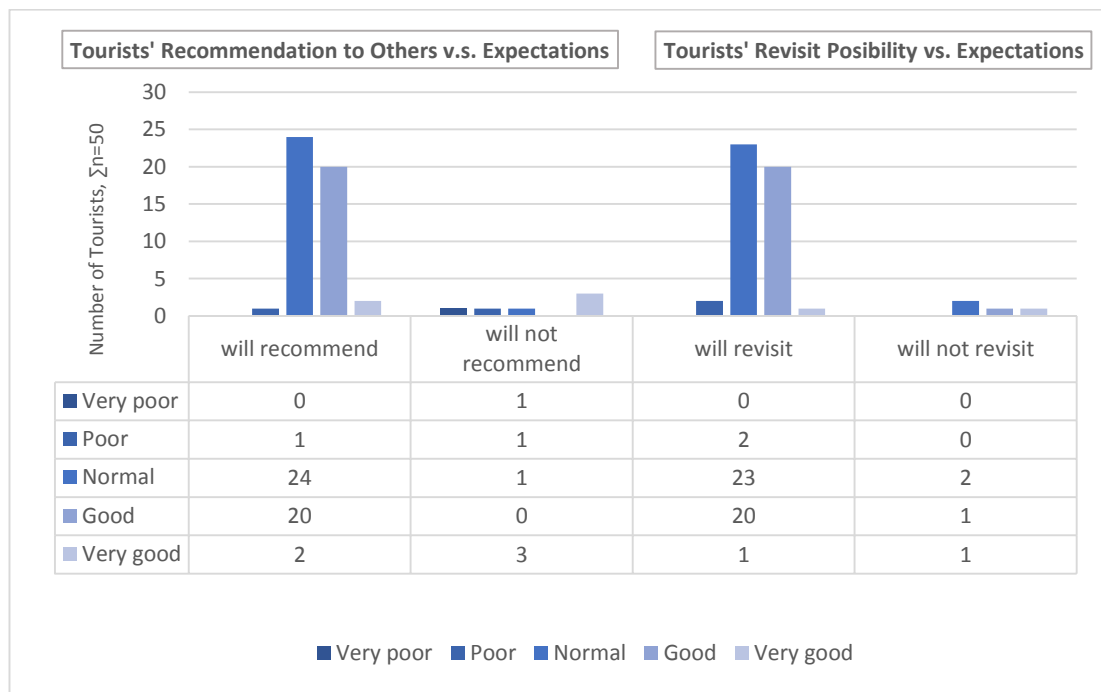


Chart 4.44: Relation between tourists' expectations and the likelihood of revisiting and recommending the Walled City

4.4 Summary

This chapter considered Famagusta Walled City in terms of tourists' satisfaction towards environmental and socio-economic quality. Given the results of physical analysis and questionnaire, the weakness and strength of the environmental and socio-economic issues become determined. This means, Famagusta Walled City suffers from several serious structural weaknesses from both environmental point of view, and

socio-economic point of view, which are not very tangible at the first stage. In other words, because tourists spend half-a-day time in the city, some potential weaknesses become skipped, and only some of them were prominent; nevertheless, it is not a good reason to neglect the basic problems of the city. Accordingly, the research findings in the next chapter are targeted at revealing the existing weaknesses, and increasing the strength points.

Chapter 5

CONCLUSION

Tourism is known as a growing industry across the globe in which it provides countries with tangible economic benefits as well as social and cultural sustainability. Cultural and heritage tourism have special places among various types of tourism such as ethnic, environmental, and recreational. As it was mentioned in chapter 2, tourism industry consists of three major parts; tourist, destination, and tourism organizations. As far as tourists are concerned, it is clear that each tourist has his/her own travel motives that make them to build up special expectations from tourism destinations. Destinations, as a target, also play a central role in tourism industry. This means, destinations are expected to fulfill tourists expectations. Undoubtedly, tourists' expectations and quality of tourism destinations are inseparably connected with each other. Since the thesis was aimed to consider historical urban quarters as tourism destinations, and examine tourists' satisfaction towards quality of historical destinations, then chapter 3 was dedicated to explain the characteristics of historical urban quarters in terms of environmental and socio-economic quality. Since Famagusta Walled City was chosen as the thesis case study, with respect to the thesis framework, the quality of its current natural, physical, and socio-economic conditions were evaluated through physical analysis, besides the level of tourists' satisfaction towards its overall quality was determined through a comprehensive questionnaire-survey. Following the results of analysis, it is inevitable that Famagusta Walled City as a tourist destination had some weaknesses and strengths, which affected tourists'

level of satisfaction. Therefore, with respect to research findings, there are some general recommendation pointed out as below.

