

# **City as a Brand: Case of Gazimağusa**

**Ecem İnce**

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## **ABSTRACT**

Purpose of this research is to create successful city brand, and develop strategies of Famagusta's city brand for measuring some affecting elements of brand value concept such as; social, economic, political and cultural values of city. In this context, a face to face survey has been carried out with 325 people who live in Gazimağusa (Famagusta), Lefkoşa (Nicosia) and Girne (Kyrenia) which has much more population than other residential areas of Turkish Republic of Northern Cyprus (TRNC) and majority of the participants were tourists, students and local citizens.

Empirical results show that a positive relation has been detected between Gazimağusa city brand image and “historical heritages, various tourism opportunities, quality education from local universities and port of Gazimağusa.” However results also show that a negative relationship exists between brand image of Gazimağusa and the actual political situation of Varosha.

**Keywords:** Famagusta, Varosha, City, City Brand, City Branding Strategies, Independent sample T-test, Anova analysis

## ÖZ

Bu araştırmanın amacı, başarılı bir kent markası oluşturmak için, Gazimağusa marka kent stratejilerini geliştirmek ve bu stratejilerinin belirlenmesinde, kentin marka değeri algısını etkileyen; sosyal, ekonomik, siyasal ve kültürel özellikleri ile nasıl algılandığını değerlendirmektir. Bu çerçevede, nüfusun daha yoğun olduğu kentlerde (Gazimağusa, Girne ve Lefkoşa) yaşayan; (turist, öğrenci, vatandaş) 325 kişiye, yüz yüze anket yöntemi uygulanmıştır.

Araştırmadan elde ettiğimiz sonuçlar doğrultusunda, Gazimağusa kent markası imajının; kentin tarihi zenginlikleri, çeşitli turizm olanakları, yerel üniversitelerinde verdiği kaliteli eğitim imkânları ve limanı ile pozitif bir ilişkiye sahip olduğu tespit edilirken; Kapalı Maraş'ın var olan siyasi engellerin kalkması durumunda, Gazimağusa kent markası imajına etkisinin büyük olabileceği saptanmıştır.

**Anahtar Kelimeler:** Gazimağusa, Kapalı Maraş, Kent, Kent Markası, Kent Markası Stratejileri, İki değişkenli örneklem (T-test), Anova analizi

*To My Family*

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# Chapter 1

## INTRODUCTION

### 1.1 Background of the Study

Globalization is the most important indicators on city branding management; because globalization has great impact on economic, social and political conditions in a country. Globalization is a channel that allowed different countries all over the world to trade and do business together without border limitation. However, globalization has effect on the economic, political and social conditions in the cities. By stages, new concepts are emerged and the importances of cities are increased by globalized world (İşçioğlu, 2014). The impacts of globalization has really motivate the city branding management, and Gazimağusa (Famagusta) prescribly, and make the place more lively and interesting especially for tourism center in case of socialization.

After 1970's industrial revolution appeared as a key factor for changing the urban areas. The marketing implementations have changed speedly because of globalization. Globalization effects have increased and all the life dynamics automatically have been changed both positive and negative (Vural, 2010). With the help of globalization, technology and the internet are fundamentally changing the way the world networks and communicates. Also, globalization has help branding and managing to become a key management power in the markets (Aaker and Joachimsthaler 2000; Kapferer, J.N., 2012). Brand attitudes and strategies didn't just have an effect for companies, but also it has a big effect on cities' attractiveness and

cities' branding. So, branding became important factor to understand in the last period (Kavaratzis, M., and Hatch, M. J., 2013). For successfully city, the core differences between cities should be focused and right tactics should be taken in order to make the city brand attractive. So, city identity and city value is one of the key factors to improve the city branding management (Zhang and Zhao, 2009). Regarding to conditions and implementations globalization has bring, therefore governments can create effective branding plan in urban areas. Satisfied feelings can be achieved with new branding attitudes by top of the executives in urban places.

## **1.2 Problem of the Study**

In the today's world most of the conditions are changed. Increasing competition between brands and markets can easily impacted people perception in the social life. Branding is speedily gained more advantage.

In this research city brand of Gazimağusa was selected. Gazimağusa has a rich history and different cultural heritages. However, lack of promotion, advertisement and marketing of components in places is not enough to city management and city could not go beyond a borders. Process of creating brand in the city, one for the city of Gazimağusa model proposal will be formed.

## **1.3 Aim of the Study**

This study aims at understanding the city branding importance, its popularities, necessities, benefits and dimensions. In this line, the research will have as basic purpose to find out the factors which affect the branding image of Gazimağusa. Henceforth, the importance of history, tourism attractiveness, educational environment and port will be discussed for successful city branding. As a result of this, the research's formulated hypotheses are stated as follows:

- H1: Historical heritage of Gazimağusa has a positive relationship with its brand image.
- H2: The touristic characteristic of Gazimağusa positively affects its brand image.
- H3: The brand image of Gazimağusa is positively influenced by the education institutions such as the local international university.
- H4: The presence of the port of Gazimağusa is positively correlated with the city brand image.
- H5: The prohibition and ban in Varosha is negatively correlated with Gazimağusa brand image.

Also, the inscribe importance of branding management framework of the city image will be mentioned.

#### **1.4 Importance of the Study**

The importance of this study is to find correct strategies and the most important step for city management. The basic components which create a city's image are the determinant of how a city brand best known. Design of a new logo and slogans are the best campaign for improving cities positioning.

#### **1.5 Limitation of the Study**

The data is to be obtained from the city, which will be examined in the study and restrictions may be arise on the formulation. Also, a perception of Gazimağusa city is measured as to its physical and immaterial dimensions. The data are founded and collected by a face to face questionnaire from the respondent that is citizen, student, and tourist.

## **1.6 Structure of the Thesis**

The study is divided into six chapters. Chapter one provides an introduction to the research and the raised problematic within. Chapter two comprises the literature review, related to the concept of city branding. Chapter three discusses the conceptional framework and hypothesis. Chapter four gives detailed information about the methodology adopted for this study. Chapter five presents the data analysis and empirical results. Finally, chapter six presents the discussion of the empirical results, research conclusions and recommendations.



## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 The City Brand Creation Process**

Globalization is the most important impact that changed all the political, economic, social and cultural structures all over the world to connect extremely between different countries Baylis (Baylis et al.,2013). In the 1970's, industrialization process began to effect city population and city life. In that reason, Martinez-Fernandez (Martinez-Fernandez et al.,2012) explains that, population of cities are speedly increased. Within the global effects; marketing is became important and all the marketing strategies are changed. By stages, Kavaratzis and Ashworth (2008) explained that, in last period, place marketing strategies are improved and city marketing activities are became a key factor to effect all national and international borders. Also, cities are apperaed as a new competitiors in the global world.

However, Deffner and Liourius (2005) explained that, city marketing is a new concept. There are two different ideas for explaining city marketing. One of them supported that, city marketing is a channel for adversiting one of the specific product in the city.The second idea supported that, city marketing is not just a channel for marketing, rather city marketing is also an important concept to create city brand (Deffner and Liourius, 2005).So the city marketing activities should be succesful attempts to create new city image as a product.

## **2.2 The Concept of Place Marketing**

There are many theoretical definitions to understand the concept of place marketing. The different authors and experts are explained that place marketing in a different ways by the literature review.

The first concept of place marketing is written by Kotler and Levy in 1979. According to Vural (2010) place marketing is divided into three important part such as city marketing, regional marketing, country marketing. So, as in the case of place marketing, there is no way to specify just one place for marketing.

First of all Kotler (Kotler et al., 2002a, p.183) defined that, place marketing as a new concept for changing the cities images to bring satisfaction to people in the markets. So, Gertner and Kotler (2002) suggested that, place marketing is helping the marketing goals, opportunities and images to gain advantages for the places.

Moreover, Kavantzis and Ashworth (2008) explained that, marketing disciplines and marketing purposes are very significant to take right strategies. And all place marketing hypothesis can be shaped by scientific researches and historical backgrounds.

On the other hand, Kotler and Gertner (2004) added that, in the global market, the environmental factors are very effective and also it is helpful to understand strategic place marketing. For that reason, it is possible to say strategic place marketing is very stringent process to have success.

Accordingly, Eshuis (Eshuis et al., 2013) provides one of the explanations of a place marketing that using widely different marketing strategies for controlling perception about cities. Marketing strategies are very important for city marketing. Because structures of cities need to implement sustainable successful marketing strategies.

### **2.3 The Importance of Place Marketing**

All the dynamics and forces are changed by globalization. Within the industrialization, competition between places are increased, so new marketing strategies and implementations are become a more trendy concept in today's life. And having right tactics is become an important step for gaining success.

On this line, Rainisto (2003) explained that, place marketing is the most significant attempt to start taking decision for a place. Marketers should have sufficient ideas and goals to implement and improve marketing strategies in the global locations.

Laterly, Kotler (Kotler et al., 2002a, p.57) suggested that, after industrialization all the economic system has changed dramatically. Within the changes, place marketing is appeared as a significant concept to improve economic strategies in a long term. Then place marketing strategies are affected by a place development. In a long term, many economic system and marketing attributes are changed in the region.

### **2.4 The Concept of City**

There are many explanations about city definition. Until industrialization, cities have experienced very few conversions but after industrialization, cities are started to grow up with new perceptions (Yılmaz, 2004, p.252).

Keleş (1998) defined that; city is civilising development place (urban) or a place that continually in a social development and most of the people can meet their needs in that place. At the same time, settlement, recreation, entertainment and shelter needs can be given as a example in the society. Therefore, city is a place which is a few people has been concerned in agriculture and the number of population is more intense.

Contrarily, Keleş (2006) stated that, the city is a settlement unit and the city can be descirebed a place which has non-agricultural production.Also, the city has certain size and heterogeneity structure.So, most of the differences can meet in the society with heterogeneity functions.

On the other side, there are many differences between rural areas and cities. In the cities, the source of income of population is mainly based on non- agricultural activities and livestocks. Many people are prefered to earn their money with these activities. By stages, the differences are explained in terms of social relations, cultural places and intense of population in the cities (Kaypak, 2013). However, Kaypak (2013) defined that, there are another differences in the historical process of the cities. So, most of life differences between cities can be monitored.

## **2.5 City Brand**

There are many different views about city branding. First of all, all the city brand studies showed that the city branding has become a popular concept in the theoretical framework for the last period, such as the Anholt-GMI City Brands Index (Anholt, 2006), or other practices about branding, written by Kavaratzis (2004), Gertner and Kotler (2004) and Ashworth and Kavaratzis (2009).

Ashworth and Kavaratzis (2009) explained that, branding of the city is a new concept that started to be used in developing countries in recent years. In line with specific objectives, cities want to compete with the other world's ones. That's why they should establish their respective brand perception. At that stage, the creation of the brand should be based on solid foundation such as social, economic, political factors. On this line, Gertner and Kotler (2004) noted that city branding has power to meet different social, cultural, economic and pyhsical expectations.

