Destination Image of Famagusta Walled City: Travelers' and Local Stakeholders' Perspectives

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ABSTRACT

The existing investigation has reassessed the former studies which are implemented by the researchers and investigators about destination image and its attributes. As for assessing, the questionnaire has been specifically designed to test the impact of destination image attributes (unique image, cognitive image, and affective image), first, on the general perception of travelers by the destination, assessing the impact of overall image and lastly on the tourists' future behaviors which are intention to recommend and intention to revisit. The study has been developed based on the existent model that has been surveyed by the researchers. However, focusing on destination image and its attributes of Famagusta Walled City are the originalities of this study. The data has been collected from Famagusta Walled City and the respondents were incoming tourists.

The results of this study show that except cognitive image, other destination image attributes that are affective and unique image have an influence on overall image of the destination. Regarding to the tourists` future behaviors, both intention to revisit and intention to recommendation has been supported.

Keywords: destination image, cognitive image, affective image, unique image, future behavior, Famagusta Walled City.

ÖZ

Bu çalışma, araştırmacıların destinasyon imajı ve öznitelikleri ile ilgili yapılan önceki araştırmalarını yeniden incelemektedir. Araştırma, özellikle destinasyon imajı özniteliklerinin (kognitif imaj, duygusal imaj, ve özgün imaj) genel imajın üzerindeki etkilerini ve daha sonrada genel imajın öneri niyeti ve tekrar ziyaret etme niyeti üzerindeki etkilerini incelemektedir. Bu çalışma, araştırmacıların daha önceden incelemiş olup var olan bir model üstünden gelişmektedir. Bu çalışmanın orijinalliği Gazimağusa Kaleiçi'nin destinasyon imajı ve öznitelikleri ile ilgili şu ana kadar bir çalışma yapılmamasıdır. Veriler, Gazimağusa Kaleiçi'nde toplanmış olup katılımcılar gelen turistler olmaktadır.

Bu çalışmanın sonucunda destinasyon imajı öznitelikleri arasından özgün imaj ve duygusal imajın destinasyon genel imajı üzerinde etkisi olduğu saptanmıştır. Turist davranışlarından ise öneri niyeti ve tekrar ziyaret desteklenmiştir. Sonuç olarak, kognitif imajın genel imajın üzerindeki etkisi haricinde, duygusal ve özgün imajlarının genel imaja etkileri desteklenmiş ve genel imajın da öneri niyeti ve tekrar ziyaret etme niyetinin üzerindeki etkileri kabul edilmiştir. Son olarak yöneticiler için tavsiyeler ve öneriler yapılmış, tezin sınırlılıkları açıklanmış ve gelecekteki araştırmalar için öneriler sunulmuştur.

Anahtar Kelimeler: destinasyon imajı, kognitif imaj, duygusal imaj, özgün imaj, gelecekteki davranışlar, Gazimağusa Kaleiçi.

DEDICATION

To My Family

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INTRODUCTION

1.1 Statement of the Problem

Recently, destination image plays a prodigious role in deciding how travelers make their travel choices (Xu et al., 2017). Therefore, the plans or procedures as the development, additionally the achievement of a destination should arrange depending on the distinctive and specific standards of this specified destination that is going to be offered and represent their image (Sans & Ramirez, 2013). If you look at successful travel destinations, you will see how those destinations get benefits from unique image and build a competitive advantage.

Moreover, becoming successful and distinctive in tourism industry requires having some important factors, like developing or creating a unique image for a destination. On the other hand, destinations build a brand to concentrate on its uniqueness for fascinating more tourists to the destination (Pereira, Correia & Schutz, 2012). In tourism industry, destination brand is: "A term, sign, emblem, word spot or other striking logos which classifies and distinguishes the destination.

Also, other vital matter regarding the investigation within classification of relation, the image of the destination, well as the travelers` attitudes on identification. On the other hand, one of the drawbacks is insufficient investigations about this relationship in the literature. According to investigations, when tourists visit the destination based

on their satisfaction level, they will create long term relationship which can be regarded in relation to the recommendation of the destination and revisit in a direct matter. (Zhang et al., 2014).

1.2 Purpose of the Study

Given study aims to understand the perception of image and contentment level of tourists who visits Famagusta Walled City. Also, this study aims what can be done for the destination image and what kind of innovations can be done accordingly. Famagusta Walled City people live in a world of information abundance and excess. Therefore, to be able to become successful in terms of country and product promotion, it need to be different, remarkable and discriminated from the other competitors.

So, it is required to use different communication channels. Another object of the given study aims to bring; enhance the awareness of the destination, increase the number of visitors who is going to accommodate in the destination. Parallel to this, it is necessary to create historical and cultural values and promote destination in the international area for attracting travelers' attention to the destination.

1.3 Significance of the Study

In this research, the perception of tourists and stakeholders in the formation of destination image of Famagusta Walled City has been examined. Effort has been made to determine and understand the perception of stakeholders and tourists on destination image. Also, one of the significant parts of this study is to emphasize and underline strengths and weaknesses of Famagusta Walled City. Apart from this, the study can guide both the government bodies and the authorities about how to entertain international tourists and understand their needs. So, if sustainable

strategies can be enhanced for Famagusta Walled City and if responsible people know their duties, the destinations products can be designed in a better situation for marketing. Although there are many challenges that Famagusta Walled City faces today, there are great potential and historical heritage in the destination which is distinctive advantage of the destination. So, this study is going to help government in terms of what can be done for Famagusta Walled with the object of bringing higher levels of quality to the destination the destination well as attract sizable tourists.

1.4 Outline of the Thesis

The existing investigation includes seven sections. First chapter aims to underline and pay attention to proclaim provided problems, objectives of the investigation, contribution to this study, and outline of the thesis.

Chapter two will present Famagusta Walled City as a tourism place and will emphasize and underline some of the unique images of Famagusta Walled City.

Chapter three is associated with the literature explanation and clarification on image of the destination well as its components.

The study hypothesis will be available in chapter four. In this chapter the model of this study can be seen as well.

In chapter five methodology of this study can be seen. This chapter also consist the sample and population, data collection and data analysis.

Chapter 2

FAMAGUSTA WALLED CITY AS CASE STUDY

2.1 Tourism Sector in Northern Cyprus

Turkish Republic of North Cyprus (TRNC) is an island which is located in the northeast of the Mediterranean Sea with 1295 squares miles of range. Regarding to the recent information, the northern part of the island had just about 226,082 (international) passengers arriving to TRNC in the first seven months of 2017 mainly comes from Germany and England. Despite the fact that, travelers` demand has been increased in the meantime 1995, but unfortunately, Northern Cyprus tourism sector faced and struggled with some issues and difficulties (Farmaki et al., 2015).

For example, Northern Cyprus' airport is only available with Turkey. As a result, we can understand that North Cyprus tourism gets support by Turkish market with 904,505 travelers who visit North Cyprus.

On the other hand, Katircioglu (2010) mentioned that the tourism industry in TRNC was given importance as an effect of the political issues such as embargoes tackled by the nation in every pitch in the eighties. Embargoes affected directly to the northern part`s tourism development because North Cyprus could not obtain or attract the sizable travelers which is needed for the development of North Cyprus economy.

Recently, five star hotels focus on attracting tourists with gambling. In addition, there are many casinos which are waiting for opening. Beside the political issues, other drawbacks are the lack of skilled or trained employee and nonexistence of a unique and reputable brands and unplanned improvement lengthways the coast (Yasarata et al., 2010). Despite the fact that, North Cyprus tourism stressed and harassed the issue of mass tourism growth and expansion. Country also faced with the applicability of overcoming their political limitations and embargoes which directly block and ruin the expansion of tourism in North Cyprus (Farmaki et al., 2015).

Moreover, the tourism sector in the North Cyprus is incapable to compete with other places in the area even with its potential to create a distinctive and unique product. There are some drawbacks such as, nonexistence of a tourism master plan, lack of official assembly and lack of clear policy for the sector. These are several problems which affect North Cyprus tourism sector badly (Alipour & Kilic, 2005).

 However, North Cyprus is still protected to the fast altering styles or manners that recently you may see in South Cyprus which become a slightly homogenous tourist destination where many facilities or needs, such as local food, has been changed by nonspecific fast food brands.

Moreover, in terms of local arts and hand craft shops, they have been changed by malls packed with exclusive things which you can also see all around the world. These changes or so called degeneration of South Cyprus have affected cafés, eating places and nightlife as well in a negative way where North Cyprus preserved

originality partially. That's why; North Cyprus can still be a distinct, unique and utmost valuable tourism destination in the world.

Another originality of North Cyprus is wonderful and unbroken scenery remain a place for distinctive and matchless flora and fauna are available in the island, in the city and village life where people are still indigenous.

2.2 Statistics about North Cyprus Tourism Sector

Table 2.1: Bed Capacity 2017

Months	Bed Capacity		%
	2016	2017	
January	20,949	21,567	3,0
February	20,949	21,567	3,0
March	20,949	21,567	3,0
April	20,949	21,567	3,0
May	20,949	21,567	3,0
June	20,949	21,567	3,0
July	20,949	21,567	3,0
Total	20,949	21,567	3,0

Table 1: Table 1 shows the distribution of tourist bed capacity by months (Comparison between 2016 and 2017).

Table 2.2: Bed Capacity by Region
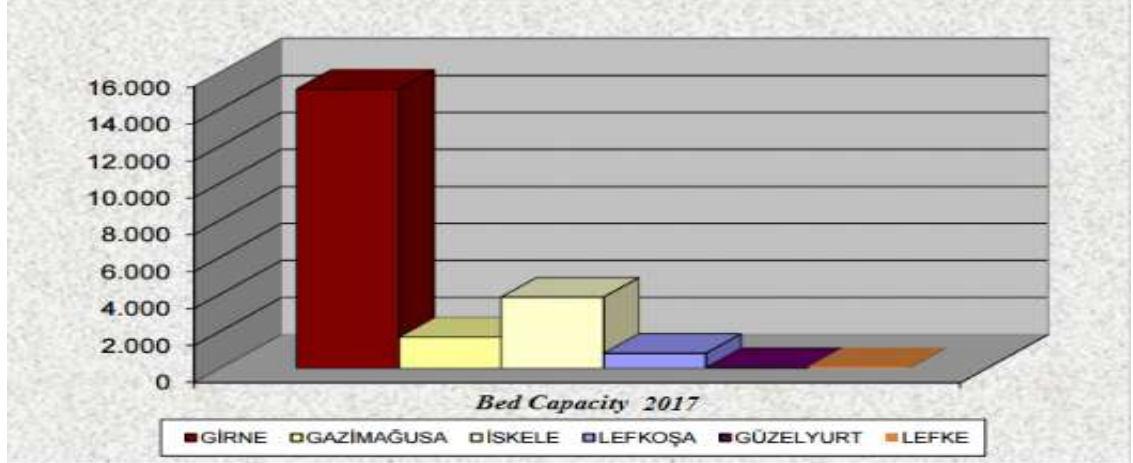
Table 2.2: Table 2.2 shows the number of bed capacity establishments and the major cities which are Kyrenia and Famagusta.

Table 2.3: Tourist Arrivals 2017

Months	Turkish Tourists		%	International Tourists		%	Total Tourists		%
	2016	2017		2016	2017				
January	75,523	85,102	12,7	15,022	20,242	34,7	90,545	105,344	16,3
February	98,719	101,113	2,4	24,845	31,737	27,7	123,564	132,850	7,5
March	88,230	101,949	15,5	30,627	40,252	31,4	118,857	142,201	19,6
April	100,795	111,236	10,4	23,109	35,119	52,0	123,904	146,355	18,1
May	119,054	121,019	1,7	26,146	29,421	12,5	145,200	150,440	3,6
June	91,911	102,804	11,9	27,874	31,575	13,3	119,785	134,379	12,2
July	99,629	113,045	13,5	38,057	37,736	-0,8	137,686	150,781	9,5
Total	673,861	736,268	9,3	185,680	226,082	21,8	859,541	962,350	12,0

Table 2.3: Table 2.3 shows the number of arrivals to the TRNC. It can be seen that, number of tourists has been increased in the years between 2016 and 2017 with %12.