5.1. Research Findings and Recommendations

According to the results of the study, it was determined that Famagusta Walled City has some strengths and weaknesses in terms of natural, physical, and socio-economic quality. Regarding to tourists' satisfaction, recognizing these strengths and weaknesses are a turning point to improve the current condition of the city, and consequently to increase tourists' level of satisfaction. Likewise, some recommendations are offered in Table 5.1 in order to overcome the weaknesses and increase the strengths.

Table 5.1: Research findings and recommendations for the natural environment

Category	Strength	Weakness	Recommendation
Natural Environment	<ul style="list-style-type: none"> ▪ Coastal environment ▪ Air quality ▪ Existence of water-resistant plants ▪ Using water-wise approaches to water the vegetation 	<ul style="list-style-type: none"> ▪ Not to care about landscape design ▪ Not to provide appropriate shading elements ▪ Not to create water elements to moderate the temperature of the hot days ▪ Not to use passive and active water elements to make the atmosphere more vital 	<ol style="list-style-type: none"> 1. To create more systematic landscape design, combing both nature and culture of the environment, in particular at the main square 2. To provide more shading elements to protect not only against wind and rain, but also to beautify the atmosphere 3. To open the Sea Gate to public and make the sea accessible for tourists , and create boat tour 4. To design the sea shore as a public outdoor space

In the following, the findings of the research related to the historical buildings as well as recommendation are represented by Table 5.2.

Table 5.2: Research findings and recommendations for historical buildings

Category	Strength	Weakness	Recommendation
Historical Buildings	<ul style="list-style-type: none"> ▪ History and architecture ▪ Safety while visit ▪ Cleanliness ▪ Visiting time 	<ul style="list-style-type: none"> ▪ Poor signage ▪ Not to be accessible by disables ▪ Lack of proper maintenance ▪ Juxtaposition of open surface parking lots with historical buildings intrudes historical buildings' characteristics ▪ Inadequate public amenities near the historical monuments 	<ol style="list-style-type: none"> 1. Install more usable signs and historic plaques next to the historical monuments to introduce the significance and identity of monumental buildings, and enhance the tourists' awareness 2. Create ramps in all parts of the historical buildings and make them usable and accessible for disable people 3. To check the buildings physical conditions through routine maintenance, and improve the current maintenance conditions 4. To limit the open surface parking lots, and locate them to a hidden part to be away from public view 5. To add more public amenities near the historical buildings like street furniture

According to result of the research, Table 5.3 indicates the strengths and weaknesses of the streets, as well as the recommendations to evaluate the current condition.

Table 5.3: Research findings and recommendations for the streets

Category	Strength	Weakness	Recommendation
Streets	<ul style="list-style-type: none"> ▪ Organic street pattern ▪ Connectivity of street network ▪ Historical value ▪ Architectural style ▪ Equal distribution of facilities such as restaurants, cafes, and shops in the main streets 	<ul style="list-style-type: none"> ▪ Poor quality of pedestrian pathways in secondary and tertiary accessibilities ▪ Existence of big trashcans in the streets, which spoils the view ▪ Existence of abandoned useless pieces along the streets ▪ Lack of adequate signage ▪ Lack of enough lighting at night ▪ Existence of on-street parking lots, which hurts the harmony of the historical streetscapes 	<ol style="list-style-type: none"> 1. To enhance the quality of residential streets and tertiary accesses 2.To maximize the beauty and quality of the streetscape, for example through replacing the green big trashcans with quality designed street trash receptacles 3.To add and execute more streetlights to increase the safety at night 4.To improve the harmony of the streetscapes using compatible street furniture with the historical texture of the city 5. To provide alternative transportation system, like biking facilities 6.To build specify parking lots away from the historic pattern of the city 7.To install informational signs, as well as directional and legal sign to maximize the way finding

With respect to the findings of the physical analysis and tourists' satisfaction with the quality of the main square, Table 5.4 represent some of the strengths and weaknesses of the square, in addition to recommendation to evaluate the current condition.