Furthermore, Kavaratzis (2004) advocated that the city branding is carried out for good reputation or competitive advantage purposes that can be benefic for domestic businesses or companies and tourism; and it also brings innovation, reinforcement of local identity and recognition of individuals in a community with their city.

Also, Anholt (2006) suggested that, management, gaining continuity for the city branding is very important. To do this, place branding was created as a new concept.

Moreover, Kavaratzis (2004) advocated that, the city as a brand can give a desired level of life quality.

Consequently, Can and Kazancı (2014) added that, all the trends of tourism show that when a city becomes a brand, that city can have better conditions and locations than the country. In fact in the literature, Florida (2008) defined that the competitions of country will be among citites. Also, there are many examples of city brand in the world. So nowadays, the best examples of the concept of city branding can be described with these cities; Venice, San Francisco, Milan, Roma, Paris, Tokyo and New York (Anholt, 2006).

## **2.6 Relation between City Marketing and City Branding**

The city marketing is a concept that impacts very large areas. To fully perform city marketing, it is necessary to examine all the qualities of a city (Kavaratzis and Ashwood, 2006). Also, Kavaratzis and Ashwood (2006) explained that, for the future of a city, successful steps should be taken. Within these steps, it is necessary to determine the city's goals, scope and objectives. Later, the necessary decisions should be taken for the realization of the existing targets. And finally, the relationship between the defined objectives and city marketing can be established.

The city branding passes through successful brand perception. And cities can be marketed with a strong image. Having a different image of a city can lead to improve the conditions of place marketing. From this point, a strong image of the city can increase the speed of that city to become a brand (Zeren, 2012).

So, Vural (2010) suggested that, for the city branding, successful and long term strategies are needed. And a city strong image can endow it with sufficient brand and smooth marketing realization.

## **2.7 The Importance of City Brand Creativity**

Kalandides (2011) commented that there are many academic studies and they show lots of different results on place identity. They are sometimes about the image of the place or just emerge as a form of cultural framework.

First of all, Anholt (2006) explained that, place branding is became a popular trend in the last term so it is directly showing the importance of city branding. After

globalization all the city branding strategies are changeable. Day by day new ideas have got importance.

Consequently, Govers and Go (2009:23) defined that successful place branding and then successful city branding process should recover purposes under three main headings. The first is image, the second is experience and the third one is identity. These three steps are very significant for the understanding of city branding process, because experience, image and identity are the best stages to identify characteristics of cities than others. Moreover Byrne (2001) added that, having different perspectives about city culture is the one of the importance point to imply values of cities. People can easily understand that successful city brand creation process when described with all these different perspectives. So, the importance of city branding creation is helpful to learn different views in this area. Also, Aitken and Campelo (2011) suggested that, the existence of people with different perspectives speeds up the development of the city brand. Within the development, the formation of city strategies from different perspectives can be facilitated. So city branding is helpful for new creations and innovations.

On the other hand Govers and Go (2009:51) noted that, most of the campaigns can be described to generate city brand slogans. And they can be distributed as advertisements through social media to increase popularity in the cities and regions. Under set of lights, importance of communication on place branding can be understood. So communication effects on place identity can be linked with using true media. These are all very important stages to get the usefulness of city branding creation.

Also, these have shown the importance of media on the process of the creation of city brand (Kavaratzis, M. and Hatch, M. J. 2013). In today's communication-based thinking, taking advantage of the popular identity of the communication is contributing to the development of brand place.

## **2.8 Key Features in the Formation of the City Brand**

In the formation process of the city brand, valuable building blocks owned by the city's basic characteristics and city's great importances. A successful city brand relies upon some major factors, "tourism, culture, history, port and the university", which are discussed with more details below. The theoretical framework implies that city branding formation process has different features to explain city branding as mentioned above. With these features, the role of the city marketers has started to be of an important and valid framework for the city's future in line with the local residents. For the city marketers, these local residents can easily analyze the city social, economic, cultural and tourism aspects. The analysis of these aspects can be important for city future planning as well as eventually information source accuracy for the city marketers (Kavaratzis, 2004).

### **2.8.1 Tourism**

According to these aspects, today's conditions show that, tourism is one of the important tools that create people attraction and satisfaction for the city. For Gertner and Kotler (2004), Kavaratzis and Ashworth (2005) a city's tourism opportunities as well as its ability to be operational within the all seasons may put it a forefront scene. The representativeness and the attraction of a city in the international arena may likely host different tourism routes with different religions (Kavaratzis, 2004 and Anholt, 2006). These tourism characteristics enhance in some way city branding.



### **2.8.2 History**

In the formation process of the city brand implies that the historical heritage has a significant role for the city's current situation. Historical background is another part to get general view about of city characteristics. Historical heritage has an important impact on a city branding prominence. Also history of cities can help to increase the city's recognition in many areas (Kavaratzis, 2004). On the other hand, Richards and Wilson (2004) supported that; cities' attractiveness is affected by historical and cultural structures of the city. In other word, this aspect together with cultural and historical assets as a whole, help the city to become more attractive. Also Hubbard and Hall (1998) added some point that; cities' historical monuments are the most significant factor for choosing and visiting these cities. These historical and cultural values are very important, so the city local authorities should emphasize on their protection and restoration (Simoes and Dibb, 2001).

### **2.8.3 Universities**

Educational environment may have a big effect on city branding. As it covers a large place in the social life. City should have unique characteristics from other cities, and place image should be successfully managed because those of its unique characteristics are very important reason for preferring it (Gertner and Kotler, 2004; Kavaratzis, 2004; Rainisto, 2003; Ashworth and Voogd, 1990, Ashworth, 2009). Bisedies, Kavaratzis (2004, 2008) explained that the level of the quality of the educational environment available at the existing institutions is a factor experience of the city in term of its name's branding. For example, some people know about some cities in the world just because of the prestigious colleges and universities which are established in those. Moreover the prestige and the success of the educational (institutions) is more likely to attract young and educated people (mainly students),

enhance multicultural environment, and eventually pull upward the city to the top position (Gertner and Kotler, 2004; Simoes and Dibb, 2001).

#### **2.8.4 Port**

Similarly to the above mentioned points, the port can also play a role in the city branding. The presence of a port in a city can enhance its image and put it at the forefront (Hankinson, 2004). This means that a city can be viewed as important, strategic due to its port. On the same line, the size and/or quality of the port can eventually lead to that city international recognition (Anholt, 2009) and by extent its brand image. Moreover, when a city is internationally recognized with respect to its geographical strategic location, it is easily open to international trade and attract investors (Akengin and Kayk1, 2013; Gibson, 2005). However, if the port is bureaucracy and tax obstacles driven, these will hamper and impede the attraction of investors (Hulberg, 2006; Kavaratzis and Asworth, 2005).

### **2.9 The City of Famagusta**

Gazimağusa is the second largest city of Turkish Republic of Northern Cyprus and located on eastern part of the island coast, Gazimağusa's population is 69,741 (State Planning Organization, 2013).

#### **2.9.1 Touristic Sides and Monuments**

The city used to be an important trade and tourism destination spot even before Cyprus scission before 1974. Due to its historical heritage and the result of civil war, the city currently host some monument or side which have become touristic attractions. There is the Lala Mustafa Paşa Mosque which is located at the center of the old town. The old town also called wall city in itself is surrounded by its stone wall like a medieval castle. Inside the old town again, there is the Namık Kemal prison museum. In addition, there is also the St. Barnabas Icon and Archeological

Museum, the Salamis Ruins and of course the clear and typical Mediterranean beaches (Famagusta Municipality, 2015).

### **2.9.2 Infrastructure**

The city of Gazimağusa is also endowed with modern infrastructures such as buildings and roads. Also the port is an important asset for the city in terms of trade (Oktay and Rustemli, 2010). The city also host several high standing hotels. There are for instance 5-stars hotels, two 4-stars hotels and four 3-stars hotels; some other smaller hotels are also available but not listed (Holidaycheck.com,2015).The telecommunication sector is also modernized; there are two operators running the telephonic and high speed internet services such as Kktcell and Telsim( Kaya and Ayman, 2013).

### **2.9.3 University**

Among the educational institution present in the city, the flagship is without any doubt Eastern Mediterranean University established in 1979. Approximately 19,000 students from about 120 nationalities are attending full time degree awarding program (EMU, 2015). The increasing amount of student has affected the demand for housing. Consequently, the some construction companies are ceasing these offered opportunity to build (though with some extent of anarchy) new buildings and villas (Oktay and Rustemli, 2010). Also, the diversity of the university population has somehow influence the current demographic distribution. The impact that the university has on Gazimağusa is double. First of all, it internally affects the dynamism of the city with the young population which consists of the students. Secondly, it represents the city worldwide with either its graduate who have found their professional way elsewhere, or with the global academic ranking of the

university as one of the top 5% higher education institutions in the world (EMU, 2015).

#### 2.9.4 Varosha (Kapalı Maraş)

Varosha is a part of the city of Gazimağusa which has been closed and forbidden for access after the civil war 1974. Prior to the war it used to be a highly dynamic and touristic destination with important and valuable assets and infrastructures. But nowadays they are not used because of the political ban, which has turn the place in the “Ghost City” (Walsh, 2008). If the Varosha was still operation now it’s clear that it would have boosted significantly the tourism and image of the Gazimağusa in the world (Oktay and Rustemli, 2010).



Figure 1: map of Varosha Hooper and Venema (2014), © BBC

After talking about the influencing key factors for the city's branding formation process, other supporting and inhibitive elements to create city brand are explained.

## **2.10 Supporting and Inhibitive Elements in the City Branding**

### **Creation Process**

There are some supportive elements as well as inhibitive ones which are very important for the city to become a brand. And these factors can be explained with the following components; Local government policy, foreign investments, transportation, political challenges.

#### **2.10.1 Local Government Policy**

In the process of creating city brand, local government policies and external relations are very important. According to these processes, the economic development is necessarily linked with the city's political development. The city characteristics should be advertised successfully and the city government policies and plans should be maintained in the correct way. But at the beginning of this plan, economic sustainable development should be created (Matexas, 2007). Because, they are the largest source of this growth to be brand of the city (Kavaratzis, 2004). On the other hand, local governments should develop city marketing projects to increase the competitiveness with other cities.

The city marketing do confer a new quality of comprehensiveness, creativity and flexibility within the local development policy for which new resources such as ideas, capital and local knowledge are being engaged for. On this line, city marketing drives to a strategic approach to public planning in conjunction with the private sector (Helbrecht, 1994). However, every city owns its specific local identity and features. But issues have been evoked that marketing implementation in some cities came out in a propensity towards regression of local identity or 'sameness' (Ashworth, 2002; Vermeulen, 2002; Griffiths, 1998).

For this reason, McGill (2001) advocated that the city management can be successful when considered as general and integrative, and supports that urban and institutional capacity should be constructed as part of the urban management process. Contrarily, Wong et al. (2006) stated that local governments cannot take decisions in the institutional sense. They emphasize more on achieving the public services and this limits the city management approach in the management process.