Table 2.4: Occupancy Rate 2017

Occupancy Rate of TRNC 2017			
Months	**2016**	**2017**	**Change %**
January	27,3	34,5	26,4
February	28,8	37,3	29,5
March	36,9	55,0	49,1
April	38,1	56,5	48,3
May	50,5	60,1	19,0
June	48,3	61,2	26,7
July	64,7	75,1	16,1

Table 2.4: Table 2.4 shows occupancy rates of TRNC years between 2016 and 2017. Above statistics shows that occupancy rate has been increased in 2017 by % 16,1 compare to 2016.

2.3 Famagusta Walled City as a Tourism Destination

The walled city of mediaeval Famagusta is one of the most magnificent cities that have beautiful scenery in the Eastern Mediterranean. Famagusta area takes the Walled City Famagusta in it which is well-known for its cultural heritage and architecture also important business port inside.

The Famagusta Walled City spreads over the land approximately 550 decare and accommodation places include approximately 1,600 bed capacity. Robustness of the walls and historical buildings still attract the attention. The antique walls and other historical buildings have been preserved for improvement and most of the buildings have been renovated. Moreover, if you have been in the Famagusta Walled city, it is completely, visually and geographically divided and isolated from the entire city and life.

Famagusta Walled City has rich and unique cultural attractions as a tourist destination. The key matter that the city has been facing recently is an effort of forming marketing strategies to be able to attend international tourism markets and influence prospective travelers of North Cyprus.

Famagusta Walled City includes various exceptional and extraordinary buildings. Additionally, every year Walled City hosts the International Famagusta Art and Culture Festival. Beside this, special concerts and theater organizations take part as well in the Walled City. Famagusta Walled City is surrounded by the ancient fortifications or ramparts, well as approximately 60 feet high, 30 feet thick. Fortifications of Famagusta Walled City are still robust and unbroken up to this day.

Also, it can be clearly seen that it's well conserved except few buildings. Famagusta Walled City is a cultural inheritance destination of international significance that has endured at period's tempestuous past. Firstly, according to history of Walled City, it was founded in the 3rd century and situated alongside the shipping lanes of the eastern Mediterranean. At those times, Famagusta was active and busy and visitors

of this port were mostly sellers who were coming from Europe and the near east. Beside sellers, Walled City was attracting Christian soldiers and Ottomans. Additionally, Famagusta port which located in the Old Castle was very popular commercial port for the sellers.

2.3.1 Latin Cathedral of St. Nicholas

Figure 2.1: Latin Cathedral of St. Nicholas

St Nicholas Cathedral has been recognizing one of the most impressive and attractive buildings that stay alive in the Levant. Cathedral was built in 1291 and it was exposed of adornments, decorations afterwards transformed into Lala Mustafa Pasha 1571. This cathedral's fortifications showcased the colors of various white tones which were discolored glasses was changed with gypsum window which represent typical Islamic style and design. St Nicholas Cathedral was attacked by Ottoman military forces and it was bombarded with large guns by exterior.

Afterwards, St. Nicholas was unclad with ornaments afterwards was changed into Lala Mustafa Pasha Mosque; its wall decorations were covered with white and featured custom designed glass to suit the design in accordance with Islamic

embellishment. Although some changes were occurred, the building preserves much of its original design and charm. There is no doubt that, the west façade is the cathedral's most influential characteristic. Also east side of the structure there are three similar apses, inordinate rounded window beyond the west side of the building.

The unique big windows alongside the passageways are almost undamaged; the remaining attractive walls are good and impressive. Some old-fashioned catacombs still can be seen which are positioned in the walkway. A small Ottoman tomb dating to 1700 is located outside. The Venetian arcade, which appearances look like a tree, is now recycled for religious ceremony. Moreover, cathedral still known as Agia Sophia, but in modern times it is called as Lala Mustafa Pasha Mosque.

2.3.2 Othello's Tower

Figure 2.2: Othello's Tower

This castle was built by the Lusignans during the sovereignty that was controlling the island and his name was Henry II during the years between 1285 and 1324. After his sovereignty, the castle was renovated, changed and impressively protected by the Venetians. Othello Tower entitled its name from Shakespeare's tragic hero. The building preserves Venetian-looking exterior which is the original medieval castle.

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This is the oldest Lusignan building which continues to live in Famagusta. Its essential characteristics consist of a rectangular plan with a large, central court. As for the north side, there is a series of five high chambers that make up the Great Hall. You can see the modern port and the ventilation shafts from the northeast tower. The ventilation shafts were designed to remove smoke from canon. It is argued that the Venetians filled most of the tower`s ventilation shafts with earth for avoiding cannon balls from stinging them.

2.3.3 Church of SS Peter & Paul

Figure 2.3: Church of SS Peter & Paul

Stephen Lusignan stated that this great church was constructed for the period of the reign of Peter I (1358-1369) with a financial contribution from Simon Nostrano, a rich trader of Famagusta. The similar writer mention that the whole amount for the building of the church only amounted one third of the income the trader made from a business agreement with neighboring Syria. This fact is approved by other storytellers and tourists. The church was damaged in the 1546 and 1568 earthquakes, when specific maintenances were made. Following the surrounding, the church

became a mosque. Under the British law, the whole church has its place to a private proprietor, who lent it out to the colonial authorities as cereal storage.

The church`s appearance looks like St George of the Greeks, both in terms of sizes and style of building, and it powerfully looks like the classic Byzantine church. It combines Byzantine apses with sophisticated arches, while the entry is ornamented in the Gothic stylishness. When you look at inside of the church, the central corridor ends in a semi-circular dome, while the columns of the two side aisles rest on high, simply-decorated columns. By difference, on the exterior there is a sturdy Gothic part in the decoration, especially on the north doorway. Ornamental features from the natural kingdom for example fig leaves, fruit and so on, decorate the northwest entry of Notr Dame in Paris.

2.3.4 Twin Churches (Templar and Hospitaller)

Figure 2.4: Twin Churches (Templar and Hospitaller)

Constructed extraordinarily alongside, it has been conventionally presumed that, churches once have its place for martial commands of the Templar and Hospitaller. Moreover, documents is made on the remarkable signs of a coat of arms – a armor with a cross like the heraldic device of the knights of St John which has been

attached above the south door of the smaller of the churches. According to some data, Templar has built earlier, but Hospitaller has built after 14th century.

2.3.5 Nestorian Church

Figure 2.5: Nestorian Church

Nestorian Church was constructed in the 14th century and significantly magnified not long later. If you look at to the northwest side the rather European-looking belfry arcade. Despite the centuries, the church is still sturdy and looking gorgeous. When Christians evacuated from the city, after that, Ottomans took the city and most probably this structure was used again in various manner. Recently, there is no proof that proposes it was ever transformed or changed to a mosque.

2.3.6 Church of St George of the Greeks

Figure 2.6: Church of St George of the Greeks

According to the historic information, this church was built in 1360's. The Orthodox Cathedral of Famagusta is situated in the orthodox quarter of the town, together with other Byzantine Churches.

It was constructed by the Wealthy Greek traders of the town next to the Latin Cathedral, near its tiny predecessor dedicated to St. George. It is believed that this small, two-aisled church had been a place of pilgrimage in the past because it contained the tomb of St. Epiphanios, Bishop of Salamis.

2.3.7 Namık Kemal Prison and Museum Dungeon

Figure 2.7: Namık Kemal Prison and Museum Dungeon

Namık Kemal is one of the discoverers of Turkish nationalism. Beside this, he also known as the Shakespeare of Turkish literature, Namık Kemal was deported to Cyprus after unlikeable the Turkish Sultan in his extraordinary work, Vatan Yahut Silistre. Also, Namık Kemal was confined in the current construction in years between 1873 and 1876. Recently, the house located head-to-head to the prison. Museum devoted to Namık Kemal's life and his outstanding works.

2.3.8 The Orthodox Church of Ayia Zoni
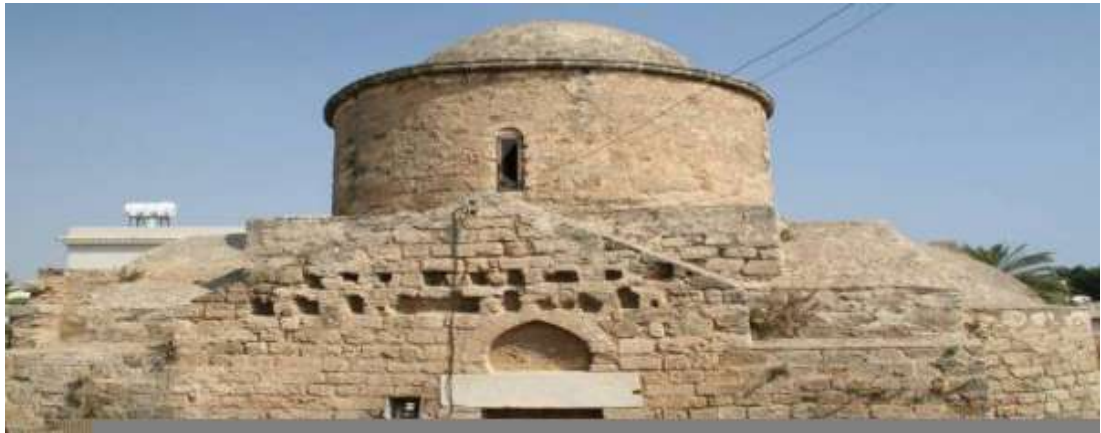
Figure 2.8: The Orthodox Church of Ayia Zoni

The church of Ayia Zoni, located at a short distance from the small church of St George in the Orthodox quarter of the town, also dates back to the 15th century. It is a typical model of unpretentious Byzantine domed style. Currently, church stand robust and well preserved.

2.3.9 Chimney House Mansion

Figure 2.9: Chimney House Mansion

This building is recognized also the Venetian House. Exterior appearances reminds of Venetian architecture but interior is reminds clearly and visibly Turkish culture. Within the commodious square is a restorated Turkish hamam.

2.3.10 Armenian Church

Figure 2.10: Armenian Church

The Armenian community of Famagusta had its roots in the Byzantine period, when the Armenians moved from Greater Armenia to reinforce the defense of Cyprus against Arab attack. This society owned three churches in Famagusta: St Sergio, St Barnabas and St Maria. Of the three, only the latter survives. Most of the Armenians of Famagusta came from Syrian and Palestinian territory and were refugees that were expelled by the Muslims. It is predicted that there were nearly 1500 of them and it appears that they constructed this humble and little church after their arrival in 1360. It is the last church of the town on the northwest side near Martinengo Bastion, and it is dedicated to St Mary of the Armenians. The Armenian Church is commonly small and modest, constructed in the Armenian tradition. Still there are a few wall paintings and Armenian inscriptions inside.

Chapter 3

LITERATURE REVIEW

3.1 General

Having steady increase in terms of travelers requires obtaining some behaviors like achieving a successful tourism action in the destination. Recently the competition has become greater than before, because that branding should be crucial in tourism management (Lehto & Kim, 2013). The content of destination brand should include a destination image and destination identity (Hosany et al., 2007; Xie & Lee, 2013).

Recently, destination marketers are aware of how they can improve and develop their marketing programs by taking an advantage of destination images (Blain et al., 2005; Quintal and Polczynski, 2010).