Table 5.4: Research findings and recommendations for the main square

Category	Strength	Weakness	Recommendation
Square	<ul style="list-style-type: none"> ▪ History and architecture ▪ Surrounding historical buildings ▪ Location and easy accessibility ▪ Quality of pathways and walkability ▪ Separated motorized from non-motorized ways 	<ul style="list-style-type: none"> ▪ Inadequate signage and informative panels ▪ Inappropriate street furniture ▪ Lack of enough attention to landscape design ▪ Visual clutter ▪ Absence of active and passive water elements ▪ Poor functional maintenance ▪ Lack of enough lighting at night 	<ol style="list-style-type: none"> 1. To imply more readable and clear signage, with appropriate frames and font size consists of the square's name and history 2. To design more beautiful street's furniture such as benches, shading elements, lighting elements, trash receptacles, planters, etc. appropriate with the historic character of the city 3. To improve the current condition of the square's landscape by applying stylish landscape designs, and passive and active water features 4. To consider the condition of restaurant's furniture inside the square, in order to avoid visual clutter 5. To put emphasize on the maintenance condition of the square, in particular the surrounding buildings 6. To increase lighting at night, to ensure the visibility and security

Desdemona Park like the other public open spaces in the Walled City has some strengths and weaknesses. Reconsideration of the current condition of the park, will definitely exert effective changes leading to improve the quality of the current condition of the park, and consequently to attract and satisfy more tourists. Therefore, Table 5.5 represents some of the strengths and weaknesses achieved from the evaluation, as well as the recommendations.

Table 5.5: Research findings and recommendations for Desdemona Park

Category	Strength	Weakness	Recommendation
Park	<ul style="list-style-type: none"> ▪ Easy access ▪ Walkable ▪ Safe ▪ Adequate number of signage 	<ul style="list-style-type: none"> ▪ Not sufficient landscape design ▪ Not to be usable ▪ Poor physical maintenance, e.g. growth of weeds, inappropriate entrance condition ▪ Lack of recreational facilities for adults ▪ Small fonts of informational signage 	<ol style="list-style-type: none"> 1. To use colorful elements, in order to make the park more attractive 2. To use various gardening instructions to make the park more welcoming 3. To cut the grass regularly, and remove the weeds 4. To make signage and informational panels much more readable

With respect to the socio-economic condition of the Walled City, it has been resulted that the city suffers from lack of enough attention to the economic issues. On the other hand, it could satisfy most of the tourists with social issues such as hospitality of locals. The following Table 5.6 represents the strengths and weaknesses of the socio-economic condition of the city, as well as some recommendation to improve the current situation.

Table 5.6: Research findings and recommendations for socio-economic issues' quality

Category	Strength	Weakness	Recommendation
Socio-economic issues	<ul style="list-style-type: none"> ▪ Responsibility of tour operators ▪ Hospitality of locals (shopkeepers and restaurant service providers) ▪ Fair price of the services and products 	<ul style="list-style-type: none"> ▪ Lack of food diversity, in particular for vegans ▪ Not very nice and clean restaurants ▪ Lack of public entertainment ▪ Lack of cultural and social activities in particular in the survey period (April) ▪ Lack of accommodation opportunity to stay at night ▪ To sell Chinese products instead of local products and handicrafts 	<ol style="list-style-type: none"> 1. To offer extensive menu including various types of local foods in additions to vegan's food 2. To enhance the interior design of the restaurants, and make them more pleasant 3. To create a regular plan for cultural activities and festivals in the Walled City, due to introduce the culture and identity of the Cypriot people to tourists 4. To create accommodation opportunities inside the Walled City, in order to increase tourists' visit period from a single-day trade to more, and to give social vitality to the city 5. To develop the local economy through dedicating long-term loans to the private owned businesses, in order to improve the quality of good and services, and consequently economic vitality

5.2 Future Research

With respect to the results of physical analysis and questionnaire-survey, which were related to evaluation of tourists' satisfaction towards quality of Famagusta historical Walled City, it was understood that the Walled City suffers from inattention in terms of its natural, physical, and social environment. Lack of proper landscape design compatible with the historical concept of the city, inadequate public amenities, inadequate attention to physical condition of historical buildings and public open spaces, as well as low quality of local market of the city are some of the issues that should be taken into reconsideration. Accordingly, future studies should be done coming up with new researches in order to prevent the city from future defects. Nevertheless, the thesis achieved a helpful framework and findings, comparative analysis between the case study and similar walled cities from across the globe will be useful to offer constructive suggestions in order to improve the current natural, physical, and social environment of the Walled City.