Urban governance tries to find new approaches to be innovative, to strengthen, and to reach and use resources at the locality and neighborhood level. The effort here is to spot and apply local knowledge, construct local institutional capacity and to develop social capital. The local needs can be met and social insertion through inventive employment can be attained with insignificant state intervention (Kearns and Paddison, 2000).

### **2.10.2 Political Challenges**

In their research pertaining a country's sustained political unrest and turmoil impact on its brand image and intention to visit, Alvarez and Campo (2014) found a significant regressive effect of a region political conflicts on its image and intention to visit. The conflict can be within the nation or between that country and another. Moreover, political sanctions such as embargos (Hingtgena, Klineb, Fernandesc, and McGeheed, 2015) bans (Walsh, 2008), or inbound tourists limitation. So, when a country is encountering internal or external political quarrels, its perceived touristic image can suffer. Also, if the local government is subject to or actor of bans, restrictions and eventual limitations, the intention to visit of potential tourists can dramatically drop.

### **2.10.3 Foreign Investments**

City branding is a medium for accomplishing competitive advantage in order to increase inbound investment and tourism. Selvanathan, Selvanathan and Viswanathan (2012) found that there is an effect of Foreign Direct Investment (FDI) on the number of tourist arrivals, likewise Craigwell and Moore's (2008) similar results for small islands.

Selvanathan, Selvanathan and Viswanathan (2012) also recommended government officials to implement FDI attractive policies as the increase in FDI is related with increase in the tourism sector. The reason is that incremental investments can lead to tourism facilities, infrastructures and resources and by extent the increasing touristic image of host city/country, and consequently the amount of tourist arrival.

### **2.10.4 Transportation**

Mahmoudzadeh, Nasr and Hashemi (2014) proposed a 7-factors model (security, governmental services, cultural activities, transportation, purchase opportunity creativity and innovation in business, nature) of items effecting city branding construction. The result showed that good transportation concur to city image. In other words it's important for a municipality to have a secure and quality transportation infrastructures as well as availability and proper service quality provided for these infrastructures.

### **2.10.5 The Importance of Country Image on the City Image**

Alvarez and Campo (2014) advocated that a country affected by an internationally negative perception, suffers from a declining general image. In this sense the negative affective and cognitive perception that tourists hold about a country will similarly influence the negative image they will have about that country as a whole in general,

but unfortunately on its cities in particular. So, their willingness will regress to visit any city of this country.



## CHAPTER 3

### CONCEPTIONAL FRAMEWORK AND HYPOTHESIS

The purpose of our research is to find out the factors which affect the brandig image of Gazimağusa. For this reason and based on the previously reviewed litretuare, the theories related to city branding used for this study consisted of ;

- City history and historical heritage (Kavaratzis, 2004).
- City touristic attractiveness (Gertner and Kotler, 2004; Kavaratzis and Ashworth, 2005).
- Educational environment (Ashworth, 2009, Gertner and Kotler, 2004).
- Port presence Hulberg (2006).

#### 3.1 Historical Background and City Branding

In their attempt in finding components affecting a city brand, Hubbard and Hall (1998) discovered that a city historical monument play a major role in its brand image. Later on, historical heritage has been found to have a significant effect on a city branding image (Kavaratzis, 2004). In other word, history of cities can help to improve the city's reputation in many areas. Following these stream of reaserch and findings, Richards and Wilson (2004) result showed that; the attractiveness of a city is influenced by its historical and cultural structures. Based on these above mentioned frameworks, the first hypothesis is stated:

**H1: Historical heritage of Gazimağusa has a positive relationship with its brand image.**

## **3.2 Tourism and City Branding**

The touristic opportunities of a city enhances its reputation and its rocketed at the first rows when it is able to sustainably attract tourist in any season within the year (Gertner and Kotler, 2004; Kavaratzis and Ashworth, 2005). Moreover, the diversity of incoming tourists, regardless of their origins or religion, that visit a city is a result of the attractiveness and the representation which are embodied in that city internationally (Kavaratzis, 2004 and Anholt, 2006).

Based on these findings, the second hypothesis is drawn:

**H2: The touristic characteristic of Gazimağusa positively affects its brand image.**

## **3.3 Universities and City Branding**

In their research about educational environment on city branding process, (Ashworth, 2009, Gertner and Kotler, 2004; Kavaratzis, 2004; Rainisto, 2003; Ashworth and Voogd, 1990) indicated that, for a good city image the educational institutions success; excellence and notority are some unique features which can bring the city at the forefront scene. And these features are very significant. Because they are effective aspects on people motives to choose that city. Similarly, Kavaratzis (2008, 2004) added that another factor for city brand is the quality of the available educational environment at the institution, whereas Gertner and Kotler (2004); Simoes and Dibb (2001), emphasized on the prestige and success of the institutions.

In the light of these research outcomes, the third hypothesis is derived:

**H3: The brand image of Gazimağusa is positively influenced by the education institutions such as the local international university.**

### **3.4 Port and City Branding**

There are some elements which reduce the efficiency of an organization or a structure. When these happen to occur in a place operating as a country gate, its possible that it will alter the image that the stakeholder will have of this place. Such elements, as depicted by Hulberg (2006) and Kavaratzis and Asworth (2005) as bureaucracy or taxes, are likely to lessen the attraction of actual or potential investors, who will lower the level of investment.

Hankinson (2004) defended that, the presence of the port in the city is by essence a positive point for the city branding. City branding rather than other insular cities. Added to the presence, Anholt (2009) stressed on the size and quality of the specific port which can enhance its regional or worldwide recognition and by then the host city image. The trade openness and strategic geolocation are also some critical characteristics according to Akengin and Kaykı, (2013) and Gibson (2005) in building a strong city image. Consequently to these research frameworks, we intent to test following hypothesis:

**H4: The presence of the port of Gazimağusa is positively correlated with the city brand image.**

### **3.5 Varosha and City Branding**

As written previously in the literature review the political turmoil which occur in Cyprus in 1974 and resulted in the closing of Varosha made some valuable asset out of use (Walsh, 2008). Oktay and Rustemli (2010) affirmed that a sustained operability of that place, without the political ban, could have increased the tourism and Gazimağusa overall image. Therefore, our last hypothesis will be laid upon this stream of research:

**H5: The prohibition and ban in Varosha is negatively correlated with Gazimağusa brand image.**

## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

#### **4.1 Sample and Data Collection**

The following section explains research methodology. This part of the study consists of; Sample Population, Ethical Issues and Confidentiality Frequencies, Method and Research Procedure.

##### **4.1.1 Sample Population**

The study was undertaken within three (03) most populated cities of Turkish Republic of Northern Cyprus, namely Gazimağusa (Famagusta), Lefkoşa (Nicosia) and Girne (Kyrenia). To have a diverse view upon our research questions' answers, the population from where our sample was withdrawn consisted of students (149), citizens (109), citizen-student (14) and tourists (53). The convenience sampling technique was applied for this research. The convenience sampling is a specific type of non-probability sampling method that is used for collecting questionnaire data from available respondents in the research (Yu and Cooper, 1983). In fact, 325 paper-based questionnaires were distributed to the participants.

##### **4.1.2 Ethical Issues and Confidentiality**

We asked to our respondents upon their voluntarily participation and their questionnaires were filled anonymously. They were not asked upon private information unrelated to the aim of our research. The data collected were kept confidential and securely stored in a place only accessible to the researcher.

### **4.1.3 Method and Research Procedure**

The quantitative approach was used in this survey to meet the objectives. Quantitative research is used for observing mathematical statistics or computational techniques and empirical investigations (Anderson, Sweeney, Williams, Camm and Cochranet, 2012). In this manner, each respondent filled a self-administered questionnaire.

The distribution of the questionnaires started on 4 of May 2015. Though, it started in the city of Gazimağusa, and the overall distribution was simultaneously on the taken in the other two cities. For our student participants, the different schools campuses (EMU, NEU, and GAU) consisted of the primary scope of data collection, specifically in crowded places such as canteens, central lecture halls among others. For tourists participants, the data were gathered in places in the cities where tourists converge, visit or stay such as historical places and monuments, hotels, and different beaches. Finally, the data collection for the citizens was undertaken within every possible corner in the cities where people could be found such as shops, supermarkets, café and restaurants, on the streets.

## **4.2 Measurement Materials**

Measurement materials are discussed in this part of research methodology. These are Demographic Questionnaire and Research Variables Questionnaires.

### **4.2.1 Demographic Questionnaire**

The data related to demographic variables were being gathered using a specifically designed questionnaire. As shown below with related codes, the respondent filled information about:

- Age: 1= (18-27); 2= (28-37); 3=(38-47); 4= (48-57); 5= (58+)
- Gender: 1= Female, 2= Male
- Educational level: 1= Primary school, 2= Secondary/high school, 3= 2-years technical school, 4= University, 5=Postgraduate
- Occupation: 1= Private sector employee, 2= Self-employment; 3= Public employee, 4= Housewife, 5= Retired, 6=Student
- Living status: 1= Citizen, 2= Tourist, 3= Student, 4=Citizen/student
- Job status: 1= Full-time, 2= Part-time, 3= Unemployed
- Work experience (in year): 1= 1-4, 2= 4-7, 3= 7-10, 4=10+

#### **4.2.2 Research Variables Questionnaires**

All the questions in this section of were designed using a 5-point Likert scale where 1 depicted "strongly disagree" and 5 "strongly agree". An extra anchor point, namely 6, was added in case of "No answer" by any respondent. The scales were designed using items from diverse sources (see appendix A)

This city brand creation scale was built using 6 items related to processes leading to the creation of city branding. Samples items of this scale are: "*The city of Famagusta has sustainable social, economic and political structure*" and "*The whole city of Famagusta has become the center of attraction*".

The second scale pertaining the effects of tourism consisted of 5 measurement items. 2 samples of this scale are: "*The tourism of Famagusta is a well representative city in the international arena*", "*Famagusta city has become a forefront because of its tourism opportunities*".

Then the history impact measurement scale was built out of 5 items. Here the researcher tried to measure the impact of history on the city branding creation process. A sample item of this scale is "*The most important factor for visiting Famagusta is its historical monuments*".

The next scale was attempting to measure the effect of higher education institution such as university. It was made up of 5 items with one sample being: "*Famagusta city stands at the forefront due to its successful universities*".

Moreover, a scale measuring the effect of port was added. It was designed around 5 items among which an example of item was: "*Famagusta has a port which is internationally recognized*" or "*The city of Famagusta can easily trade internationally due to its port*".

The last scale was drawn to measure to impact of Varosha. Also here 5 items were extracted to form this scale. A sample item is "*it would be easier to brand the city of Famagusta if Varosha was not closed*".



# CHAPTER 5

## ANALYSIS AND EMPIRICAL RESULTS

The data analysis for this study was undertaken using the IBM Statistical Package for Social Sciences (SPSS v20). The following analyses were done to confirm or infirm our research hypotheses: frequencies, descriptive statistics, reliability testing, factor analysis, T-test and Analysis of Variance (ANOVA), correlation and regression analysis.