Firstly, Blain et al. (2005) stressed on destination branding as sequence of marketing actions. Secondly, creating positive destination image depends on the tourist's expectation of an unforgettable travel involvement that is exceptionally linked with the destination. Thirdly, this positive destination image can improve and develop the emotional connection between the travelers and the destination and lastly, it can decrease travelers` search prices and perceived risks. All of these actions help to generate a positive destination image for travelers.

3.2 Theoretical Background

3.2.1 Image Theory

It is clear that decision making process has been facing many changes recently. For this reason, investigations and philosophies will be adjusting itself to these modifications. Image theory is the contemporary concept that is linked to selection process of tourist's. According to some researchers, they argued that people`s decision making has developed the image theory. They also supported that image theory is a tendency toward using the techniques for influencing the decision making. So, with this concept, purpose or achievement will be accessible (Beach&Mitchel, 1978).

As for the study of Miller et al. (1960) who supported the mentioned theory, the characters` their selection process is based on given items below.

1. Trajectory image is a stage that is connected and linked to the prior aims. Aims of tourists or individuals are accomplishing the purposes. Person who is going to select anything tend to spread their ideas in long term range.

2. Strategic image consists of specified strategies that are essential to achieve the purposes. Also, plans begin with a first action and then it going to be completed by accomplishing objectives.

All in all, mentioned theory which is image, supports the people`s selection process that is explained in the existing investigation based on the image of a place which is really effective.

3.2.2 Motivation Theory

Motivation can be regarded as power that persuades to have an action and with this power; people try to satisfy their needs for the national of deficiency (Leiper, 2004).

Besides that, motivation has been named such as inner sense that conducts people`s manners and actions (Kassin, 1998; Jang et al., 2009). Moreover, motivation includes some aspects such as; feelings, cognitive process, and initiate that cause finding an aim.

It was considered by traveler's motivation was namely the so called sole element which identifies given image of destination (Madden et al, 2016). According to Mill and Morrison (2002), travel motivation is excited by the deficiencies in needs. As for the Maslow`s (1954) explanation for need, it is clarified as hierarchical theory of need.

Mentioned factors of three believed to affect individuals' to become travelers are as follows; the first need is travel satisfaction, the second one is affection and cognition satisfaction, and the third one is the affirmative expectation for travel satisfaction (Leiper, 2004).

According to several studies, motivation comprises of two types. The first type is physiological motivation that pleases the requirements like food and beverage, whereas the other type is mental motivation which is linked with the communal environment (Chen & Xiao, 2013; Prebensen et al., 2012).

As known from the heart, push-pull factors have been recognized factors in the

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literature which were recognized and underlined by Daan (1977).

Pull factors are the set of a destination appearance that fascinate travelers. Generally pull factors are the physical attributes and connected to the destination (Yoon & Uysal, 2005).

As for the push factors, they include inner motivation and socio-psychological requirements that build passion for tourist or individual for trip. Daan (1981) mentioned that, all this requirement could be categorized as self-integrity, evasion and modernization.

Regarding to Lee and Crompton`s (1992) belief, the need of self-honor is an impulse which can be recognized by society, family, and relatives. Evasion stays faraway from habits, follows up the fresh experiences also makes modifications and alterations in life expectancy. Origination or modernization means finding out the unidentified areas and having new experiences.

On the other hand, pull factors include some factors which are beauty, attractiveness, and the unique criteria of a destination (Jang et al., 2009). The pull factors are a combination of a destination characteristic and appearance that creates a passion in the travelers` mind. Some examples can be the places which are famed with their seashores, cultural heritage sites, weather, and exceptional fascinations. Mentioned elements can promote the Dann's factors push factors which is inner motivation. Principally, other factor which is pull is tangible and it is connected to the place or location. In general, mentioned motivation types have a connection with the destination condition (Yoon&Uysal, 2005).

3.2.3 Destination Branding

Brand is a mixture of name, logo, term, figure or design to explain goods or services and make them exceptional and distinctive.

According to Kim and Y. Lehto (2012), destination branding as a feature combines internally the traveler's selection of destination and their aims and manners by concerning a travel. The significance of destination branding has been acknowledged in the tourism study nearly 20 years ago (Miličević et al., 2017). Recently destination marketing and destination brand have become important strategic instruments because of growing rivalry between the destinations.

As it was investigated in several studies, destination branding related to practice on branding of the destination to impress the travelers (Park & Petrick, 2006; Qu, Kim, & Im, 2011). According to Sartori et al. (2012) having confidence in a brand consists of images, characters, and experience of a unique destination as well as goods and services. Besides the "destination branding'' there is another essential theory which is "image theory" and this theory has been used in this investigation.

There is no doubt that there is a growing rivalry for travelers whereas destination branding has speedily changed as a research field and planned to support destinations and countries to make them more well-organized and effective in the field of marketing and branding approaches (Hanna & Rowley, 2015). As it was investigated in several studies, destination branding takes the practice of destination branding for impressing the travelers (Park & Petrick, 2006; Qu, Kim, & Im, 2011). Destination

branding is mixture of destination image. Destination image components include cognitive image, affective image, and unique image.

3.2.4 Destination Image

Tourism destination image has been a fundamental and critical zone of notional and empirical tourism study in last decades. Recently, investigations and studies about destination image have become important for academics. There have been many investigations directed broadly on destination image especially in this last four decades (Xu et al., 2017). Additionally, various researchers underlined and mentioned about destination image such as Crompton (1979), Aaker (1991) Zhang et al. 2014).

The significance of destination's image is worldwide recognized from the time when it has emotional impact on the tourist's own view, behavior and destination selection (Echtner and Ritchie, 1993; Gallarza et al., 2002; Chung and Shin, 2004; Thao and Swierczek, 2008; Allameh et al., 2015). The positive effect of a tourism destination in the tourist's attention generates affirmative tendency (Jiang et al., 2015), and it encourages the tourist to experience reality and certainly observe the genuineness of the involvement.

According to Kim (2014), a positive and strong image of a destination shaped by a mix of the destination's features such as stunning view, shopping quality, cultural exchange, infrastructure, security, and actions.

Destination image can be characterized by means of the result of beliefs, thoughts and perceptions that tourists have about the destination or area (Crompton, 1979;

Lopes, 2011). There are many investigations prove that destination image plays a great importance on evaluating well-being of the tourists' (Chi and Qu, 2008; Prayag, 2009; Tasci and Gartner, 2007). Hence, the need of a period that will enable further study on related images of destination.

According to related literature, declared image of destination to be one of utmost fundamental components of destination marketing investigation. Destination image is demonstrated by way of example "a collecting of views and feelings according as capturing information from different bases over time that has an effect in a psychological picture of the qualities, benefits, and different impact of a destination" (Zhang et al., 2014). Moreover, it identifies not only the variety of components (i.e. cognitive, affective and unique) but also the creation progression of a destination image by the dealings amidst these elements. The experiential quantity of image of destination is crucial by evaluation on travelers. Also, it describes how the place would like to seem by vacationers, improve and carry out marketing accomplishment to adapt image of destination, and control if the conceived modifications in image of destination has comprised. (Echtner and Ritchie, 1993; Gallarza et al., 2002; d'Astous and Li, 2009).

As it is mentioned above, destination image recognized and accepted one of the most studied and examined in service sector (Fu, Ye, & Xiang, 2016; Sun, Ryan, & Pan, 2015). Recently, tourism leaders and investigators have dedicated themselves to understand how individuals perceptually store, construct well as showcase the visual for that destination. (Crompton, 1979; Echtner & Ritchie, 1993).

Destination images are essential for the travelers' decision making process, therefore this captures investigators' continuous devotion (Beerli & Martín, 2004a; Tseng,Wu, Morrison, Zhang, & Chen, 2015; Chen, Lai, Petrick, & Lin, 2016).

Apostolopoulou & Papadimitriou (2015) mentioned that image of destination plays an crucial role to within decision making process; also image of destination plays an essential role in making distinguished and recognized uniqueness for attracting sizable travelers.

Atadil et al (2015) underlined and mentioned that destinations which want to attract more travelers from emerging markets need to consider the perceived destination image of their tourists.

Additionally,   in tourism field, almost all investigations which is related with destination image have usually concentrate on travelers as the key element of studies, that is, defining the images can be shaped by travelers (e.g. Stepchenkova and Li 2013; Sun, Ryan, and Pan, 2015).

Tasci and Kozak (2006) underlined and mentioned the notions that the image and brand are being used together in the tourism studies. This subject increases the requirement to distinguish these connected notions by describing the brand also. Brand could be a name, term, logo, character, project, or all of these components that shape and differentiate a good or service from competing ones (Kotler, 1997).

Crompton (1978) underlined that tourism destination selection is a purpose of the line stuck between time, financial, abilities, and the destination image. Moreover, trip

selections contain a great amount of risk due to distinctive features such as inseparability and perishability.

Jeng and Fesenmaier (2002) argued that risk is very important elements of a visitor's cognitive structure. Consequently, this information shows that tourists during the travel selection, they consider less risky destinations. Also, a destination image, which causes sensations, is expected to form travelers` experience. Consequently, according to the travelers` requests in buying, there may occur destination loyalty (Lopez-Toro et al., 2010).

Positive effect of a destination of tourism in the tourist's attention generates affirmative tendency (Jiang et al., 2015), and it encourages the tourist to experience reality and certainly observe the genuineness of the involvement.

Newly, some of the scholars have merged holistic impression, and they have advised that it may hold travelers' imagery impressions (Brown et al., 2016; Prayag et al., 2015).

MacKay and Fesenmaier (1997, p. 538) described and explained holistic image as, "A mix of several goods such as facilities and characteristics cultivate into an entire impression". Second scale is functional characteristics. We can give weather condition, view and security of the destination and attitude of the local people of destination toward tourists as some specific examples. The third one is unique image characteristics. The unique image is a common characteristic where mutual characteristics or features can appear in all destinations, such as beaches, mountains or public transport and evaluations concerning various places are probable; unique

features are high-class for particular places like Eiffel Tower in Paris (Kislali et al., 2016).

3.2.5 Components of Destination Image

Image of destination components that are namely ''affective'', ''cognitive'' well as components that contribute to overall levels of outcome to the relations in between images of affective and cognitive in respectively. (Baloglu and Mc Clearly, 1999).

As it was argued by Gartner (1993), image of destination includes components of three which are namely ''affective'', ''conative'' and lastly ''cognitive'' by future. The tourists' overall images are defined components that are namely '' affective'' and ''cognitive'' as remarkable stresses regarding the vital part of theoretical understanding by component of cognitive on mind, which affects the tourists' overall images. (Stylidis et al., 2016).

According to Qu et al (2011) destination image components are cognitive, affective and unique image. The author believed that the unique image component by image of destination is a different dimension which has a direct effect on the overall image. So, these three dimensions affect tourists' perception of intention to revisit the location on mind or by avers.

The analysis and consideration of the affective and cognitive components that build image of destination for travelers were observed and seen as crucial elements in defining the success of a tourism destination (Stylidis et al., 2016). However, as stated by Baloglu and McCleary (1999) that ''affective and cognitive'' components are extremely significant and these components are connected to each other.

The cognitive component denotes one's opinions or knowledge about the features or characteristics regarded to tourist related location on mind (Baloglu, 2000; Pike and Ryan, 2004). There is a vigorous connection among ''affective and cognitive'' components (Baloglu and McCleary, 1999). Also these scholars observed affirmative impact on the affective elements via cognitive (Baloglu, 2000).

There are some investigations which emphasize the cognitive element as determinants regarding to element of affective (Anand, Holbrook, & Stephens, 1988; Erickson, Johansson, & Chao, 1984; Stern & Krakover, 1993).

Esper and Reteike (2010) considered the cognitive image as a perspective of the place and what they understand about specific destination. On the other hand, Baloglu and Sahin (2011) explained that the cognitive image depends on the destination`s perception. Therefore, the affirmative data or any kind of information which describes the destination is much more trustworthy cognitive evaluation for travelers.