Meanwhile, local governmental authorities are expected to take a serious reconsideration towards the existing condition of the city and adopt more innovative approaches to increase the standard of urban environment of the Walled City. Furthermore, as far as local tourism industry is concerned, in accordance with the results and findings of the thesis, there should be a well-managed organization in order to improve the quality of services and cultural tourism-oriented enervative activities inside the Walled City. Therefore, future research with subjective approaches related to mentioned issues could contribute to fill the gap between theory and practice, and increase the applicability of thesis findings and results, which consequently leads to increase the potential of Famagusta historical Walled City and tourists' satisfaction.

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APPENDICES

Appendix A: Questionnaire-Survey Explanation

Once researcher introduced herself, comprehensive information was given to respondents to answer the questionnaire, moreover the respondents were asked whether tend to participate in the research or not. The researcher herself was present while respondents were answering the questions. Since this study deals with tourists, then English as an international language, as well as Turkish language were used for questionnaires' questions. To avoid the repeated and similar answers questionnaires were given to one person of each group or family. It has been proved those questionnaires, which are self-complete are usually more reliable, since respondents have the chance to review their answers and correct them if necessary (modified from Kozak, 2001).

Questionnaire-survey consists of five section:

1. Tourists' Socio-Demographic Characteristics: The first section of the questionnaire contains five questions, which is related to socio-demographic information of respondents' namely 'age', 'gender', 'level of education', 'occupation', and 'nationality' (Hui et al., 2007).

2. Tourists' perception of natural environment quality: Second section comprises seven close-ended and one open ended questions related to tourists' perception and expectation of natural environment attributes. Questionnaire's answers range from one to five Likert-scale, which 1= Very Unsatisfied (VU), and 5= Very Satisfied (VS).

3. Tourists' Perception of historic built environment quality: Third section of questionnaire was devoted to extract respondents' perception of quality of the built

environment of Famagusta Walled City, such as historic buildings and monuments as well as public open spaces. Questions were designed according to the mentioned variables and domains in the chapter 4, and were asked from tourists after they experienced the sites' overall quality. Likewise, at the end of this section 2 close ended questions were designed; the first one asked the tourists' perceptions and overall level of satisfaction, and the second one questioned tourists' expectation before they visit Famagusta Walled City. Besides one question was asked about their additional comment and/or recommendation. The answers were rated on five-point Likert-scale ranging from one (very unsatisfied) to five (very satisfied) (Kozak, 2001 and Yang, 2011).

4. Tourist perception of socio-economic quality: In this section, quality of socio-economic issues of the case study was questioned through seven set of close ended and one open ended questions. Questionnaire's answers range from one to five Likert-scale, which 1= Very Unsatisfied (VU), and 5= Very Satisfied (VS). Besides, 2 close-ended question were asked at the end of this part, to understand tourists' overall satisfaction about this issue, and one question was asked about tourists' recommendation and/or comment.

5. Tourists' overall satisfaction: For the fifth part of the questionnaire, one question was asked about tourists' overall satisfaction about the quality of Famagusta Walled City, which is rated on a 5-point Likert-scale; 1 represented very unsatisfied, and 5 meant very satisfied (Chi and Qu, 2008). Moreover, one question was asked about tourists' expectation of Famagusta overall quality before experiencing it. Besides, two miscellaneous questions were asked to ascertain respondent's likelihood of revisiting, and giving word-of-mouth (WOM) publicity to others (Hui et al., 2007).

Appendix B: English Version of Questionnaire-survey

Good morning, afternoon, evening, I am a master candidate of architecture and this questionnaire is done in order to complete a master thesis with the subject of “Questioning Tourist Satisfaction on Quality of Famagusta Historical Walled City”; then your point of view towards quality of Famagusta Walled City is very important in order to complete this thesis. Thank you in advance for your participation in this questionnaire-survey.