### 5.1 Frequencies

Information such as “age”, “gender”, “education level”, “income level per month”, “occupation”, “job status”, “work experience years” and “living status” were used. These kind of questions can be specified as general information. These kinds of questions can be specified as general information. These questions have been asked to participants at the last section of the survey.

Table 1: Gender

	Frequency	Percent
Female	138	42,5
Male	187	57,5
Total	325	100,0

Table 1 demonstrates the frequency and percentage results of gender analysis. This table introduces that; there has been 325 respondents and 187 of this respondents were male, the rest of the 138 of respondents were female. This table also shows the

percentage of each gender. With respect to valid percent column; 57.5% of participants were male and 42.5 % were female.

Table 2: Age

	Frequency	Percent
18-27	221	68.0
28-37	54	16.6
38-47	27	8.3
48-57	12	3.7
58 and above	11	3.4
Total	325	100.0

Table 2 shows, frequency and percentage distribution on different age groups. Based on this table, highest range of research sample was between 18-27 years old. Frequency and percentage of this group are 221 and 68.0%.

Table 3: Income level per month

	Frequency	Percent
700 TL per month	24	7.4
701 - 3,000 TL	143	44.0
over 3,000 TL	158	48.6
Total	325	100.0

Table 3 demonstrates income level distribution on different income level groups. Table indicates which participants earn more than 3,000 TL per month as more dominant to other groups. Frequency and percentage of this group are 158 and 48.6%.

Table 4: Education Level

	Frequency	Percent
Primary	8	2.5
Secondary	30	9.2
2 Year Technical	12	3.7

University	230	70.8
Postgraduate	45	13.8
Total	325	100.0

Education level of the responders has been shown at Table 4. According to this table, participants who have university degree are more frequent, frequency and percentages of this group are 230 and 70.8%.

Table 5: Occupation

	Frequency	Percent
Private Sector	52	16.0
Self employed	25	7.7
Public Employee	24	7.4
Housewife	8	2.5
Retired	5	1.5
Student	211	64.9
Total	325	100.0

Information about occupation of participants has been shown at Table 5. Based on this table, students are the maximum amount of respondents. Frequency and percentages of this group are 211 and 64.9%.

Table 6: Job Status

	Frequency	Percent
Full time	89	27,4
Part time	47	14,5
Unemployed	123	37,8
none value	66	20,3
Total	325	100,0

Information about different job status has been shown at Table 6. According to this table, the group with the highest number of respondents is unemployed. Frequency and percentages of this group are 123 and 37,8%.

Table 7: Work Experience Years

	Frequency	Percent
1- 4 years	126	38.8
4 - 7 years	30	9.2
8 - 10 years	25	7.7
more than 10 years	35	10.8
none value	109	33.5
Total	325	100.0

As can be seen in Table 7 work experience in years was also observed. According to this table, between 1-4 years has been observed as more dominant than other ranges. Frequency and percentage of this group are 126 and 38.8%.

Table 8: Living Status

	Frequency	Percent
Citizen	109	33.5
Tourist	53	16.3
Student	149	45.8
Citizen/Student	14	4.3
Total	325	100.0

Information about living status has been shown at Table 8. Based on this table, students are the most frequent ones and the frequency of this group is 149. Also these respondents are 45.8% of whole random samples.

## 5.2 Descriptive Statistics

Descriptive statistics method has been used to study on important factors of this research. Descriptive statistics analysis allocates precise value to a precise data and creates notable results for implications. Table 9 shows the number of respondents which answered each question. Based on this information, 325 participants attended on this survey, and they answered 31 survey questions. The questions are in higher level of importance based on their higher mean score, also the table shows that which score has significant priority.

Table 9: Descriptive Statistics

No.	Questions	N	Mean	Std. Deviation
1	The city of Famagusta has sustainable social, economic and political structure.	325	3.29	1.104
2	The city of Famagusta has such fields that can be used for investors.	324	3.40	1.135
3	There are no political barriers to city of Famagusta.	325	2.58	1.273
4	Famagusta as a city has sustainable strategies.	323	3.04	1.062
5	The whole city of Famagusta has become the center of attraction.	325	2.96	1.159
6	The objectives of Famagusta city, has increased the pace of Famagusta to reach the city brand.	323	3.17	1.106
7	Famagusta is a touristic city.	325	3.92	1.039
8	The tourism of Famagusta is a well representative city in the international arena.	324	3.15	1.105
9	Famagusta city has become the forefront because of its tourism opportunities	325	3.25	1.044
10	Famagusta tourism activities are spread in four seasons.	324	2.84	1.167
11	Famagusta has an attractive feature that can host different tourism routes with different religions.	324	3.55	1.151
12	Famagusta is a prominent city of historical heritage.	325	3.83	1.051
13	Historical and cultural structures of Famagusta city has made it as an attractive city.	325	3.86	.959
14	The most important factor for visiting Famagusta is its historical monuments.	325	3.24	1.205
15	Historical and cultural values are not adequately protected in Famagusta.	324	3.36	1.200
16	Necessary measures are taken to protect historical and cultural structure of Famagusta.	324	2.98	1.184
17	Famagusta is a university city.	325	4.26	.942

No.	Questions	N	Mean	Std. Deviation
18	Different universities in TRNC have reduced the importance of the city of Famagusta	325	2.73	1.201
19	Famagusta is a city which has young, educated and a multicultural population	325	3.65	1.000
20	Famagusta is a city that should be experienced because of the quality of education environments that it provides.	325	3.66	1.008
21	Famagusta city stands in the forefront with successful universities.	325	3.75	1.078
22	There are too bureaucratic and tax obstacles for investors in the Famagusta port.	316	3.58	1.025
23	The city of Famagusta stands on the forefront due to its port.	316	3.35	1.078
24	Famagusta has a port, which is internationally recognized.	316	2.92	1.174
25	The city of Famagusta can easily trade internationally due to its port.	316	2.81	1.189
26	There is few investment and capital in Famagusta port	315	3.34	1.078
27	Varosha is very important for the whole world not only for Cyprus.	323	4.07	1.081
28	It would be easier to brand the city of Famagusta if the Varosha was not closed.	321	4.24	.968
29	The closed status of Varosha has negatively affected the city of Famagusta.	321	4.03	1.113
30	Current closed status of Varosha reduces the power of the city	321	3.96	1.045
31	All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city.	322	4.26	.937

Table 9 contains the required information for each research question. In this table, maximum, minimum, mean and standard deviation results are depicted. According to the descriptive statistics table, many exhibitors pointed that, “Famagusta is a

university city” (M=4.26, SD=.942). In this case, the results are shown that university is the most important point to city becomes a forefront. Also, most of the participants noted that “All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city” (M=4.26, SD=.937). So, questionnaire results are implied that, Varosha has a significant role to effect on future of Famagusta.

### 5.3 Reliability

For evaluating of reliability the questionnaire, SPSS software was developed Cronbach’s alpha test. Table 10 shows Cronbach's alpha test score for all participants. The questionnaire disclosed a ratio of  $\alpha = 0.70$ . This ratio should be minimum 0.6 (Nunnally, J. C, 1978) so it proves that, results of the questionnaire is reliable and appropriate for the research.

Table 10: Reliability Statistics

Cronbach's Alpha	No. of Items
.700	39

### 5.4 Exploratory Factor Analysis

Exploratory factor analysis is a statistical technique applied for the reduction data into a smaller group of summary variables and for the exploration of the underlining theoretical structure of phenomena. It has been used in this research because of the drawn construct prime implementation. In other words, the questionnaire was sketched and applied for the first time in Gazimağusa and for this study. For this reason, the actual factor analysis method has been conducted to explore the validity and consistency of the questionnaire, as well as the goodness-of-fit of the proposed model. Table 11 demonstrates the loading factors of each survey question. The

extraction showed good loadings, especially for items no. 8, 12 and 13 with a loading of more than 0.7. however, item no. 26 failed to be extracted due to a loading weight less than the cutoff point of 0.4 (Stevens, 1992).



Table 11: Loading Factors

No	Questions	Loading factors
1	The city of Famagusta has sustainable social, economic and political structure.	0.508
2	The city of Famagusta has such fields that can be used for investors.	0.401
3	There is no political barrier to city of Famagusta.	0.420
4	Famagusta as a city has sustainable strategies.	0.477
5	The whole city of Famagusta has become the center of attraction.	0.534
6	The objectives of Famagusta city, has increased the pace of Famagusta to reach the city brand.	0.546
7	Famagusta is a touristic city.	0.543
8	The tourism of Famagusta is a well representative city in the international arena.	<b>0.704</b>
9	Famagusta city has become the forefront because of its tourism opportunities.	0.581
10	Famagusta tourism activities are spread in four seasons.	0.507
11	Famagusta has an attractive feature that can host different tourism routes with different religions.	0.413
12	Famagusta is a prominent city of historical heritage.	<b>0.741</b>
13	Historical and cultural structures of Famagusta city has made it as an attractive city.	<b>0.725</b>
14	The most important factor for visiting Famagusta is its historical monuments.	0.572
15	Historical and cultural values are not adequately protected in Famagusta.	0.430
16	Necessary measures are taken to protect historical and cultural structure of Famagusta.	0.459
17	Famagusta is a university city	0.505
18	Different universities in TRNC have reduced the importance of the city of Famagusta.	0.506
19	Famagusta is a city which has young, educated and a multicultural population.	0.587
20	Famagusta is a city that should be experienced because of the quality of education environments that it provides.	0.540
21	Famagusta city stands in the forefront with successful universities.	0.639
22	There are too bureaucratic and tax obstacles for investors in the Famagusta port.	0.489

No	Questions	Loading factors
23	The city of Famagusta stands on the forefront due to its port.	0.471
24	Famagusta has a port, which is internationally recognized.	0.646
25	The city of Famagusta can easily trade internationally due to its port.	0.634
26	There is few investment and capital in Famagusta port.	0.399
27	Varosha is very important for the whole world not only for Cyprus.	0.495
28	It would be easier to brand the city of Famagusta if the Varosha was not closed.	0.655
29	The closed status of Varosha has negatively affected the city of Famagusta.	0.634
30	Current closed status of Varosha reduces the power of the city.	0.515
31	All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city.	0.594

### 5.5 T-Test and Analysis of Variance (ANOVA)

Independent sample T-test is used to find if there is any difference between two groups concerning a variable. Since, gender is divided into male and female; T-test was applied to find whether there is a significant difference between the male and female participants with respect to study variables' items. Table 13 displays the result of T-test. Some of the results were found significant.