Affective image component discussed and described in many studies by different authors. According to Han and Hwang (2016), affective image is very important concept in travelers' image formation process. The affective component represents the one's emotional state for the tourist destination (Baloglu and Brinberg, 1997; Kim and Yoon, 2003). In the other word, the affective image component is explained as the travelers` positive or negative approaches or sensation reveal by a destination (King et al, 2015).

According to Gartner (1993), it becomes operational during the evaluation stage of destination selection. Affective images underlined and assumed as forecasters of travel plan, while affective images appeared to mediate the influence of cognitive images on travel intention (Baloglu & McCleary, 1999; Beerli & Martín, 2004; Pike & Ryan, 2004).

San Martin and Del Bosque (2008) mentioned that the element of affective is in link with the feelings by traveler to location on mind is able to induce, for example it can be passion, desire or enthusiasm.

Lin et al (2007) mentioned that elements of image that are related to affective images reveal and showcase the travelers' satisfaction level in relation to travelers' mind. In the investigation of Zhang et al (2014), the affective component has been mentioned as mental state or emotional reactions toward the characteristics of a destination.

The unique image based on many factors like culture, former experience and necessities (Saeedi & Hanzaee, 2016). Some scholars underlined and explained unique image is an essential component in the literature also this component plays essential role on overall image. Qu et al (2011) emphasized that unique image generates satisfactory and affirmative outlooks toward the destination and distinguishes it from other destinations.

So, we can understand that if any destination has a special image, that destination will have a competitive advantage. A prestigious unique image is the main feature in destination image formation process in the travelers' perception. In addition to this

investigation, it shows that unique image for a destination must be distinguished as it has effect on the travelers` overall opinions.

The place can meet the expectations of tourists with a unique image if it provides the travel experiences. If a destination is unique, it is certain that there is a defensible intention for travelling, so the tourists will have a superior selection.

Another investigation emphasized that unique image considered other essential aspect after the cognitive component which also effect on the overall image.

3.2.6 Importance of Destination Image

An image of destination signifies and demonstrates; main impression of tourists and it assists to shape tourists expectation. The image can be described and characterized by means of a set of opinions, thoughts, and perceptions that a traveler keeps for a specific place or destination. Every traveler, before they travel to any destination, they do research about the image of the destination. Tourists who have an affirmative destination image perception are more eager to visit the destination or advice to their friends (Tsung Hung Lee, 2009).

It is stated by Wang and Hsu (2010) and Qu et al. (2011) cognitive well as affective elements of destination image affect travelers' overall image and these elements directly affect their behavioral intentions. According to Chewand Jahari (2014), the affective well as cognitive elements plays fundamental impact on travelers' advices about given destination and revisiting in the future. Therefore, the image can be a positive or negative issue in traveler's preferring process (Fiona, 2015; Hyangmi & Joseph, 2015).

Additionally, if the tourist doesn't like the image of the destination, they won't visit the destination. On the other hand, if travelers find a destination attractive and if the image is approved by the travelers, those travelers will be more encouraged to recommend or revisit the destination. For this reason, the image has positively affected the tourist choice of visiting or travelling to this destination. So, the image affects the opinion, manners and attitude of the tourists that also influences their last choice about the destination's selection.

According to Gunn (1972), destination image contains two elements of image; the elements are ''induced '', ''organic'' images and are related to the image of the destination. The mentioned organic image well as induced image has been shaped through the thoughts or perceptions of destination tourists who do not really visit the destination. They are provided and appeared as indirect source which is not related with any marketing actions. Induced images are designed through the outcome of advertising efforts from other sources which is planned by a destination's marketers (Garay & Pérez, 2017).

According to another investigation by Chen and Tsai (2007), it has been mentioned that positive image of a place creates and forms positive behavioral intention. In the study, behavioral intention was described as the willingness of intention to recommend or visit the destination.

3.2.7 Destination Image Formation

The most basic study about frameworks image of destination is known to be applied on past, by 1970s (Wong et al., 2015). Destination image formation practices are dynamic perceptual developments in which various source of data comes together.

Consequently, it's not imaginable to apply the use of a certain data source for constructing natural and persuaded images on condition that individual lives within a plenty of information, where one grip the alleged secondary information in a whole style and collecting the information regardless the used data sources (Kim and Chen, 2016).

In the tourism industry there are stakeholders, where image formation process of a destination's image showcases and crucial role. These stakeholders are current and potential tourists (Bornhorst, Ritchie, & Sheehan, 2010; Merrilees, Miller, & Herington, 2009), who are generally affected by the level of awareness about the destination (Papadimitriou et al., 2015).

Moreover, the formation process designates a person's belief according to the destination which is an example affective well as cognitive images that encourages his/her sensation about the destination (Chiu et al, 2016). Also, when travelers hear or read a tourism rumor or article, its subject allows the tourist to create psychological images about the destination.

In addition, transportation component is seen as a main component which directly affects image formation and in changing the aim of travel or visit the destination (Wong et al., 2015). In other words, tourist's before going to the place, at the beginning they are thinking through the image of the destination. So, the image directly affects a visitors` preferring attitude (Elliot & Papadopoulos, 2015).

Additionally, the main image is created from side to side internal information for example tourists experience and their rate of experience with the destination by

visiting that destination (Phelps, 1986; Beerli and Martin, 2004). Additionally, second image is created by the external information sources that generate two kinds of images which are induced and organic image.

The first one induced image is attained from commercial tourism information sources like tour operators and tourism companies via their official internet sites. Furthermore, beside noncommercial data, one can gather information from individual's or someone`s known to have been the pinpoint of location on mind or very averted recommendation in relation to request by tourist's (Beerli and Martin, 2004; Gartner, 1993). Organic and induced image shows a crucial function in the formation by secondary image before actual visiting of the destination.

3.2.8 Stakeholders in Tourism Industry

Recently, the authors emphasized the key role of tourism stakeholders in different and various behaviors (Alonso and Nyanjom, 2017). Freeman's (1984, p. 46) striking explanation of a stakeholder can be explained as any group or person who can influence or is influenced by the success of the firm`s aim which has been improved to advise a stakeholder is any assembly or individual with a legitimate attention in these (Donaldson & Preston, 1995). As it mentioned above, destination image has characteristically concentrated on travelers as the main part of investigation, that is, the images are keep by travelers (e.g., Stepchenkova and Li 2013; Sun, Ryan, and Pan, 2015).

As for the other explanation, creation of the wellness of the environment well as encourages other economic actions of tourist destination, their opinions, regularly

investigated experiences for improvement by simplification (Goeldner and Ritchie 2009).

There is a consensus that stakeholders play an important role in tourism (Robson & Robson, 1996), in tourism planning (Yasarata, Altinay, Burns, & Okumus, 2009) and in destination branding (Gilmore, 2002; Hankinson 2004; Pike, 2009). Freeman (1984: 41) described stakeholders as "people or groups affected by the success of the business or affecting the success of the business".

Freeman (2010) classified stakeholders as ''customers, employees, competitors, suppliers, government, society, business owners, environmental groups, advocates of consumer rights and the media''. Lastly, it is necessary and very important to understand stakeholders' groups to identify their needs, wants and their objectives in order to reach high success (Bryd, 2003).

Chapter 4

RESEARCH HYPOTHESIS AND MODEL
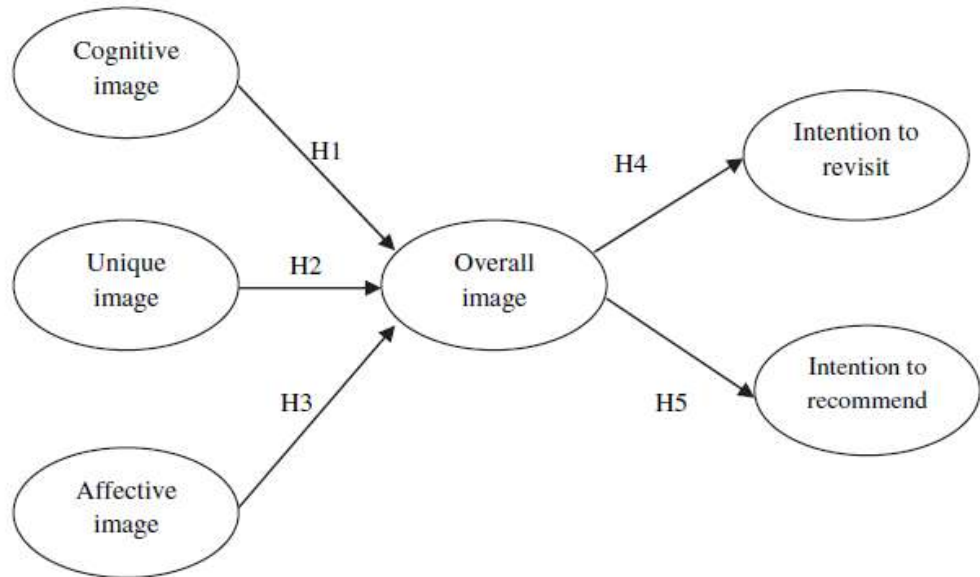
Figure 4.1: Conceptual Model

4.1 Conceptual Model

The conceptual model is reinforced by depending on the literature review that has been discussed in Chapter 2. Also, this model is taken from Qu et al. (2011) as a model for this study. The suggested illustration of this model could be seen below (Figure 4.1).

4.2 Hypothesis Development

4.2.1 The Impact of Cognitive and Affective Image on the Tourists` Perceptions about the Destination`s Overall Image

As it is explained in the literature review section, cognitive component denotes one's opinions or knowledge regarding to the features well as characteristics related to destination choice of travelers (Baloglu, 2000; Pike and Ryan, 2004). Additionally, Sahin and Baloglu (2011) stated that affirmative and suitable physical structures in destination cause positive assessment of that tourist destination.

Prior investigations showed that overall image is built through components which are: cognitive and affective image (Baloglu and McCleary, 1999; Lee et al., 2010; Lin et al., 2007). Also, as it has been stated previously, cognitive and affective elements of destination image affect travelers' overall image and it directly affects their behavioral intentions (Wang and Hsu (2010) and Qu et al., 2011).

On the other hand, the affective component which was explained by King et al (2015) traveler's positive or negative approaches or sensation reveals by a destination. Moreover, Lin et al (2007) emphasized and stressed that image of affective elements reveal and divert on to traveler's levels of satisfaction in relation to the location on mind. In the investigation of Zhang et al (2014), the affective component was explained as mental state or emotional reactions toward the characteristics of a destination. The tourists' overall images are defined by affective and cognitive elements with a remarkable theoretical stressed on the vital part of the cognitive component in affecting the tourists' overall images. (e.g., Henkel et al., 2006; Schroeder, 1996; Sternquist-Witter, 1985; Stylidis et al., 2016).

Temporarily affective and cognitive components possess particular influence on the overall image of destination. Here we tried to investigate both affective and cognitive images to show their relationship on overall image. Therefore, the investigation aimed to analyze the two components as a separate variable.

H1: Cognitive image has impact and positive relationship on overall image of a destination.

H2: Affective image has impact and positive relationship on overall image of a destination.

4.2.2 The Impact of Unique Image on the Tourists' Perception of Overall Image of Destination

As it has been mentioned by the study, there are few investigations by Qu et al. (2011) and Hanzaee and Saeedi (2011). These scholars underlined and emphasized that third components of destination image is unique image. Eventually, we can understand from these investigations that the destination of image aims to distinguish the tourist destination by stressing on the unique image could be extremely important (Aaker, 1991). Additionally, unique image construct a vindicated aim to select that destination (Qu et al., 2011). As a result unique image is essential in construction of overall image in the attention of travelers. Therefore, according to the effect of the tourists' view on destination, the given image namely ''unique'', effects the relation to destination image and therefore hypothesis is recommended as follows.