Sec. 1		Personal Information			Pg.1	No:
Gender	Male		Education Level	0-12 years		
	Female			Some college		
Age Group	<25 years			Associate		
	26-35 years			Bachelor		
	36-45 years			Master		
	46-55 years		Other			
	>56 years		Country	England		
Occupation	Student			Germany		
	Homemaker			Poland		
	Self-employed			France		
	Executive/Managerial Professional			Iran		
	Unemployed			Other country:		
	Retired			-----		
	Other: -----					

Sec. 2						Quality of Natural Environment of Famagusta Walled City				
How much were you satisfied with:						Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
<ul style="list-style-type: none"> • Aesthetic of vegetation and landscape • Sea view (over Sea Gate) • Air temperature • Humidity • Air quality • Wind (if windy) • Rain (if rainy) 						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • What was your expectation of quality towards Famagusta Walled City’s natural environment before you experience it? 						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Very poor <input type="checkbox"/> Poor <input type="checkbox"/> Normal <input type="checkbox"/> Good <input type="checkbox"/> Very good										

- Do you have any comment and/or recommendation in order to increase the level of satisfaction from natural environment of Famagusta Walled City?

Sec. 3	Quality of Historic Built Environment				Pg.2
How much were you satisfied with:	Streets	Main Square	Desdemona Park	Historical Buildings	
	Very Unsatisfied Unsatisfied Neutral Satisfied Very Satisfied	Very Unsatisfied Unsatisfied Neutral Satisfied Very Satisfied	Very Unsatisfied Unsatisfied Neutral Satisfied Very Satisfied	Very Unsatisfied Unsatisfied Neutral Satisfied Very Satisfied	
History and Architecture					
1. Architectural Quality	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. Aesthetic	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Architecture style	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
4. Historical value	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Accessibility					
1. Facilities distribution	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
2. Walking distance	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Easy way finding	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
4. Available parking lot	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Mobility					
1. Separated motorized ways from non-motorized	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	---	---	
Walkability					
1. Connectivity of street network (dead-end alleys)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
2. Quality of pedestrian pathways (e.g. width, obstacles, pavement material)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
3. Disable people's access	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Safety and Security					
1. Existence of signage	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
2. Existence of Close Circuit Television (CCTV)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Lighting (at night)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
4. Personal safety	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Maintenance					
1. Physical/structural maintenance	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. Functional maintenance	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Cleanliness					
Opening Hours (just buildings)				<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Recreational Facilities (park)			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Information System (Panels, maps, signage)					
1. Diversity	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. Number	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Readability	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

How much were you satisfied with:	Streets					Main Square					Desdemona Park				
	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Street Furniture (items like bench, chair, table, lighting elements, statue, bins etc.)															
1. Adequate number (all items)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Comfortable chair/bench	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Cleanliness (all items)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Design and beauty (all items)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Restroom (W.C.)															
1. Adequate number	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
2. Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
3. Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
4. Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5. Opening time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
Overall Quality of Walled City's Built Environment?															
<input type="checkbox"/> Very Unsatisfied <input type="checkbox"/> Unsatisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Satisfied <input type="checkbox"/> Very Satisfied															
What was your expectation towards quality of Famagusta Walled City's built environment before you experience it?															
<input type="checkbox"/> Very Poor <input type="checkbox"/> Poor <input type="checkbox"/> Normal <input type="checkbox"/> Good <input type="checkbox"/> Very Good															

- Do you have any comment and/or recommendation in order to improve the quality of Famagusta Walled City's built environment?