Male and female populations in Gazimağusa have different opinion about “Famagusta is a touristic city.” ( $M_{\text{male}} = 3.84$ ,  $M_{\text{Female}} = 4.02$ ;  $t = 1.603$ ,  $p = .016$ ). “Famagusta is a prominent city of historical heritage.” ( $M_{\text{male}} = 3.78$ ,  $M_{\text{Female}} = 3.88$ ;  $t = .861$ ,  $p = .014$ ). These situations are recognized by (\*) in T-test table. Also, based on their genders, respondents have different ideas about “The objectives of Famagusta city, has increased the pace of Famagusta to reach the city brand.” ( $M_{\text{male}} = 3.11$ ,  $M_{\text{Female}} = 3.26$ ;  $t = 1.209$ ,  $p = .072$ ), “Famagusta has an attractive

feature that can host different tourism routes with different religions. ’’ ( $M_{\text{male}} = 3.46$ ,  $M_{\text{Female}} = 3.67$ ;  $t = 1.689$ ,  $p = .071$ ), ‘‘The most important factor for visiting Famagusta is its historical monuments.’’ ( $M_{\text{male}} = 3.20$ ,  $M_{\text{Female}} = 3.28$ ;  $t = .629$ ,  $p = .077$ ) and ‘‘The city of Famagusta can easily trade internationally due to its port.’’ ( $M_{\text{male}} = 2.79$ ,  $M_{\text{Female}} = 2.83$ ;  $t = .286$ ,  $p = .072$ ).

Table 12: T-test sample (Gender Factor)

NO	Questions	Sex	Mean	T-test	Sig.
1	The city of Famagusta has sustainable social, economic and political structure.	Male	3.21	1.466	.887
		Female	3.39		
2	The city of Famagusta has such fields that can be used for investors.	Male	3.34	1.124	.293
		Female	3.48		
3	There is no political barrier to city of Famagusta.	Male	2.60	-.170	.142
		Female	2.57		
4	Famagusta as a city has sustainable strategies.	Male	3.03	.221	.704
		Female	3.06		
5	The whole city of Famagusta has become the center of attraction.	Male	2.92	.633	.428
		Female	3.01		
6	The objectives of Famagusta city, has increased the pace of Famagusta to reach the city brand.	Male	3.11	1.209	<b>.072**</b>
		Female	3.26		
7	Famagusta is a touristic city.	Male	3.84	1.603	<b>.016*</b>
		Female	4.02		
8	The tourism of Famagusta is a well representative city in the international arena.	Male	3.15	-.095	.331
		Female	3.14		
10	Famagusta tourism activities are spread in four seasons.	Male	2.71	2.281	.799
		Female	3.01		
11	Famagusta has an attractive feature that can host different tourism routes with different religions.	Male	3.46	1.689	<b>.071**</b>
		Female	3.67		
12	Famagusta is a prominent city of historical heritage.	Male	3.78	.861	<b>.014*</b>
		Female	3.88		
13	Historical and cultural structures of Famagusta city has made it as an attractive city.	Male	3.90	-.801	.179
		Female	3.81		

NO	Questions	Sex	Mean	T-test	Sig.
14	The most important factor for visiting Famagusta is its historical monuments.	Male	3.20	.629	<b>.077**</b>
		Female	3.28		
15	Historical and cultural values are not adequately protected in Famagusta.	Male	3.31	.825	.493
		Female	3.42		
16	Necessary measures are taken to protect historical and cultural structure of Famagusta.	Male	2.99	-.138	.173
		Female	2.97		
17	Famagusta is a university city.	Male	4.22	1.049	.154
		Female	4.33		
18	Different universities in TRNC have reduced the importance of the city of Famagusta.	Male	2.83	-1.737	.501
		Female	2.59		
19	Famagusta is a city which has young, educated and a multicultural population.	Male	3.59	1.189	.100
		Female	3.72		
20	Famagusta is a city that should be experienced because of the quality of education environments that it provides.	Male	3.57	1.693	.115
		Female	3.76		
21	Famagusta city stands in the forefront with successful universities.	Male	3.68	1.305	.213
		Female	3.84		
22	There are too bureaucratic and tax obstacles for investors in the Famagusta port.	Male	3.63	-1.094	.580
		Female	3.50		
23	The city of Famagusta stands on the forefront due to its port.	Male	3.47	-2.162	.944
		Female	3.20		
24	Famagusta has a port, which is internationally recognized.	Male	2.88	.559	.952
		Female	2.95		
25	The city of Famagusta can easily trade internationally due to its port.	Male	2.79	.286	<b>.072**</b>
		Female	2.83		
26	There is few investment and capital in Famagusta port.	Male	3.42	-1.493	.650.
		Female	3.24		
27	Varosha is very important for the whole world not only for Cyprus.	Male	3.98	1.679	.947
		Female	4.18		
28	It would be easier to brand the city of Famagusta if the Varosha was not closed.	Male	4.18	1.183	.871
		Female	4.31		

NO	Questions	Sex	Mean	T-test	Sig.
29	The closed status of Varosha has negatively affected the city of Famagusta.	Male	3.99	.783	.740
		Female	4.09		
30	Current closed status of Varosha reduces the power of the city.	Male	3.95	.169	.621
		Female	3.97		
31	All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city	Male	4.20	1.326	.501
		Female	4.34		

Variables are significant at  $p < 0.05$  level and  $p < 0.10$

Analysis of variance (ANOVA) is used to find if there is any difference between more than two groups regarding a given variable. Since, Anova was applied to find whether there is a significant difference between the participants' age groups with respect to study variables' items. The findings have shown five significant results between the age of participants and their opinions. The significant results are shown as follow:

For the item "There are no political barriers to city of Famagusta" a significant difference was found within the different age groups ( $F=3.083$ ,  $p= 0.016$ ,  $\%5= 2.25$ ) Also, "Famagusta city has become the forefront because of its tourism opportunities." ( $F= 2.490$ ,  $p= 0.043$ ,  $\%5= 2.25$ ), "Historical and cultural values are not adequately protected in Famagusta." ( $F= 2.752$ ,  $p= 0.028$ ,  $\%5= 2.25$ ), "The city of Famagusta can easily trade internationally due to its port." ( $F= 2.862$ ,  $p= 0.024$ ,  $\%5= 2.25$ ) and "It would be easier to brand the city of Famagusta if the Varosha was not closed." ( $F=3.424$ ,  $p=0/009$ ,  $\%1= 3.20$ ) The significant situations are showed by (\*) in the following Anova table. Moreover, based on their age groups, participants have different ideas about "The city of Famagusta has sustainable social, economic and political structure." ( $F=2.369$ ,  $p=0.053$ ,  $10\% =1.75$ ), "There are too bureaucratic

and tax obstacles for investors in the Famagusta port.”(F=2.236, p=0.065, 10% = 1.75) and “The city of Famagusta stands on the forefront due to its port.” (F= 2.348,p= 0.054, 10%= 1.75) This situation also is showed by (\*\*) in following Anova table.

Table 13: Anova (Analysis of Variance)

NO	Factors-Age	Mean	F	Sig.	
1	The city of Famagusta has sustainable social, economic and political structure.	18 - 27	3.20	2.369	<b>.053**</b>
		28 - 37	3.31		
		38 - 47	3.78		
		48 - 57	3.17		
		58 and above	3.82		
		Total	3.29		
2	The city of Famagusta has such fields that can be used for investors.	18 - 27	3.42	.968	.425
		28 - 37	3.24		
		38 - 47	3.30		
		48 - 57	3.58		
		58 and above	3.91		
		Total	3.40		
3	There is no political barrier to city of Famagusta.	18 - 27	2.71	3.083	<b>.016*</b>
		28 - 37	2.37		
		38 - 47	2.56		
		48 - 57	1.83		
		58 and above	1.82		
		Total	2.58		
4	Famagusta as a city has sustainable strategies.	18 - 27	3.07	1.077	.368
		28 - 37	3.04		
		38 - 47	3.15		
		48 - 57	2.45		
		58 and above	2.82		
		Total	3.04		
5	The whole city of Famagusta has become the center of attraction.	18 - 27	2.93	.244	.913
		28 - 37	3.04		
		38 - 47	3.00		
		48 - 57	3.17		
		58 and above	2.82		
		Total	2.96		

NO	Factors-Age	Mean	F	Sig.	
6	The objectives of Famagusta city ,has increased the pace of Famagusta to reach the city brand.	18 - 27	3.10	1.372	.244
		28 - 37	3.36		
		38 - 47	3.44		
		48 - 57	3.33		
		58 and above	2.82		
		Total	3.17		
7	Famagusta is a touristic city.	18 - 27	3.91	.561	.691
		28 - 37	3.81		
		38 - 47	4.04		
		48 - 57	4.00		
		58 and above	4.27		
		Total	3.92		
8	The tourism of Famagusta is a well representative city in the international arena.	18 - 27	3.19	1.590	.177
		28 - 37	3.09		
		38 - 47	3.07		
		48 - 57	2.42		
		58 and above	3.36		
		Total	3.15		
9	Famagusta city has become the forefront because of its tourism opportunities.	18 - 27	3.36	2.490	<b>.043*</b>
		28 - 37	3.11		
		38 - 47	3.00		
		48 - 57	2.58		
		58 and above	3.18		
		Total	3.25		
10	Famagusta tourism activities are spread in four seasons.	18 - 27	2.84	.463	.763
		28 - 37	2.92		
		38 - 47	2.85		
		48 - 57	2.42		
		58 and above	2.82		
		Total	2.84		
11	Famagusta has an attractive feature that can host different tourism routes with different religions.	18 - 27	3.58	1.348	.252
		28 - 37	3.25		
		38 - 47	3.74		
		48 - 57	3.83		
		58 and above	3.55		
		Total	3.55		
12	Famagusta is a prominent city of historical heritage.	18 - 27	3.76	1.573	.181
		28 - 37	3.85		
		38 - 47	4.04		
		48 - 57	4.00		
		58 and above	4.45		
		Total	3.83		

NO	Factors-Age	Mean	F	Sig.	
13	Historical and cultural structures of Famagusta city has made it as an attractive city.	18 - 27	3.80	.975	.421
		28 - 37	3.98		
		38 - 47	4.00		
		48 - 57	4.00		
		58 and above	4.18		
		Total	3.86		
14	The most important factor for visiting Famagusta is its historical monuments.	18 - 27	3.15	1.874	.115
		28 - 37	3.33		
		38 - 47	3.78		
		48 - 57	3.00		
		58 and above	3.36		
		Total	3.24		
15	Historical and cultural values are not adequately protected in Famagusta.	18 - 27	3.24	2.752	<b>.028*</b>
		28 - 37	3.40		
		38 - 47	3.74		
		48 - 57	3.83		
		58 and above	4.09		
		Total	3.36		
16	Necessary measures are taken to protect historical and cultural structure of Famagusta.	18 - 27	3.02	.203	.937
		28 - 37	2.91		
		38 - 47	2.89		
		48 - 57	2.83		
		58 and above	2.91		
		Total	2.98		
17	Famagusta is a university city.	18 - 27	4.31	1.629	.167
		28 - 37	4.04		
		38 - 47	4.11		
		48 - 57	4.42		
		58 and above	4.64		
		Total	4.26		
18	Different universities in TRNC have reduced the importance of the city of Famagusta.	18 - 27	2.63	1.918	.107
		28 - 37	3.09		
		38 - 47	2.74		
		48 - 57	3.08		
		58 and above	2.64		
		Total	2.73		
19	Famagusta is a city which has young, educated and a multicultural population.	18 - 27	3.66	.197	.940
		28 - 37	3.57		
		38 - 47	3.67		
		48 - 57	3.83		
		58 and above	3.73		
		Total	3.65		