H3: Unique image has impact and positive relationship on overall image of a destination.

4.2.3 The Influence of Visitors' Perception on the Overall Image of Destination for the Future Behaviors

The importance of the tourist destination's image is worldwide recognized, since it has emotional impact on the tourist's own view, behaviors and destination selection (Echtner and Ritchie, 1993; Chung and Shin, 2004; Allameh et al., 2015). There are some evidences in tourism industry which show and reveal an affirmative connection between a destination's image and behavioral intentions (Chen & Tsai, 2007; Chi & Qu, 2008; Prayag, 2010). On the other hand, the importance of overall image has an impact on fulfillment and intention to recommend (Prayag et al., 2017). On the other hand, Zhang et al. (2014) expressed that overall image works as reliable substitute for capturing destination image.

Moreover, some authors in their studies agreed that overall image has direct impact on future behavior of tourists (Saumell et.al., 2012; Molina et al., 2013). Former investigations approved that positive overall image donates greater tendency to recommend (e.g., Assaker, Vinzi, and O'Connor 2011; Bigné, Sanchez, and Sanchez 2001; Papadimitriou, Apostolopoulou, and Kaplanidou 2015; Prayag 2009; Qu, Kim, and Im 2011).

They claimed that if the overall image of the destination is high, they are going to recommend the destination to their friends or family members or they will revisit the destination. So, future behaviors are extremely important for touristic destinations. Therefore, while we were investigating these issues, we focused and stressed on two vital factors: firstly, intention to revisit tourist destination, secondly, intention to

recommendation while focusing on these factors, investigations which are Hanzaee et al. (2011) and Qu et al. (2011), approved and stressed on this subject.

H4: Tourist's view of overall image toward a destination could influence the tourist's intention to revisit.

H5: Tourist's view of overall image toward a destination could positively influence the tourist's intention to recommend.

Chapter 5

METHODOLOGY

This investigation has based on both qualitative and quantitative investigation on destination attributes and behavioral intention in the tourism destination of Famagusta Walled City. In the study, unique destination elements found with the interviews. The method that we found unique image attributes of Famagusta was open ended approaches to detect and clarify the cultural heritage and exceptional attributes of Famagusta Walled City. On the other hand tourists who filled out surveys selected according to ''judgmental sampling'' In this process we decided to choose participants who has expertise and experienced about Famagusta Walled City. İn this regard interviewed with academics, governmental institutions and several institutes. Moreover, pilot study done in July 2017 with stakeholders as an interview.

5.1 Method of the Research

Altınay and Paraskevas (2008) stressed that the concept of a study is constructed depending on the creation of data from the first point or conclusion of the investigation. If the study is constructed on a theory and creating hypothesis, reviewing the literature review, and testing the hypothesis, this means that the study is a deductive research. Additionally, if the study is based on using the related literature to be able to build or construct the study by analyzing the data and if it is related with the maintaining a theory, so this study is an inductive research. Thus, both techniques were used for this investigation.

The first method that was taken to the investigation was, gathering data which is judgmental sampling. During this process, interviews were done with the stakeholders who are expertise person in their field and knowledgeable characters for the improvement of the scale of investigation for "unique image". Consequently, the qualitative approach was applied to explore the unique image variable. Denzin (1978) stressed that these multi-techniques are acknowledged as triangulation or multimethod. That notion has been described to demonstrate that these methods are accomplished each other.

5.1.1 Deductive Approach

Deduction approach is the process of shifting from one subject to a different or from known element to unknown component. In fact, regarding to the deductive approach, the investigation is going through with the acknowledged philosophy and the information investigation is going to demonstrate the relationship. Moreover, this method proceeds from general to specific subjects. Moreover, this method is known as ─Top-Down method and linked with quantitative method (Spangler 1986). According to Robson (2002), deductive approach has been divided into five points.
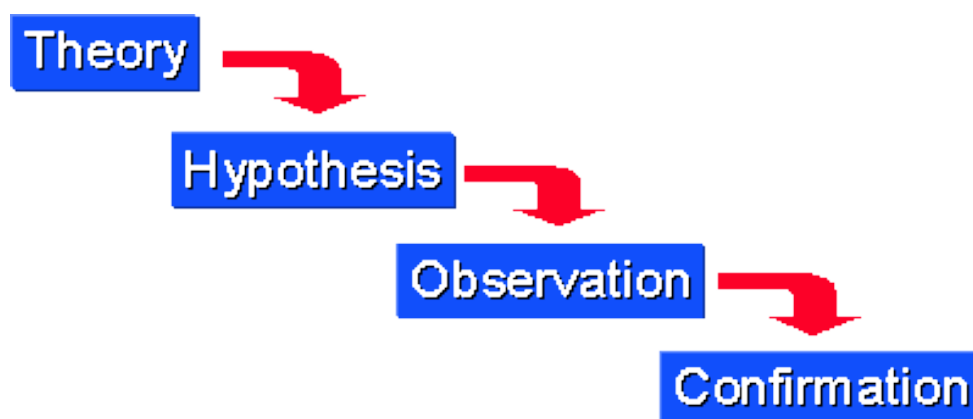
Figure 5.1: Deductive Approach Model

5.1.2 Inductive Approach

Inductive method is grounded on examining and exploring a particular fact which aims construct philosophies or ideas according to the collected statistics or information (Altinay & Paraskevas, 2008). Inductive method studies any subject from specific to the general. In the literature, this process called bottom-up. Also this approach is signifies qualitative methodology.

As it is mentioned above, investigation examination is of one of the independent variables (for example, unique image) prepared and arranged with the qualitative methodology and inductive method. Steps of inductive approach are presented in the following figure:
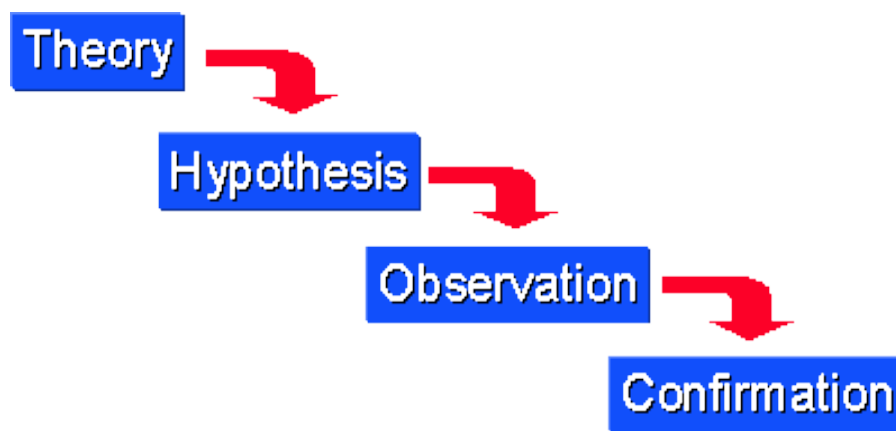
Figure 5.2: Inductive Approach Model

5.2 Instrument Development

This study has used the questionnaire developed by Echtner and Ritchie (1991,1993) for Cognitive Image scale. For measuring Affective Image scale completed and directed tourists. In this regard Russel et al. (1981) investigation scale used. As we discussed above, unique image scale constructed with stakeholders which

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interviewed with them. All these interviews were done with the individuals who know Famagusta Walled City very well. Those participants were from various establishments such as "MASDER", "Ministry of Tourism", "Academics", and ''Non-Governmental Organizations''.

Part one of survey is about travel patterns of respondents such as how many days the tourists stay in Famagusta Walled City; if they visited to Famagusta Walled City in previous times, source of data to be associate with Famagusta Walled City.

Part two contains some personal questions such as; marital status, nationality, sex, age, and their household revenue.

Part three contains cognitive items of Famagusta Walled City are rated by 5 point Likert scale which 1 Strongly Disagree to 5 Strongly Agree. Those items were night life, historical, and cultural attractions, quality of accommodation and cost/value, hospitality of people, hygiene, security, climate, cuisine, atmosphere, safety, scenery, inhabitants, service and gastronomy of Famagusta Walled City. Next part examined and evaluated tourists emotions of Famagusta Walled City were done by the use of Likert scale. Above mentioned scale features five different selection for each related part that are ''Exciting'' to' 'Gloomy'', ''Pleasant'' to ''Unpleasant'', ''Arousing'' to ''Sleepy'' and ''Relaxing'' to ''Distressing''.

Given points can be assigned from selection number one to five (strongly disagree-strongly agree. Next session has 16 questions related with unique attractions of Famagusta Walled City which are the most popular sights and icons of the

destination. In this part respondents circled them according to the 5 point Likert scale that "1" is "Strongly Disagree" and "5" is "Strongly Agree".

The unique destination attributes of Famagusta Walled City are as follows;

1- Church of St George of the Greeks, 2- The Citadel/Othello's Tower, 3-, St Nicholas Cathedral 4- Nestorian Church, 5- Armenian Church, 6- Twin Churches (Templar and Hospitaller), 7- Church of SS Peter & Paul, 8- St. Anne Church, 9- Namik Kemal Prison and Museum Dungeon, 10- Namik Kemal Square, 11- Venetian House Mansion, 12- Carmelite Church (St Mary of Carmel), 13- Church of Ayia Zoni, 14- Bastions, 15- Venetian House/Chimney House Mansion, 16- Agios Nikolaos Church.

Last section questionnaire has three questions measuring; recommendation intention, intention to revisit and overall image attitudes of respondents. These questions measured based on 5 point Likert scale.

5.3 Pilot Study

In order to give in validated and reliable process attributes during the phase of pilot study, for this research with the aim of determining whether there is a case of uncertainty in application, questionnaires were done by 20 tourists during the pilot study phase.

5.4. Sampling Method

As mentioned by Altinay and Paraskevas (2008), for the case of probability sampling there are several methodological approaches that can be followed.

- ''Clustering sampling''

- ''Stratified sampling''

- ''Systematic sampling''

- ''Simple random sampling''

For non-probability methods, there are five approaches (Altinay and Paraskevas, 2008):

- ''Quota sampling''

- ''Judgmental sampling''

- ''Convenience sampling''

- ''Self-selection sampling''

- ''Snowball sampling''

This study based on non- probability approach "convenience sampling" and "judgmental sampling" methods. Judgmental sampling or purposive has been used for finding the scales for "unique image" variable. The respondents in this data collection were the professionals and experts who are involved directly and indirectly in tourism and hospitality. These samples have been chosen based on their qualification for this study because of their experts, knowledge and experiences. 10 interviews were conducted during July 2017.

The tourists were multinational that selected for the survey. Also, travelers who came to Famagusta Walled City came from UK, European countries and other countries. Convenience sampling method has been used in order to gather data.

5.6 Data Collection Procedure

By the judgmental sampling the respondents for qualitative part have been chosen among professionals in tourism and hospitality. 10 interviews have been done for finding the scales for independent variable which is "unique image". The data for quantitative part of investigation collected from 332 surveys and surveys conducted in 2017 (July 15th to August 1st). Convenience sampling method has been chosen. We aimed in this investigation that, distribute surveys to international travelers mostly from UK and European countries.

5.7 Data Analysis

Data analysis was conducted in August 2017. SPSS 21.0 version was used as a software programme.

Chapter 6

RESULTS

6.1 Demographic Information of Respondents

The questionnaire for this investigation is included of 332 participants in total. In terms of gender, there are 161 male respondents (48.5 %) and 171 female respondents (51.5 %). According to education level 142 (%42.8) respondents had high school or less, 148 (44.6%) of them had university and 42 (%12.7) had Master or PhD degree. According to marital status, 227 (%68.4) participants were married, 71 (%21.4) were single and 34 (%10.2) were engaged. On the other hand, in terms of income of the respondents a great proportion of consequences expressed 123 (%37) participants income flanked by ''60,000 € - 89,999 €''annually.