Sec. 4	Quality of Socio-economic Issues					Pg.4
How much were you satisfied with:	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied	
Tour Services						
1. Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Educational Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Hosting Issues						
1. Hospitality and customer care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Responsibility of tour operators and guide quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Empathy and courtesy of local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Social vitality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Reliability of shopkeepers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Responsibility and behavior of restaurant service providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Routine Activities						
Eating out						
1. Adequate number of restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Quality of food and beverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Food diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Cleanliness of restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Opening hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shopping						
1. Adequate number of shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Quality of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Diversity of cultural products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Opening hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bars; Nightlife and Entertainment						
1. Adequate number of bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Diversity of services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cultural Activities						
1. Traditional festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Historical events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Cultural Shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic Issues						
1. Transportation prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Entertainment prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Shopping prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Food and Beverage prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall socio-economic quality of Famagusta Walled City?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
What was your expectation towards socio-economic quality of Famagusta Walled City before you experience it?						
<input type="checkbox"/> Very Poor <input type="checkbox"/> Poor <input type="checkbox"/> Normal <input type="checkbox"/> Good <input type="checkbox"/> Very Good						

- Do you have any comment and/or recommendation in order to improve the quality of socio-economic issues?

Q1: What is your overall degree of satisfaction towards Famagusta Walled City as a historical tourist destination?

Very Unsatisfied Unsatisfied Neutral Satisfied Very Satisfied

Q2: How was your expectation towards overall quality of Famagusta Walled City before you experience it?

Very poor Poor Normal Good Very good

Q3: Would you like to revisit Famagusta Walled City in future?

Yes No

Q4: Will you recommend others to visit Famagusta Walled City?

Yes No

“Thanks a million for your participation in this effort”



Appendix C: Turkish Version of Questionnaire-survey

Günaydın, iyi günler, iyi akşamlar. Ben mimarlık bölümünde master öğrencisiyim. Gazimağusa Suriçi ile ilgili gelen turistlerin ne derece memnun kaldıkları ile ilgili bir çalışma yapıyorum. Sizlere bu konudaki yardımlarınız için teşekkür ederim.

Sec. 1		Kişisel Bilgi			Pg.1 No:	
Cinsiyet	Erkek		Eğitim Seviyesi	İlkokul		
	Bayan			Kolej		
Yaş grubu	<25 years			Ön lisans		
	26-35 years			Lisans		
	36-45 years			Master		
	46-55 years			Diğer		
	>56 years		İngiltere			
Meslek	Öğrenci		Ülke	Almanya		
	Ev kadını			Polonya		
	Özel sektör			Fransa		
	Profesyonel yönetmen			İran		
	İşsiz			Diğer ülkeler:		
	Emekli			-----		
	Diğer: -----					

Sec. 2		Gazimağusa Suriçindeki doğal ortam				
Ne kadar tatmin oldunuz:		Hiç memnun değilim	Memnun değilim	Kararsız	Memnunum	Çok memnunum
• Doğal güzellik ve görüntü		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Deniz görüntüsü (Deniz Kapısı üzerinden)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Hava sıcaklığı		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Nem		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Hava kalitesi		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Rüzgar (rüzgarlı ise)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• yağmur (yağmurlu eğer)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Gazimağusa Suriçini ziyaret etmeden önce kalitede beklentiniz ne idi?						
<input type="checkbox"/> Çok kötü		<input type="checkbox"/> Kötü	<input type="checkbox"/> Normal	<input type="checkbox"/> İyi	<input type="checkbox"/> Çok İyi	

- Gazimağusa Suriçi ile ilgili beğeniyi daha iyi duruma getirmek için herhangi bir öneriniz varmı?