NO	Factors-Age	Mean	F	Sig.	
20	Famagusta is a city that should be experienced because of the quality of education environments that it provides.	18 - 27	3.63	.678	.607
		28 - 37	3.59		
		38 - 47	3.74		
		48 - 57	4.08		
		58 and above	3.73		
		Total	3.66		
21	Famagusta city stands in the forefront with successful universities.	18 - 27	3.78	.607	.658
		28 - 37	3.65		
		38 - 47	3.56		
		48 - 57	3.92		
		58 and above	4.00		
		Total	3.75		
22	There are too bureaucratic and tax obstacles for investors in the Famagusta port.	18 - 27	3.46	2.236	<b>.065**</b>
		28 - 37	3.89		
		38 - 47	3.78		
		48 - 57	3.75		
		58 and above	3.64		
		Total	3.58		
23	The city of Famagusta stands on the forefront due to its port.	18 - 27	3.33	2.348	<b>.054**</b>
		28 - 37	3.43		
		38 - 47	3.04		
		48 - 57	3.33		
		58 and above	4.18		
		Total	3.35		
24	Famagusta has a port, which is internationally recognized.	18 - 27	3.01	1.448	.218
		28 - 37	2.62		
		38 - 47	2.93		
		48 - 57	2.92		
		58 and above	2.55		
		Total	2.92		
25	The city of Famagusta can easily trade internationally due to its port.	18 - 27	2.91	2.862	<b>.024*</b>
		28 - 37	2.79		
		38 - 47	2.63		
		48 - 57	1.92		
		58 and above	2.27		
		Total	2.81		
26	There is few investment and capital in Famagusta port.	18 - 27	3.29	.831	.506
		28 - 37	3.50		
		38 - 47	3.37		
		48 - 57	3.17		
		58 and above	3.73		
		Total	3.34		

NO	Factors-Age	Mean	F	Sig.	
27	Varosha is very important for the whole world not only for Cyprus.	18 - 27	4.04	1.695	.151
		28 - 37	3.91		
		38 - 47	4.26		
		48 - 57	4.67		
		58 and above	4.36		
		Total	4.07		
28	It would be easier to brand the city of Famagusta if the Varosha was not closed.	18 - 27	4.30	3.424	<b>.009*</b>
		28 - 37	3.87		
		38 - 47	4.19		
		48 - 57	4.83		
		58 and above	4.18		
		Total	4.24		
29	The closed status of Varosha has negatively affected the city of Famagusta.	18 - 27	4.01	.302	.877
		28 - 37	4.02		
		38 - 47	4.04		
		48 - 57	4.17		
		58 and above	4.36		
		Total	4.03		
30	Current closed status of Varosha reduces the power of the city.	18 - 27	3.90	1.652	.161
		28 - 37	4.02		
		38 - 47	4.04		
		48 - 57	4.67		
		58 and above	4.00		
		Total	3.96		
31	All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city.	18 - 27	4.29	1.533	.192
		28 - 37	4.06		
		38 - 47	4.22		
		48 - 57	4.75		
		58 and above	4.18		
		Total	4.26		

Variables are significant at  $p < 0.05$  level and  $p < 0.10$

Result of one-way Anova analysis based on different cities has been shown at table 15 Anova was applied to find whether there is a significant difference between the respondents from different cities with respect to study variables' items. Table 15 displays the result of Anova analysis. Some of the results were found significant. "The city of Famagusta has sustainable social, economic and political structure."

( $F=4.256$ ,  $p= 0.006$ ,  $\%1= 3.20$ ), “The tourism of Famagusta is a well representative city in the international arena.” ( $F=3.174$ ,  $p= 0.024$ ,  $\%5= 2.25$ ), “Famagusta city has become the forefront because of its tourism opportunities.”( $F=3.320$ ,  $p= 0.020$ ,  $\%5 = 2.25$ ), “Famagusta has an attractive feature that can host different tourism routes with different religions.”( $F=3.585$ ,  $p=0.014$ ,  $\%5= 2.25$ ), “Historical and cultural values are not adequately protected in Famagusta.”( $F=3.134$ ,  $p= 0.026$ ,  $\%5 = 2.25$ ), “Necessary measures are taken to protect historical and cultural structure of Famagusta.”( $F= 6.341$ ,  $p=0.000$ ,  $\%1= 3.20$ ), “The city of Famagusta stands on the forefront due to its port.” ( $F=4.088$ ,  $p= 0.007$ ,  $\%1 = 3.20$ ), “Famagusta has a port, which is internationally recognized.” ( $F= 7.103$ ,  $p= 0.000$ ,  $\%1= 3.20$ ), “Varosha is very important for the whole world not only for Cyprus.”( $F= 3.432$ ,  $p= 0.017$ ,  $\%5= 2.25$ ), “It would be easier to brand the city of Famagusta if the Varosha was not closed.”( $F=6.027$ ,  $p= 0.001$ ,  $\%1= 3.20$ ), “The closed status of Varosha has negatively affected the city of Famagusta.”( $F= 5.763$ ,  $p= 0.001$ ,  $\%1=3.20$ ), “Current closed status of Varosha reduces the power of the city.”( $F= 2.723$ ,  $p=0.044$ ,  $\%5= 2.25$ ), “All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city.”( $F=3.573$ ,  $p= 0.014$ ,  $\%5= 2.25$ ) The significant situations are showed by (\*) in the following Anova table. Therefore, there are different ideas from respondents about “ The whole city of Famagusta has become the center of attraction.” ( $F= 2.619$ ,  $p= 0.051$ ,  $\%10= 1.75$ ), “The objectives of Famagusta city, has increased the pace of Famagusta to reach the city brand.” ( $F=2.498$ ,  $p= 0.060$ ,  $\%10 = 1.75$ ), “Famagusta is a touristic city.”( $F=2.126$ ,  $p=0.097$ ,  $\%10=1.75$ ) and “Famagusta is a prominent city of historical heritage.”( $F= 2.398$ ,  $p=0.068$ ,  $\%10= 1.75$ ).These situations also are showed by (\*\*) in following Anova table.

Table 14: Anova (Analysis of Variance)

NO	Factors-Age	Mean	F	Sig.	
1	The city of Famagusta has sustainable social, economic and political structure.	Lefkosa	3.42	4.256	<b>.006*</b>
		Gazimagusa	3.09		
		Girne	3.11		
		none value	3.66		
		Total	3.29		
2	The city of Famagusta has such fields that can be used for investors.	Lefkosa	3.38	.029	.993
		Gazimagusa	3.41		
		Girne	3.40		
		none value	3.43		
		Total	3.40		
3	There is no political barrier to city of Famagusta.	Lefkosa	2.74	.975	.405
		Gazimagusa	2.49		
		Girne	2.46		
		none value	2.62		
		Total	2.58		
4	Famagusta as a city has sustainable strategies.	Lefkosa	3.06	.100	.960
		Gazimagusa	3.07		
		Girne	2.99		
		none value	3.06		
		Total	3.04		
5	The whole city of Famagusta has become the center of attraction.	Lefkosa	3.06	2.619	<b>.051**</b>
		Gazimagusa	2.69		
		Girne	2.98		
		none value	3.19		
		Total	2.96		
6	The objectives of Famagusta city ,has increased the pace of Famagusta to reach the city brand.	Lefkosa	3.09	2.498	<b>.060**</b>
		Gazimagusa	3.11		
		Girne	3.09		
		none value	3.55		
		Total	3.17		
7	Famagusta is a touristic city.	Lefkosa	3.75	2.126	<b>.097**</b>
		Gazimagusa	3.91		
		Girne	3.96		
		none value	4.19		
		Total	3.92		
8	The tourism of Famagusta is a well representative city in the international arena.	Lefkosa	3.19	3.174	<b>.024*</b>
		Gazimagusa	2.87		
		Girne	3.37		
		none value	3.19		
		Total	3.15		
9	Famagusta city has become the forefront because of its tourism opportunities.	Lefkosa	3.26	3.320	<b>.020*</b>
		Gazimagusa	2.99		
		Girne	3.38		
		none value	3.49		
		Total	3.25		

NO	Factors-Age	Mean	F	Sig.	
10	Famagusta tourism activities are spread in four seasons.	Lefkosa	2.86	.617	.604
		Gazimagusa	2.71		
		Girne	2.95		
		none value	2.85		
		Total	2.84		
11	Famagusta has an attractive feature that can host different tourism routes with different religions.	Lefkosa	3.50	3.585	<b>.014*</b>
		Gazimagusa	3.68		
		Girne	3.26		
		none value	3.87		
		Total	3.55		
12	Famagusta is a prominent city of historical heritage.	Lefkosa	3.62	2.398	<b>.068**</b>
		Gazimagusa	3.83		
		Girne	4.02		
		none value	3.92		
		Total	3.83		
13	Historical and cultural structures of Famagusta city has made it as an attractive city.	Lefkosa	3.75	.964	.410
		Gazimagusa	3.97		
		Girne	3.93		
		none value	3.81		
		Total	3.86		
14	The most important factor for visiting Famagusta is its historical monuments.	Lefkosa	3.16	1.440	.231
		Gazimagusa	3.09		
		Girne	3.36		
		none value	3.45		
		Total	3.24		
15	Historical and cultural values are not adequately protected in Famagusta.	Lefkosa	3.22	3.134	<b>.026*</b>
		Gazimagusa	3.63		
		Girne	3.42		
		none value	3.08		
		Total	3.36		
16	Necessary measures are taken to protect historical and cultural structure of Famagusta.	Lefkosa	2.88	6.341	<b>.000*</b>
		Gazimagusa	2.79		
		Girne	2.90		
		none value	3.60		
		Total	2.98		
17	Famagusta is a university city	Lefkosa	4.21	.848	.469
		Gazimagusa	4.36		
		Girne	4.32		
		none value	4.13		
		Total	4.26		
18	Different universities in TRNC have reduced the importance of the city of Famagusta.	Lefkosa	2.58	1.170	.321
		Gazimagusa	2.69		
		Girne	2.86		
		none value	2.89		
		Total	2.73		