Table 6.1: Demographic Profile of Respondents (n=332)

MARITAL STATUS	FREQUENCY	%
Single	71	21.4
Married	227	68.4
Other	34	10.2
TOTAL	**332**	**100.0**

GENDER	FREQUENCY	%
Male	161	48.5
Female	171	51.5
TOTAL	**332**	**100.0**

EDUCATION	FREQUENCY	%
High School	142	42.8
University	148	44.6
Master Or PhD	42	12.7
TOTAL	**332**	**100.0**

AGE	FREQUENCY	%
18-27	20	6.0
28-37	56	16.9
38-47	58	17.5
48-57	104	31.3
58-67	49	14.8
68-77	45	13.6
TOTAL	**332**	**100.0**

INCOME	FREQUENCY	%
Less Than 30,000 €	93	28.0
30,000 € – 59,999 €	51	15.4
60,000 € - 89,999 €	123	37.0
90,000 € – 119,999 €	28	8.4
120,000 € or More	29	8.7
TOTAL	324	97.6
MISSING	8	2.4
TOTAL	**332**	**100.0**

Table 6.2: Primary Respondents Information (n=332)

DAYS IN FAMAGUSTA	FREQUENCY	%
1-3	286	60.2
4-6	86	25.9
7	17	5.1
8-10	16	4.8
11-15	3	.9
More than two weeks	10	3.0
TOTAL	**332**	**100.0**

FIRST VISIT	FREQUENCY	%
Yes	264	79.5
No	68	20.5
TOTAL	**332**	**100.0**

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MAIN PURPOSE	FREQUENCY	%
Relaxation	192	
Fun/Excitement	39	11.7
Experience new things	86	25.9
Business	7	2.1
Other	8	2.4
TOTAL	**332**	**100.0**

With Whom Travelling	FREQUENCY	%
Travel alone	17	5.1
Family/Relatives	213	64.2
Friends	41	12.3
Tour Group	49	14.8
Other	12	3.6
TOTAL	**332**	**100.0**

SOURCE OF INFO	FREQUENCY	%
Official Guide	134	40.4
Brochure	24	7.2
Map	28	8.4
Travel Agent	10	3.0
Book/Article	17	5.1
Friends/Family	79	23.8
Other	40	12.0
TOTAL	**332**	**100.0**

Table 6.3: Cognitive Components

Cognitive/ perceptual (based on 1-5 scale) Questions	Number	Missing	Valid	Min.	Max.	Mean	Std. Deviation
Access	332	0	332	1.00	5.00	3.50	0.506
Restaurants	332	4	328	1.00	5.00	3.52	0.816
Shopping	332	0	332	1.00	5.00	2.91	0.678
Places to visit	332	0	332	1.00	5.00	3.09	0.772
Service	332	0	332	1.00	5.00	3.72	0.683
Nightlife	332	0	332	1.00	5.00	2.99	0.650
Historical sites	332	0	332	1.00	5.00	3.89	0.664
Transport	332	5	327	1.00	5.00	2.93	0.800
Sport	332	4	328	1.00	5.00	3.64	0.722
Hygiene	332	0	332	1.00	5.00	3.53	0.730
Quality of beaches	332	0	332	2.00	5.00	4.20	0.654
Accommodation availability	332	8	324	1.00	5.00	3.52	0.763
Friendly inhabitants	332	0	332	3.00	5.00	4.43	0.559
Quiet place	332	0	332	3.00	5.00	4.28	0.586
Natural attractions	332	0	332	2.00	5.00	4.76	4.385
Climate	332	0	332	1.00	5.00	4.18	0.778
Urbanization	332	0	332	2.00	5.00	3.92	0.614
Crowded	332	0	332	1.00	4.00	2.20	0.760
Open air Activities	332	0	332	1.00	5.00	3.00	0.898
Gastronomy	332	0	332	2.00	5.00	3.55	0.837
Fairs festivals	332	4	328	2.00	5.00	3.47	0.741
Good value for money	332	0	332	1.00	5.00	4.50	0.589
Different activities	332	7	325	1.00	5.00	2.75	0.892
Quality accommodation	332	7	325	1.00	5.00	3.52	0.763

Table 6.3 shows cognitive attributes regarding to a destination.

In table 6.4 reveal travelers emotion about Famagusta Walled City. As showed below, components of affective image can be seen as well as figures.

Table: 6.4 Affective Image Components

Affective Image Components (Based on 1-5 scale)	Number	Missing	Valid	Min.	Max.	Mean	Std. Dev.
Unpleasant-Pleasant	332	0	332	1.00	5.00	3.93	0.859
Sleepy-Arousing	332	0	332	2.00	5.00	3.26	0.903
Distressing-Exciting	332	0	332	1.00	5.00	4.00	0.911
Gloomy-Exciting	332	0	332	1.00	5.00	3.69	0.1801

Table: 6.5 Unique Image Components Table

Unique Image Components (Based on 1-5 scale)	Number	Missing	Valid	Min.	Max.	Mean	Std. Deviation
Ayia Zoni	332	0	332	2.00	5.00	3.26	0.863
Othello Tower	332	0	332	1.00	5.00	3.50	0.996
St. Nicholas Cathedral	332	0	332	2.00	5.00	4.58	0.767
Nestorian Church	332	0	332	2.00	5.00	3.43	1.025
Armenian Church	332	0	332	1.00	5.00	3.34	1.050
Twin Churches	332	0	332	2.00	5.00	3.60	0.981
Peter&Paul Church	332	0	332	2.00	5.00	3.83	1.000
Namik Kemal Dungeon	332	0	332	2.00	5.00	3.48	0.805
Venetian House	332	0	332	1.00	5.00	3.27	0.990
Chimney House Mansion	332	0	332	1.00	5.00	3.32	0.993
Agios Nikolaos	332	0	332	1.00	5.00	3.51	0.937

St. George of The Greeks	332	0	332	2.00	5.00	3.62	1.040
Overall image (based on 1-5 scale)	332	0	332	2.00	5.00	4.20	0.689
Recommen dation (based on 1-5 scale)	332	0	332	2.00	5.00	4.35	0.622
Intention to Visit (based on 1-5 scale)	332	0	332	1.00	5.00	3.46	1.132

6.2 Validity Rate of the Study

As shown in Table 6.6, 7 factor solutions with Eigen rate grander than one were removed. KMO sampling capability was 0.75. In terms of Communalities rate from 0.50 to 0.87 and all factor rates were bigger than 0.50.

Overall initial clarification was 67.5%. According to Nunnaly (1978) for validity and reliability, Alpha limit shouldn't be less than 0.70. In this study Alpha rate was 0.71 in total. So, this study is valid.

6.3 Factor Analysis

Table 6.6 shows the factor exploration of items which considered to cognitive image. First of all there was a 24 cognitive image items in Table 6.3. Table also examined their Eigen rate of all components is bigger than 1. The adequacy of sampling Kaiser Meyer Olkin was 0.751. In overall 67.9% was variance of factors.

On the other hand, investigation variables and communalities were "0.50 - 0.87". Also statistical data's showed that entire items were bigger than 0.50.

Table 6.6: Factor Solution-Cognitive Image Factor

FACTORS	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Variance explained %	27.9	11,6	7,30	6,52	5,48	4,63	4,34
	27,9	39,6	46,9	53,5	58,9	63,6	67.9
Eigenvalue	5.325	2.527	2.043	1.814	1.708	1.613	1.287
Cronbach's alpha							
Variables and communalities	1000	1000	1000	1000	1000	1000	1000
Places to visit	0.828						
Nightlife	0.807						
Shopping	0.781						
Open air activities	0.756						
Accessibility	0.743						
Restaurants	0.710						
Gastronomy	0.689						
Availability of accommodation		0.816					
Historical places		0.781					
Inhabitants							
Accommodation quality							
Climate			0.727				
Value for money			0.702				
Quiet place			0.621				
Hygiene							
Historical sites				0.733			
Service				0.690			
Crowded						-0.819	
Beach						0.586	
Sport							0.722
Different activities							
Natural attractions							0.873
Urbanization							0.507
Notes: For all factors points in Likert scale (1 strongly disagree to 5 strongly agree) used. KMO (Kaiser Meyer Olkin) shows of sampling adequacy is 0.751. Bartlett's test of Sphericity p< 0.000							

6.4 Correlation Analysis

Table 6.7 shows and illustrate that there are several relationships which are important for example: Correlation among overall image and unique image is substantial (β=0.321), the correlation with overall image and affective image (β=0.201). On the other hand relationship among overall image and revisit is significant (β=0.354). Moreover, above mentioned link of recommendation to overall image is vital (β=0.696).

Table 6.7: Correlation Analysis Table

	Unique Image	Affective Image	Cognitive Image	Overall Image	Recommendation Intension	Revisit Intension
Unique Image Pearson Correlation Sig.(2-tailed N	1 332					
Affective Image Pearson Correlation Sig.(2-tailed N	.115* .036 332	1 332				
Cognitive Image Pearson Correlation Sig.(2-tailed N	.107 .051 332	.251** .000 332	1 332			
Overall Image Pearson Correlation Sig.(2-tailed N	.321** .000 332	.201** .000 332	.141** .010 332	1 332		
Recm. Intention Pearson Correlation Sig.(2-tailed N	.254** .000 332	.109* .048 332	.081 .141 332	.696** .000 332	1 332	
Revisit Intention Pearson Correlation Sig.(2-tailed N	.289** .000	.071 .196 332	.098 .076 332	.354** .000 332		1 332

6.5 Multiple Regression and Hypothesis Testing

For implementation of regression exploration the sizes of attributes of destination, images of destination images which are unique, cognitive well as affective images given as independent variable. Variable of dependent was assigned to Overall Image for the study.

OVI= 2.32+ 0.16 (AF) + 0.11 (CO) +0.27 (UN)

R square = 0,135 Adjusted R square = 0,127 $F_{3,332} = 17,057$ $p < 0.000$ (using the stepwise method). Variables for significant values are provided below.

Table 6.8: Multiple Regression Analysis Results

Hyp.		T statistic	Beta [a]	R square	F	ACCEPTED/ REJECTED
H1	CO-OVI	1.358	0.072	0.103	17.057	Rejected
H2	AF-OVI	2.788	0.149	0.130	24.601	Accepted
H3	UI-OVI	5.706	0.296	0.135	37.844	Accepted
H4	OVI-REVI	6.873	0.354	0.125	47.252	Accepted
H5	OVI-RECI	17.621	0.696	0.485	310.486	Accepted

According to results of regression analysis; H1 (Cognitive image has positive impact on the tourist's overall image.) rejected in this study. Hypothesis 2 (Affective image has positive relationship with overall image) has been accepted. The tourists' overall images are defined by cognitive and affective components with a remarkable theoretical stressed on the vital part of the cognitive component in affecting the

tourists' overall images. (e.g. Henkel et al., 2006; Schroeder, 1996; Sternquist-Witter, 1985; Stylidis et al., 2016). However in this study cognitive image relationship on overall image has not been accepted.

Hypothesis 3 (Unique image has positive impact on overall image) has been accepted as well in this study. Some scholars underlined and explained unique image as an essential component to the image of destination (Saeedi & Hanzaee, 2011). As it has been illustrated, as a new element by namely called unique within image of destination has an influence on the overall image. To be able to explain link between overall (OVI) well as intention to revisit, (RI) hypothesis 4 again multiple regression analysis conducted. Revisit intention (REVI) was taken as an independent variable. Regression equation was shown below.

REVI= 1.028+ 0.581 (OVI)

In order to explain the relationship between overall image (OVI) and recommendation to visit (RECI) Hypothesis 5 again multiple regression analysis conducted. Recommendation to visit (RECI) was taken as an independent variable. Regression equation was shown below.