Sec. 3	Tarihi Binaların Kalitesi				Pg.2
Ne Kadar Memnun kaldınız:	Sokaklar	Ana Meydan	Desdemona Park	Tarihi Binalar	
	Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum	Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum	Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum	Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum	
Tarih ve Mimarlık					
1. Mimari kalite	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. Estetik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Mimari stil	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
4. Tarihi değeri	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Ulaşımında kolaylık					
1. Fasilite dağılımı	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
2. Yürüyüş mesafesi	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Kolay bulma	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
4. Yeterli araç park yeri	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Ulaşım					
1. Yayaaların motorlu araçlardan ayrımı	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	---	---	
Yürünebilirlik					
1. Yolların uygunluğu (çıkamaz sokak)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
2. Yayaaların geçiş yol kalitesi (mesela genişlik, engeller, kaldırım malzemesi)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
3. Özürlüler için uygun geçiş	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Güvenlik					
1. Tabelaların yeterliliği	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
2. Sokak kamerası	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Gece ışıklandırması	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
4. Kişisel güvenlik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Bakım					
1. Fiziksel bakım	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. Fonksiyonel bakım	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Temizlik					
Açılış saatleri (sadece binalar)				<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Fasilitelerde kolaylık (park)			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Enformasyon sistemi (Paneller, haritalar, tabela)					
1. Çesitlilik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. Yeterlilik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Okunabilirlik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Ne Kadar Memnun kaldınız:	Sokaklar	Ana Meydan	Desdemona Park
	Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum	Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum	Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum
Sokak mobilyaları (mesela tezgah, sandalye, masa, aydınlatma elemanları, heykel, kutuları)			
1. Yeterlilik (tüm öğeleri)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2. Rahat koltuk / tezgah	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3. Temizlik ((tüm öğeleri)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4. Tasarım ve güzellik (tüm öğeleri)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Tuvaletler			
1. Yeterlilik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
2. kullanılabilirlik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
3. Temizlik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
4. Güvenlik	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
5. Açılış saatleri	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Gazimağusa Suriçinin genel yapı kalitesi?			
<input type="checkbox"/> Hiç memnun değilim <input type="checkbox"/> Memnun değilim <input type="checkbox"/> Kararsız <input type="checkbox"/> Memnunum <input type="checkbox"/> Çok memnunum			
Gazimağusa Suriçinin yapı ile ilgili ziyaret etmeden önceki beklentiniz ne idi?			
<input type="checkbox"/> Çok kötü <input type="checkbox"/> Kötü <input type="checkbox"/> Normal <input type="checkbox"/> İyi <input type="checkbox"/> Çok İyi			

- Gazimağusa Suriçinin yapısının kalitesini geliştirmek için herhangi bir eleştiri yada öneriniz varmı?

Sec. 4	Sosyal ekonomik koşulların kalitesi					Pg.4
Ne kadar tatmin oldunuz:	Hiç memnun değilim	Memnun değilim	Kararsız	Memnunum	Çok memnunum	
Tur hizmetleri						
1. Toplu ulaşım	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Eğitimsel bilgi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Yemekler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Hosting sorunları						
1. Misafirperverlik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Tur operatorlerinin kalitesi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Surlarıçi halkının yardımseverliği	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Sosyal canlılık	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Esnaf Güven	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Restoranların servis ve davranışı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Rutin faaliyetler						
Dışarıda yemek						
1. Restoranların yeterliliği	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Yeme-içme kalitesi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Yiyecekte çeşitlilik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Restoranların temizliği	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Çalışma saatleri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Alışveriş						
1. Dükkanların yeterliliği	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Ürün kalitesi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Kültür ürünlerinin çeşitliliği	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Çalışma saatleri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gece eğlence hayatı						
1. Barlar yeterliliği	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Serviste çeşitlilik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Kültür aktiviteleri						
1. Geleneksel festivaller	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Tarihi günler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Kültür gösterileri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ekonomik durum						
1. Ulaşım fiyatları	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Eğlence fiyatları	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Alışveriş fiyatları	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Yeme-içme fiyatları	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gazimağusa Suriçinin genel sosyal ekonomik kalitesi?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gazimağusa Suriçi ile ilgili ziyaret etmeden önceki sosyal ekonomik kalite hakkındaki beklentileriniz ne idi?						
<input type="checkbox"/> Çok kötü <input type="checkbox"/> Kötü <input type="checkbox"/> Normal <input type="checkbox"/> İyi <input type="checkbox"/> Çok İyi						

- Sosyal ekonomik kaliteyi yükseltmek için herhangi bir öneriniz var mı?

Q1: Gazimağusa Suriçi ile tarihi anlamda turistik açıdan kalitesi nedir?

Hiç memnun değilim Memnun değilim Kararsız Memnunum Çok memnunum

Q2: Gazimağusa Suriçinin genel kalitesi ile ilgili ziyaret etmeden önce beklentiniz ne idi?

Çok kötü Kötü Normal İyi Çok İyi

Q3: Yakın gelecekle Gazimağusa Suriçini tekrar ziyaret edecek misiniz?

Evet Hayır

Q4: Gazimağusa Suriçini başkalarına ziyaret etmesi için öneride bulunacak mısınız?

Evet Hayır

“Zaman ayırdığınız için çok teşekkürler”