NO	Factors-Age	Mean	F	Sig.	
19	Famagusta is a city which has young, educated and a multicultural population.	Lefkosa	3.55	.851	.467
		Gazimagusa	3.66		
		Girne	3.79		
		none value	3.62		
		Total	3.65		
20	Famagusta is a city that should be experienced because of the quality of education environments that it provides.	Lefkosa	3.60	.782	.505
		Gazimagusa	3.68		
		Girne	3.58		
		none value	3.83		
		Total	3.66		
21	Famagusta city stands in the forefront with successful universities.	Lefkosa	3.69	1.934	.124
		Gazimagusa	3.83		
		Girne	3.91		
		none value	3.49		
		Total	3.75		
22	There are too bureaucratic and tax obstacles for investors in the Famagusta port.	Lefkosa	3.58	.186	.906
		Gazimagusa	3.52		
		Girne	3.63		
		none value	3.60		
		Total	3.58		
23	The city of Famagusta stands on the forefront due to its port.	Lefkosa	3.15	4.088	<b>.007*</b>
		Gazimagusa	3.21		
		Girne	3.56		
		none value	3.65		
		Total	3.35		
24	Famagusta has a port, which is internationally recognized.	Lefkosa	2.81	7.103	<b>.000*</b>
		Gazimagusa	2.89		
		Girne	2.66		
		none value	3.56		
		Total	2.92		
25	The city of Famagusta can easily trade internationally due to its port.	Lefkosa	2.72	.713	.545
		Gazimagusa	2.84		
		Girne	2.75		
		none value	3.00		
		Total	2.81		
26	There is few investment and capital in Famagusta port.	Lefkosa	3.44	1.625	.183
		Gazimagusa	3.42		
		Girne	3.33		
		none value	3.06		
		Total	3.34		
27	Varosha is very important for the whole world not only for Cyprus.	Lefkosa	4.18	3.432	<b>.017*</b>
		Gazimagusa	4.11		
		Girne	4.16		
		none value	3.64		
		Total	4.07		

NO	Factors-Age	Mean	F	Sig.	
28	It would be easier to brand the city of Famagusta if the Varosha was not closed.	Lefkosa	4.37	6.027	<b>.001*</b>
		Gazimagusa	4.30		
		Girne	4.33		
		none value	3.74		
		Total	4.24		
29	The closed status of Varosha has negatively affected the city of Famagusta.	Lefkosa	4.06	5.763	<b>.001*</b>
		Gazimagusa	4.04		
		Girne	4.33		
		none value	3.53		
		Total	4.03		
30	Current closed status of Varosha reduces the power of the city.	Lefkosa	3.99	2.723	<b>.044*</b>
		Gazimagusa	3.82		
		Girne	4.22		
		none value	3.77		
		Total	3.96		
31	All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city.	Lefkosa	4.34	3.573	<b>.014*</b>
		Gazimagusa	4.28		
		Girne	4.38		
		none value	3.89		
		Total	4.26		

Variables are significant at  $p < 0.05$  level and  $p < 0.10$

## 5.6 Correlation Findings

The following correlation matrix shows the relationship between the study variables.

Table 16: Depict the Correlation Result between the Variables

	1	2	3	4	5	6
1. CityBrand						
2. Tourism	.551**					
3. History	.273**	.426**				
4. University	.239**	.281**	.403**			
5. Port	.431**	.410**	.382**	.305**		
6. Varosha	-.015	.074	.176**	.119*	.083	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

As shown in Table 16, There is a strong positive relationship between City Brand and Effect of Tourism ( $r = .551$ ,  $p < .001$ ). There is a modest positive relationship

between City Brand and Effect of History ( $r=273$ ,  $p<.001$ ) on one hand, and City Brand and Effect of University ( $r=239$ ,  $p<.001$ ) on the other hand. Also, There is a moderate positive relationship between City Brand and Effect of Port ( $r=431$ ,  $p<.001$ ).

However, There is a moderate positive relationship between Effect of Tourism and Effect of History ( $r=426$ ,  $p<.001$ ) on one hand, and Effect of Tourism and Effect of Port ( $r=281$ ,  $p<.001$ ) on the other hand. There is a modest positive relationship between Effect of Tourism and Effect of University ( $r=281$ ,  $p<.001$ ).

There is a moderate positive relationship between Effect of History and Effect of University ( $r=403$ ,  $p<.001$ ) on one hand, and Effect of History and Effect of Port ( $r=382$ ,  $p<.001$ ) on the other hand. There is a modest positive relationship between Effect of History and Effect of Varosha ( $r=382$ ,  $p<.001$ ).

There is a moderate positive relationship between Effect of University and Effect of Port ( $r=305$ ,  $p<.001$ ). Additionally, There is a modest positive relationship between Effect of University and Effect of Varosha ( $r=119$ ,  $p<.001$ ).

## **5.7 Regression Analysis**

The regression was used as well to test our hypotheses and to find out how the research independent variables do influence the dependant variable as shown on table 17.

The regression model consisted of 5 independent variables and was drawn as follow:

$$CB = \alpha + \beta_1 T + \beta_2 H + \beta_3 U + \beta_4 P + \beta_5 V + \varepsilon$$



Where

CB = City brand

T = Effect of Tourism

H = Effect of History

U = Effect of University

P = Effect of Port

V = Effect of Varosha

$\alpha$  = constant term

$\beta_1, \beta_2, \beta_3, \beta_4,$  and  $\beta_5$  = Predictors coefficients

$\varepsilon$  = Error term

Table 15: Regression Model Summary

Dependent variable	City brand					
	Predictors	Beta	t-stat	p-value	f-stat	Sig.
Effect of tourism	.456	8.724	.000	34.905	.000	.365
Effect of history	-.010	-.181	.857			
Effect of university	.054	1.081	.280			
Effect of port	.239	4.607	.000			
Effect of Varosha	-.077	-1.661	.098			

The F-statistics test was done and the different results were found as follow:  $F(5,304) = 34.905$ .  $p < .001$ . thus, the model was found to be statistically significant for this research.

The  $R^2$  gave a ration of .365 which means that the variation in city brand is explained at 36.5% by the variations in the effect of tourism, history, university, Varosha, port. This also show that 63.5 % of the changes in city brand can be explained by other factors not included in the study.

Out of the 5 predictors, only 2, namely effect of tourism and effect of port, were found statistically influencing the city brand and a T-statistic test was conducted for this. Henceforth:

A positive relationship was found between CB and T, that is, for 1% increase in the effect of tourism, the city brand will increase by 45.6%.  $\beta = .456$ ,  $t(325) = 8.724$ ,  $p < .001$

City brand and the effect of port were also positively related to each other and a change of 1% in the effect of the port will affect the city brand by nearly 24%.  $\beta = .239$ ,  $t(325) = 4.607$ ,  $p < .001$

## Chapter 6

# DISCUSSION OF EMPIRICAL RESULTS AND CONCLUSION

### 6.1 Discussion

The status of the research hypotheses are discussed in this section. The decisions will be made upon the above analysis results. The first research hypothesis proposed that “Historical heritage of Gazimağusa has a positive relationship with its brand image”. In fact, consistent with the literature reviewed, results show that these two are indeed positively related, so there is evidence to support of first hypothesis. In the second hypothesis, it was stated that “The touristic characteristic of Gazimağusa positively affects its brand image”. The empirical evidence confirmed alongside with past studies’ results this second hypothesis which was hence accepted. According to the third hypothesis, “the brand image of Gazimağusa is positively influenced by the educational institutions such as the local international university”. Empirical results disclosed that the presence of international universities positively effect the city brand. As a result of this, there is supporting evidence to accept the third hypothesis.

In the fourth hypothesis, it was proposed that “The presence of the port of Gazimağusa is positively correlated with the city brand image”. The result of the analysis confirmed this positive correlation. So confident with these evidences and consistent with the current literature, the fourth hypothesis is accepted. The fifth

hypothesis advocated that “The prohibition and ban in Varosha is negatively correlated with Gazimağusa brand image”. The analyses results indicated and confirmed that there was indeed a negative relation between city brand and prohibition and ban of Varosha, these evidences led the researcher to accept the fifth hypothesis.

## **6.2 Implications**

The outcomes of this research has importance for many city brand stakeholders as discussed below, and will be worthwhile to be taken into consideration.

First of all, this study results should address public sector officials, policy and decision-makers attention in focusing on the factors impeding the image of Gazimağusa. They should for instance move forward with the conflict resolution affecting Varosha. In this sense, it may become accessible to everyone especially tourists and benefit a lot to the brand image. Moreover, they should be aware of the importance of a port on the international scene. As a result, more emphasis should converge to the increase of high quality infrastructures of the ports and a more efficient paperwork. This may enhance the strategic position of Gazimağusa in the subregion, and make it as an important stopover point for shipping companies.

Secondly, these results also call on public and private investors’ attention. A positive relation was found between touristic characteristics of Gazimağusa and its brand image. They may have to invest more capital in touristic infrastructures and advertisements in order to attract more tourists anytime within the year, and therefore raise the city’s image. This may surely be a big return on investment in the medium and long term.

Another implication of this research goes to education policy makers and academicians. City brand as well as local institutions high academic standards also encourages students' institution choice. So, more emphasis should be directed in increasing academic staff, programs, research fundings, life and accreditations of local universities. This may certainly increase the standard and ranking of the institutions and subsequently attract more students and increase the brand of Gazimağusa.

Also, the general public is concerned as well including some local NGOs, associations, groups, in protecting and restoring the historical heritage which are highly inbedded with the image of the city. A more careful management and advertisement of these would certainly give the city more brand credit.

### **6.3 Limitations**

Respondent who belongs to certain geographical area over one semester in 2015 has been examined at this sample of study. The research which has been done on Gazimağusa, Girne and Lefkoşa. The research focus was centered on Gazimağusa's physical conditions and its intangible concepts. Collected data was taken from survey, and it has been applied to respondent with face to face conversation. In future studies can be performed on one or more than one cities or different provinces of Turkish Republic of North Cyprus and outcomes can be change with time.

### **6.4 Recommendations**

The undertaking of this study required some financial demand. Future researchers on this topic may highly consider seeking an external funding in order to have more flexibility. Also further studies, eventually in a larger scale, may consider focusing on other touristic potential-endowed cities such as Kyrenia for instance.

As it was mentioned before city identity and city value is one of the key factors for city branding management (Zhang and Zhao, 2009). In this research tourism, history, educational environment and port seem as a city identity and city value. From this spot, the municipality can undertake a new brand management lifting by sketching and implementing a branding action plan, together with the creation of new slogan and the design of a more attractive logo. Also, result indicated that the current political obstacles suffered by Varosha highly inhibit the touristic potential of Gazimağusa. Therefore, more research can be undertaken with various variables to confirm this hypothesis and hence, urge the political officials to settle down this issue more harmful than beneficial to the Cypriot community.

Finally, the international embargo which North Cyprus is experiencing highly impedes its touristic potential. The current talks held for the Cyprus problem may hopefully lead to a reunification or international recognition of the Northern Part of Cyprus. In fact, as the literature was reviewed, it was found that Varosha happened to be a unique case worldwide with respect to its geopolitical situation and context. As so, we lastly recommend a longitudinal research upon this topic, to observe and compare the changes which may occur before and after the peace talks and eventual reunification.

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## **APPENDICES**

## Appendix: The english version of the questionnaire

(A)

**Dear Participants,**

The aim of this survey is to contribute to creating the brand image for Famagusta. In this questionnaire, the perceptions of tourism, the port, universities, historical heritage and the city of Varosha will be evaluated for building the brand of city. Please answer the following questions objectively.

This survey will take 5-10 minutes. Please answer on a 5 point scale where 1 represents strongly disagree and 5 represents strongly agree. Your answers will help us a lot about making a sound and objective evaluation. All the information you provide in this survey will remain confidential. Thank you for your time.