RECI= 1.717+ 0.629 (OVI)

T values and Beta coefficients were shown below Table 6.8 Hypothesis 4 (There is an affirmative relation of revisit that links an impact on Overall image) has been accepted in the current investigation. Hypothesis 5 (Overall image has positive impact on recommendation intention) has been accepted in the current investigation.

Chapter 7

DISCUSSION AND CONCLUSION

7.1 General

Investigation settled with the intention of analyzing the framework of theory assigned to an image of destination attributes and evaluates various factors that impacts on to overall image, also impacts of overall image on the behavioral intention of travelers if envisioned via destination and lastly, to bring in destination related recommendation and revisit intention.

Outcomes of this questionnaire results were argued well as given essential subjects, recommendations were composed for ministry of tourism, for managers and specialists to concentrate on the significance image of destination and its features to have better plans, policies or strategies. Moreover, restrictions, investigation well as strategies for further scholars have been stated.

7.2 Discussion

As discussed above hypothesis 1 (Cognitive image has positive impact on the tourist's overall image.) rejected in this study.

Hypothesis 2 (Affective image has positive relationship with overall image) has been accepted. The tourists' overall images are defined by cognitive and affective components with a remarkable theoretical stressed on the vital part of the cognitive component in affecting the tourists' overall images. (e.g., Henkel et al., 2006;

Schroeder, 1996; Sternquist-Witter, 1985;Stylidis et al., 2016).

Hypothesis 3 (Unique image has positive impact on overall image) has been accepted as well in this investigation. Some scholars underlined and explained unique image as an essential component for image of a destination (Qu et al. 2011; Saeedi & Hanzaee, 2011). As it has been mentioned and illustrated by Qu et al. (2011), new component of the image by uniqueness of destination, which has an influence on overall image.

Hypothesis 4 (Overall image has positive impact on revisit intention) has been accepted in the current investigation. It is stated by Wang and Hsu (2010) and Qu et al. (2011) overall image directly affect tourists' intention to revisit.

Hypothesis 5 (Overall image has positive relationship on intention to recommendation) was based on the results. (Hanzaee & Saeedi, 2011). Moreover, these results are reliable investigations that some authors did (Alcaniz et al, 2009; Hanzaee & Saeedi, 2011).

7.3 Conclusion

This investigation examined the influence of image of destination attributes which are namely affective, unique and cognitive images and images of overall to travelers by the destination, measuring of impacts on images of overall that are recommendation and revisit intention of visitors.

Given investigation demonstrated over mix approach which is triangulation with the deductive method for quantitative part and inductive for qualitative part. As mentioned in methodology part, qualitative part of this research collected from the

professionals and expertise individuals who extremely know Famagusta Walled City very well. For the quantitative part of this study, surveys conducted to the incoming travelers.

The results of this investigation showed that ''unique'' well as '' affective'' images are in effect on the overall image. On the other hand both "revisit intention" and "recommendation intention" significantly effect on overall image. Results of this section are reliable for former investigations (Echtner & Ritchie, 1991; Chen & Uysal, 2002; Bigne et al., 2001).

7.4 Managerial Implications

First of all, the results of this study show that except cognitive image, other destination image attributes that are affective and unique image have an influence on overall image of the destination. Regarding to the tourists` future behaviors, both intention to revisit and intention to recommendation has been supported.

According to the consequences and discussion of the existing investigation, various suggestions for specialists, executives, governmental bodies can be recommended. Primarily perspective as cognitive image is very significant and important in overall image of Famagusta Walled City but, tourists who visited Famagusta Walled City, according to their idea there is a lack of cognitive attributes which should be pay attention and concentrate on more. Mentioned, emphasized and underlined components are historical and cultural attractions, availability of accommodation, festivals, exhibitions, transportation, and different touristic activities. These items are weakness of Famagusta Walled City. Civil services like municipality, ministry of tourism and private sectors must focus on these weaknesses and try to improve

maintainable and sustainable actions for developing these significant attributes of Famagusta Walled City.

In this regard, governmental bodies play an important role in this issue. To be able to make Famagusta Walled City well known in the world and one of the most unforgettable destination, all stakeholders, especially governmental bodies should think about these questions;

What might be done for incoming tourists to increase revisit intention or recommend Famagusta Walled City to others? In what way is the image of the Famagusta Walled City perceived by incoming tourists? Are there any problems which avoid the promoting or avoid tourist's future behavior of the Famagusta Walled City brand?

To be able to become distinct and successful destination in the world, destinations should keep tourists behavioral intention at the highest level.

Moreover, other weaknesses of Famagusta Walled City are there isn't any authority that deals with Famagusta Walled City. There are some clashes among authorities such as Municipality, Tourism Ministry, Department of Antiquities, Pious Foundations, and Military.

Also, the most important weakness is that there is no tourism awareness in Famagusta. The reason is that citizens and stakeholders have not understood the value of Famagusta Walled City and many values of the walled city have been

consumed, beautiful buildings have been demolished and replaced with unidentified buildings which are not suitable for the image of walled city.

Besides, there are some difficulties in terms of the infrastructure development. For example; there are not enough identification plates for information. For each building in the walled city, the identification plates must be placed by the Ministry of Tourism, so the tourists can find every historical building`s location easily. To be able to make Famagusta Walled City better, these advices should be followed;

Firstly, in the hot weather, tourists and citizens can walk in the shade. This will help people spend more time on the streets and raise their shopping motivation as they will be in the shade. Moreover, the walled city should be closed to traffic. In this way, people can walk in the streets freely. Besides that, especially in the summer season, the municipality must arrange theater, cinema, exhibitions and artistic events in various places of walled city so that the walled city becomes a lively place at night.

Furthermore, lighting system should be established. Even overnight shopping in the summer becomes even more attractive. As for the cafes and restaurants, they can use soft light for their environment. Actually, Famagusta Walled City can be a tourism harbor instead of commercial harbor and also this will enable cruise tourism which can bring a new soul to Famagusta Walled City. Last but not least a tourism master plan should exclusively design for Famagusta Walled City.

Also idle buildings should be brought back to life by imposing penalties and encouraging owners to rent their buildings to interested investors. To treat walled

city as an open air museum and collect at least 1 Euro visitor fee in an account to be spent for the protection of the walled city in this case that sources can be used for attracting tourists with various folkloric shows.

7.5 Limitations and Future Studies

Very first is related to the surveys limitation has been translated only into English. Demographic profile showed us that there are many German tourists who visited Famagusta Walled City. This investigation has limitations and recommendations for future studies. For the future studies, there is a benefit to translate surveys German beside English and it will avoid any uncertainty in the surveys.

In this investigation, limitation could be sort of questionnaire that has been done without time lag. For the future scholars, data collection part could be in two time lags. One can be tourists' arrival period and other one could be their departure period. By applying two time lags, scholars or investigators can observe or analyze independently the suggested model to see traveler's knowledge and awareness toward the destination.

Other recommendation could be correlated to the travelers` way of visit the destination, if they have anyone to help them such as tour leaders during visiting the destination. The reason is that, tour leaders can affect directly the travelers` awareness and knowledge toward image of destination.

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APPENDICES

Appendix A: Interviews

Interviewer 1

1. In your perspective what images or characteristic of Famagusta Walled City is very noteworthy as a travel destination?

There is no doubt that Othello Castle is the landmark of Famagusta Walled City because the world- famous Shakespeare`s globally known artwork was repeatedly transferred to the white screen, also in the form of Hollywood, its versions were filmed 3-4 times and besides that, its classical music and opera were performed. Therefore, Othello Castle is a well-known historical building in every aspect and it is a place where Shakespeare`s literal work finds its life.

2. Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

The walled city itself is a historical place that reflects the medieval atmosphere of the city`s walls which is about 4 km together with its ditches and it must be in the world cultural heritage. In this walled city, there is a gothic mosque which is St. Nicholas Cathedral and it is the only mosque that has minaret in the world and also there is Martinengo bastion which we call double loophole which is a military architectural masterpiece, Ravelin, St. George Church, and Nestorian church is also an important work that I can mention about where Christians can still worship.

3. What are your logical and emotional perspectives of Famagusta Walled City?

As a person who was born and raised in this city, this state of being abandoned after the 1974 war, has affected me emotionally and we as citizens are working hard to bring back its vitality like the old days. In my logical perspective, I think that in that city where the tourism is rising and the business opportunities reduce, I wish for our walled city to become a brand value of Famagusta and also I

think that the ratio of the people should develop correctly to be able to provide job opportunities.

4. According to your personal view what are the weak points of Famagusta Walled City?

We have not understood the value of Famagusta Walled City for years and we have consumed many values of the walled city, we have demolished beautiful buildings and replaced them with reinforced concrete and unidentified buildings which are not suitable for the image of walled city and also we couldn't use Famagusta Walled city effectively. But, with the recent increase in tourism activities, many of us have seen how many tourists abroad have taken such activities abroad, especially most of Cypriots visited Dubrovnik which can be regarded as ship destinations and the problem is that why Famagusta Walled City cannot become a tourist destination like these destinations and advertise Famagusta Castle in the international market. My view is that both the inheritors of the old living population and those still living in the Famagusta should return back to the walled city again which has already started. Also, tourist activities have just started in the guest houses and small residences. For the other sectors that include places like grocery stores, restaurants, cafes, bars, etc. should be brought into action more efficiently as soon as possible.

5. What are your advices for the development of Famagusta Walled City?

Especially, in the recent developed Internet environment, we are not able to create any event that will introduce Famagusta Walled City. Also, we need to introduce ourselves in the international environment by moving away from the perception of an abandoned city image of walled city which is located near the ghost town and by doing this; we should turn it into our favor.

Interviewer 2

1. In your perspective what images or characteristic of Famagusta Walled City is very noteworthy as a travel destination?

I think fortifications, walls and ramparts are noteworthy. Overall in the Famagusta Walled City's streets have specific housing units. Also streets bars and taverns are very noteworthy in my point of view.

2. Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

Ruined churches, Othello tower, Namık Kemal square and street with typical houses.

3. What are your logical and emotional perspectives of Famagusta Walled City?

My emotional perspective toward Famagusta Walled City is sad, sorrow but city is like a movie set like created by movie productor. My logical approach toward the city is one of the best cities to be visit as a tourism destination. Also there is an enormous value which nobody seeing and aware of it.

4. According to your personal view what are the weak points of Famagusta Walled City?

The walled city is not that much lively, it seems like a ghost city at nights but nowadays the city night life little bit pop up but it should be more attractive.

5. What are your advices for the development of Famagusta Walled City?

The heritage buildings should be used in a good way for example there are idle buildings and old houses should be renovated and should be more lively and attractive.

Interviewer 3

1. In your perspective what images or characteristics of Famagusta Walled City is very noteworthy as a travel destination?

Othello Castle is number 1 landmark of Famagusta Walled City. So, it can be used as a tool for drawing attention of Shakespeare Associations all across the world. St. Nicholas Cathedral (Lala Mustafa Pasa Camii) is the most remarkable monument within the city.

2. Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

St. George of the Greeks, Nestorian Church, Ravelin Identical Caponiers, Martinengo Bastion, Carmelite, Armenian, St. Anne Aya Zoni, Aya Nicalaos.

3. What are your logical and emotional perspectives of Famagusta Walled City?

Famagusta Walled City captures an area around two third of a square kilometer which packed up with 40 historical monuments worth of visit. Most of the residents are still indigenous people which are impressive for the visitors.

4. According to your personal view what are the weak points of Famagusta Walled City?

There isn't any Walled City Authority that is common for similar medieval towns. There is clash of authorities such as Municipality, Tourism Ministry,Department of Antiquities, Pious Foundations, and Military.