**Assoc. Prof.Dr. Deniz İşçioğlu / Ecem İnce**

**I. STAGE** Please answer the following questions by marking the best response.

(1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree  
(6) No answer

**The creation of city brand for Famagusta**

		☹		☺		☺
<b>1</b>	The city of Famagusta has sustainable social, economic and political structure.	1	2	3	4	5
<b>2</b>	The city of Famagusta has such fields that can be used for investors.	1	2	3	4	5
<b>3</b>	There is no political barrier to city of Famagusta.	1	2	3	4	5
<b>4</b>	Famagusta as a city has sustainable strategies.	1	2	3	4	5
<b>5</b>	The whole city of Famagusta has become the center of attraction.	1	2	3	4	5
<b>6</b>	The objectives of Famagusta city ,has increased the pace of Famagusta to reach the city brand.	1	2	3	4	5

**II.STAGE** Please answer the following questions by marking the best response.

(1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree  
(6) No answer

### The effects of Tourism

		☹		☺		☺
7	Famagusta is a touristic city.	1	2	3	4	5
8	The tourism of Famagusta is a well representative city in the international arena.	1	2	3	4	5
9	Famagusta city has become the forefront because of its tourism opportunities.	1	2	3	4	5
10	Famagusta tourism activities are spread in four seasons.	1	2	3	4	5
11	Famagusta has an attractive feature that can host different tourism routes with different religions.	1	2	3	4	5

**III.STAGE** Please answer the following questions by marking the best response.

- (1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree  
 (6) No answer

### The effects of History

		☹		☺		☺
12	Famagusta is a prominent city of historical heritage.	1	2	3	4	5
13	Historical and cultural structures of Famagusta city has made it as an attractive city.	1	2	3	4	5
14	The most important factor for visiting Famagusta is its historical monuments.	1	2	3	4	5
15	Historical and cultural values are not adequately protected in Famagusta.	1	2	3	4	5
16	Necessary measures are taken to protect historical and cultural structure of Famagusta.	1	2	3	4	5

**IV. STAGE** Please answer the following questions by marking the best response.

- (1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree  
 (6) No answer

### The effects of Universities

		☹		☺		☺
17	Famagusta is a university city	1	2	3	4	5
18	Different universities in TRNC have reduced the importance of the city of Famagusta.	1	2	3	4	5
19	Famagusta is a city which has young, educated and a multicultural population.	1	2	3	4	5
20	Famagusta is a city that should be experienced because of the quality of education environments that it provides.	1	2	3	4	5
21	Famagusta city stands in the forefront with successful universities.	1	2	3	4	5

**V.STAGE** Please answer the following questions by marking the best response.

- (1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree  
 (6) No answer

**The effects of Port**

		⊖		⊖		⊕
22	There are too bureaucratic and tax obstacles for investors in the Famagusta port.	1	2	3	4	5
23	The city of Famagusta stands on the forefront due to its port.	1	2	3	4	5
24	Famagusta has a port, which is internationally recognized.	1	2	3	4	5
25	The city of Famagusta can easily trade internationally due to its port.	1	2	3	4	5
26	There is few investment and capital in Famagusta port.	1	2	3	4	5

**VI. STAGE** Please answer the following questions by marking the best response.

- (1) Strongly disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly agree  
 (6) No answer

**The effects of Varosha**

		⊖		⊖		⊕
27	Varosha is very important for the whole world not only for Cyprus.	1	2	3	4	5
28	It would be easier to brand the city of Famagusta if the Varosha was not closed.	1	2	3	4	5
29	The closed status of Varosha has negatively affected the city of Famagusta.	1	2	3	4	5
30	Current closed status of Varosha reduces the power of the city.	1	2	3	4	5
31	All decisions that may be taken about Varosha will have major effect on the future of the Famagusta city.	1	2	3	4	5

**VII.STAGE** Please mention first 5 words that come to your mind about Famagusta city.

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## Appendix: The turkish version of the questionnaire

(B)

### Değerli Katılımcı,

Araştırmamızın amacı, Gazimağusa kentinin markalaşmasına katkı sağlamaktır. Bu ankette turizmin, limanın, üniversitelerin, tarihi değerlerin ve de Kapalı Maraş'ın kent markası oluşturma aşamasındaki etkileri değerlendirilecektir.

Lütfen aşağıdaki soruları tarafsızca cevaplayın. Bu anket 5-10 dakikanızı alacaktır. Soru formunda 1-5 katılm dereceleri ile ölçülür. Tarafsız cevaplarınız sağlıklı bir değerlendirme yapmamız konusunda bize çok yardımcı olacaktır. Bu ankette sağlayacağınız tüm bilgiler gizli kalacaktır.

Zaman ayırdığınız için teşekkür ederim.

### Assoc.Prof.Dr.Deniz İşçioğlu / Ecem İnce

**I.Bölüm** Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                      5) Kesinlikle katılıyorum                      6) Bilgim yok

### GAZİMAĞUSA MARKA KENT OLUŞUMU

		☹		☺		☺
1	Gazimağusa kenti sosyal,ekonomik ve politik bir sürdürülebilir yapıya sahiptir.	1	2	3	4	5
2	Gazimağusa kenti,yatırımcılar için kullanılabilir alanlar oluşturmaktadır.	1	2	3	4	5
3	Gazimağusa kentinin önünde politik bir engel yoktur.	1	2	3	4	5
4	Gazimağusa kentinin sürdürülebilir stratejileri vardır.	1	2	3	4	5
5	Gazimağusa, kentin tamamını cazibe merkezi haline getirmiştir.	1	2	3	4	5
6	Gazimağusa kentinin ulaşmak istediği hedefleri, marka kent olma yönündeki hızlarını arttırmıştır.	1	2	3	4	5

**II.Bölüm** Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                      5) Kesinlikle katılıyorum                      6) Bilgim yok

### Turizimin etkisi

		☹		☺		☺
7	Gazimağusa bir turizm kentidir	1	2	3	4	5
8	Gazimağusa turizmi kenti uluslararası alanda çok iyi temsil etmektedir.	1	2	3	4	5
9	Gazimağusa sahip olduğu turizm imkanları ile ön plana çıkmaktadır.	1	2	3	4	5
10	Gazimağusa turizm faaliyetlerini dört mevsime yaymaktadır.	1	2	3	4	5
11	Gazimağusa, farklı dinlere ev sahipliği yapma özelliğiyle cazip bir inanç turizmi rotasıdır.	1	2	3	4	5

**III.Bölüm** Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                      5) Kesinlikle katılıyorum                      6)Bilgim yok

### Tarihin etkisi

		☹		☺		☺
12	Gazimağusa tarihi zenginlikleriyle ön plana çıkan bir kenttir.	1	2	3	4	5
13	Gazimağusa sahip olduğu tarihi ve kültürel yapısıyla çekici bir kenttir.	1	2	3	4	5
14	Gazimağusa'yı ziyaret etmemdeki en büyük etken tarihi eserleridir.	1	2	3	4	5
15	Gazimağusa'daki tarihi ve kültürel değerler yeterince korunmamaktadır.	1	2	3	4	5
16	Gazimağusa'nın tarihi ve kültürel yapısını korumaya yönelik gerekli önlemler alınmaktadır.	1	2	3	4	5

**IV.Bölüm** Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz..

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                      5) Kesinlikle katılıyorum                      6)Bilgim yok

### Üniversitelerin etkisi

		☹		☺		☺
17	Gazimağusa bir üniversite kentidir.	1	2	3	4	5
18	KKTC'de farklı üniversitelerin olması, Gazimağusa kentinin önemini azaltmıştır.	1	2	3	4	5
19	Gazimağusa genç, eğitimli ve kültürlü halkı olan bir kenttir.	1	2	3	4	5
20	Gazimağusa sağladığı kaliteli eğitim koşullarından ötürü yaşanılması gereken bir kenttir.	1	2	3	4	5
21	Gazimağusa başarılı üniversiteleri ile ön plana çıkan bir kenttir.	1	2	3	4	5

**V.Bölüm** Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum                      2) Katılmıyorum                      3) Kararsızım  
4) Katılıyorum                      5) Kesinlikle katılıyorum                      6)Bilgim yok

## Limanın etkisi

		☹		☺		☺
22	Gazimağusa limanında yatırımcıyı uzaklaştıran bürokratik ve vergisel engeller vardır.	1	2	3	4	5
23	Gazimağusa limanı sayesinde ön plana çıkan bir kenttir.	1	2	3	4	5
24	Gazimağusa uluslararası tanınırlığı olan bir limana sahiptir.	1	2	3	4	5
25	Gazimağusa limanı sayesinde uluslararası alanda rahatlıkla ticaret yapabilmektedir.	1	2	3	4	5
26	Gazimağusa limanında yatırım ve sermaye sayısı azdır.	1	2	3	4	5

**VI.Bölüm** Aşağıdaki soruları okuyup, size göre en uygun katılım derecesini lütfen işaretleyiniz.

- 1) Kesinlikle katılmıyorum      2) Katılmıyorum      3) Kararsızım  
4) Katılıyorum      5) Kesinlikle katılıyorum      6)Bilgim yok

## Kapalı Maraş'ın etkisi

		☹		☺		☺
27	Kapalı Maraş sadece KKTC için değil tüm dünya için büyük önem taşımaktadır.	1	2	3	4	5
28	Kapalı Maraş açık olsaydı Gazimağusa daha kolay marka kent olurdu.	1	2	3	4	5
29	Maraş'ın kapalı olması Gazimağusa kentini olumsuz olarak etkilemektedir.	1	2	3	4	5
30	Kapalı Maraş'ın bugünkü durumu kentin gücünü azaltmaktadır.	1	2	3	4	5
31	Kapalı Maraş için alınacak tüm kararlar kentin geleceğine büyük etki edecektir.	1	2	3	4	5

**VII.Bölüm** Gazimağusa denilince aklınıza gelen ilk 5 kelimeyi belirtiniz.

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### Yaş

- 18-27 ( )  
28-37 ( )  
38-47 ( )  
48-57 ( )  
58 + ( )

### Eğitim seviyesi

- İlkokul( )  
Ortaokul/ Lise ( )  
İki yıllık teknik okul ( )  
Üniversite ( )  
Yüksek lisans ( )

### Statünüz

- Vatandaş ( )  
Turist ( )  
Öğrenci ( )

### Cinsiyet

- Kadın ( )  
Erkek( )

### Mesleğiniz

- Özel sektör çalışanı ( )  
Serbest meslek mensubu ( )  
Kamu çalışanı ( )  
Ev hanımı( )  
Emekli ( )  
Öğrenci ( )



**İş durumu**

Tam-zamanlı ( )  
Yarı-zamanlı ( )  
İşsiz ( )

**İş tecrübesi**

1 - 4 yıl ( )  
4 - 7 yıl ( )  
7 - 10 yıl ( )  
10 yıldan fazla ( )

**32. Ailenizin aylık net geliri nedir?**

1) aylık 700 TL ( )

2) aylık 701-3000 TL ( )

3) aylık 3000 TL ve üstü ( )