5. What are your advices for the development of Famagusta Walled City?

- Walled City authority

- A tourism master plan exclusively designed for Famagusta Walled City.

- Alternative planning and funding sources where the owners can not only get loans but grants as well.

- The idle buildings should be brought back to life by imposing penalties and encouraging owners to rent their buildings to interested investors.

- To treat Walled City as an open air museum and collect 1 Euro visitor fee in an account to be spent for the protection of the Walled City.

Interviewer 4

1. In your perspective what images or characteristic of Famagusta Walled City is very noteworthy as a travel destination?

First of all, the whole of Famagusta Walled City is very important as a destination image. In this context, the whole structure is also important both in developing the image and in marketing. At this stage, when we update these events, the material value of the product increases. For example, if we do not put the properties of Famagusta Walled City in the foreground, we can never move the room prices of the hotels there to the level we want. If we advertise the entire Famagusta Walled City as a destination, we can increase the prices of the rooms, that is to say, we should advertise Famagusta Walled City as a whole. I think it is very disadvantageous to choose the Othello Castle only and bring it forward. Our main element of marketing should be the entire image of Famagusta Walled City.

2. Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

We can undoubtedly put Othello onto the top, and then the ramparts, St Nicholas Cathedral and Church of SS Peter & Paul.

3. What are your logical and emotional perspectives of Famagusta Walled City?

My emotional perspective towards Famagusta Walled City is a nostalgic destination. I don`t want any change in Famagusta Walled City and I don`t want it become corrupted. Regarding to my logical perspective, there must be a

development, but this development must be sustainable so that both this generation and next generation can benefit from this wealth. In this frame, what we can do here is preserving these values, for example, Balkan countries are protecting these values in the world, and I have observed how people protect medieval times there and do everything without corrupting their local dishes.

4. According to your personal view what are the weak points of Famagusta Walled City?

In this phase, it is necessary to look at this issue bilaterally. First, Famagusta has some weaknesses in general, and the second weakness is the system itself and the people who govern the city. Famagusta's first weakness is the lack of system and infrastructure. In addition to this, one of the most serious problems is the lack of city planning. A place without planning tends to have very low image of destination. Tourism seems simple but it requires a serious consciousness. All people in this sector need to be conscious. But unfortunately, there is deficiency about this issue. Another weakness is that there is no tourism consciousness in Famagusta. Therefore, for sustainable tourism, stakeholders should be made aware about tourism. Famagusta Walled City has an old infrastructure as an old destination and it is very expensive to develop this infrastructure. Moreover, because all of the historical buildings in Famagusta Walled City are all old, their restoration requires serious costs and requires professionalism. Also, Famagusta Walled City has a limited capacity which creates an obstacle. As a result, it is necessary to plan for Famagusta Walled City, and if it is going to be done, it is necessary to keep the people out of the city for a certain period of time and then redirect them to the walled city. In addition to this, guest houses must be built. Finally, it is a major weakness that the people of

Famagusta cannot move in a coordinated manner with the municipality, businessmen and students.

5. What are your advices for the development of Famagusta Walled City?

It is necessary to create awareness to increase the image of destination of Famagusta Walled City. First, the people of Famagusta should see tourism as a life style. Secondly, a plan that creates an upper mind. In other words, it must be a 20 to 25 year plan that the state has created with its own stakeholders. Another recommendation is the professional approach. So, in a professional sense, a strategic plan is needed. In this sense, it is necessary to get help from creative people. Fourth, the state must have incentive models. An incentive system must be established primarily for Famagusta, and then for small businesses, for accommodation places and for guides. Famagusta should be publicized by civil society organizations, business people and Tourism Ministry. The problem is that, individuals do not do their duty and they only work for themselves. If we cannot solve this problem and if we cannot change this system for our own benefit, I do not think that Famagusta Walled City will be at a good level.

Interviewer 5

1. In your perspective what images or characteristic of Famagusta Walled City is very noteworthy as a travel destination?

The most important landmarks of Famagusta Walled City are Othello Castle and Lala Mustafa Pasa Mosque. These buildings still stay popular and magnificent and they are visited by several tourists from all over the world.

2. Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

There are various places of worship and historical artifacts in Famagusta Walled City. As an example of some of these we can say St. George Church, Nestorian Church and Ravelin.

3. What are your logical and emotional perspectives of Famagusta Walled City?

In brief, as for my emotional perspective, the buildings in walled city are really old but despite of that, they are still dashy, impressive and fascinating and when you have a look to these buildings, it is possible to feel ancient times and they take you back to the essence of history. Regarding to my logical perspective, I can say that we as Famagusta citizens have a gold in our hands in terms of Famagusta Walled City. So, we should work hard to present this cultural wealth to the world by protecting our ancient buildings and improving our facilities.

4. According to your personal view what are the weak points of Famagusta Walled City?

As one of the Tourism Information Center officer, I believe that the weak point of Famagusta Old City is that, tourist cannot find every historical building in the walled city easily. So, for each building, the identification plates must be placed by the Ministry of Tourism and as far as I know there is a study for this. Thus, the tourists can find every building without having any difficulty.

5. What are your advices for the development of Famagusta Walled City?

As for my advices for increasing the quality of Famagusta Walled City, the places that can be seen in the castle, must be listed and turned into brochures in different languages. And, of course, this must be done in coordination with the

department of old monuments and the Ministry of Tourism. These breakthroughs can make Famagusta Walled City widely known in every aspect.

Interviewer 6

1. In your perspective what images or characteristic of Famagusta Walled City is very noteworthy as a travel destination?

Othello Castle and St. Nicholas Cathedral are the most important images and characteristics of the Famagusta Walled City. Moreover, Famagusta Walled City attract many people because of its history.

2. Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

Ravelin, Othello Castle, Twin Churches (Templar and Hospitaller) and St. Nicholas Cathedral.

3. What are your logical and emotional perspectives of Famagusta Walled City?

Famagusta Walled city is a love. Because, when you walk down to the city, you can smell the history and it's a spiritual journey. Also, people are very friendly and social in the city.

4. According to your personal view what are the weak points of Famagusta Walled City?

Foreigners as well as tourists visit Famagusta Walled City. The worst thing is that, the importance of attention to details and the importance of ambience are not given to Famagusta Walled City. As the name pollution and visual pollution reached the stage, the signs in the shops should be dismantled and appropriate signs should be placed in the standard type for Famagusta Walled City.

5. What are your advices for the development of Famagusta Walled City?

All existing curtains come with a standard and a suitable curtain is put on the wall or, as in many touristic places, for example, in the summertime, in the narrowing points of the city, the canvas roof is drawn at certain intervals over the street. Thus, in the hot weather, tourists and our people can walk in the shade. This will help people spend more time on the streets and raise their shopping motivation as they will be in the shade.

The pedestrian road on Istiklal Street should be removed from the location to cause open-close discussions and the pavements should be canceled and the code difference should be reset. Sinan Pasa Road is a beautiful example. Otherwise, the debate will continue, especially between car drivers and shopkeepers. Even 20 years later, the President of the city will not be able to get rid of this problem.

The outer walls of the shops should be made according to the location of the buildings. The owners should be given 3 months of respite, and the Municipality should intervene and do it to those who do not. For example, in Beyoglu, Istanbul, the municipality intervened to the owners of artisans who did not comply with the project and made a penalty of 40% of the cost of goods. Again the municipality did not ask for money and gestured from the drawing projects that made about the exterior of the shops. The total duration of such a project should not exceed 6 months. Regarding this, casual lending facility can be provided, or contributions can be made from UNOPS or UNDP.

In the summer months, the municipality must constantly include theater, cinema, conferences and artistic events in various places of walled city so that the walled city becomes a living place at night. For example, imagine that stroller groups perform and collect as much as 3-5 lira from everyone who is called legal

linguistically. It's like Covent Garden in London. In addition, imagine that historical periods such as Lusignan, Venetian and Ottoman period were recreated with the clothes of that period and used to create tourist attractions. For example, imagine that, Venetian soldiers and Ottoman soldiers walk around the streets and the visitors want to take photos with them… I do not think photographers need to do any other work. As it has not been, the walled city also provides a constant flow of people...

Bairam, New Year's Day, Valentine's Day, festival etc. at the time of the event, Famagusta Walled City must be illuminated with fancy lights. The tradesman is also ready to make his own contribution in this regard. If this is done, it will not be possible to imagine the human crowd that flows into the city. Maybe it will cost a bit much, but the return will be enormous because commercial wheels will be run.

Remember that, people have a particular weakness against the light. Even overnight shopping in the summer becomes even more attractive. Although my last visit to Istanbul was February 10, the lights from the New Year had not been removed from Istiklal Caddesi in Beyoğlu, which made it attractive for people. The important thing that should not be missed here is that the structure of the walled city is particularly suitable for lighting the streets of the shops.

Special laws must be enforced for closed shops, property owners must be forced to either use or rent or sell. For example, in similar places in EU countries you cannot say, "Here is mine, if I want I keep it open or closed. Whoever says whatever!" Instantly, they cut you a special tax penalty and you become obliged to make one of two options, because you do not have the right to disturb the visual pleasure, and the fact that the shops are closed means that the municipality and the state are in financial loss. If you say you cannot do it, you will have a wooden curtain

in front of the closed old buildings, and the painters draw paintings of Famagusta. This will refresh the wall a bit.

For cafes and restaurants in Famagusta Walled City, the municipality should definitely set a standard, but those who fall below that standard, their permission should be canceled. At the moment, some of the cafés and restaurants are pitiful and do not suit the walled city. The municipality must choose and publish "The Store of the Month" regularly every month to cover all stores, not just cafes and restaurants.

One of the ports in the harbor must be opened for the passenger ships to visit the port and the passengers must be guided directly into the city.

Interviewer 7

1-   In your perspective what images or characteristics of Famagusta Walled City is very noteworthy as a travel destination?

Othello Castle, St. Nicholas Cathedral (Lala Mustafa Pasa Camii), Namik Kemal Square.

2-   Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

Nestorian Church, Martinengo Bastion, St. George of the Greeks, Twin Churches, Ramparts.

3-   What are your logical and emotional perspectives of Famagusta Walled City?

Famagusta Walled City has great construction and as I observe the tourists pursue pleasure when they visit this beautiful city.

4-   According to your personal view what are the weak points of Famagusta Walled City?

I can say that citizens have not understood the value of Famagusta Walled City and they don't visit the walled city frequently. For this reason, the image of walled city stays in the background. Also, there is a great problem with the infrastructure in its entirety. Thus, we also face some difficulties. For example, the tourists don't do shopping much. So, it is really difficult for us to be afloat as a shopkeeper.

5-What are your advices for the development of Famagusta Walled City?

Most importantly, Famagusta Walled City should be closed to traffic. Therefore, people can walk in the streets and they can do shopping comfortably. Also, the government should change the environment of this walled city. This means that, governors should add some physical beauty to this city. It should be moved away from the situation of an abandoned city image of walled city, we should turn it into our favor. For instance, the authorities can arrange some cultural events to make the city more active.

Interviewer 8

1-   In your perspective what images or characteristics of Famagusta Walled City is very noteworthy as a travel destination?

It is clear that Famagusta as a whole is very precious and it is a destination image. For this reason, our main component of promotion should be the all image of Famagusta Walled City. But if I`m going to give some as examples, I can say St Nicholas Cathedral, Othello Castle and Twin Churches.

2- Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

I will say definitely bastions, Chimney house and Venetian Houses also Taverns and restaurants.

3- What are your logical and emotional perspectives of Famagusta Walled City?

Regarding to my perspectives, Famagusta Walled City has an impressive architecture and it captures all the visitors` attention. Also, I should mention about the sincerity of local people and the local texture.

4- According to your personal view what are the weak points of Famagusta Walled City?

The most important weakness is that there is no tourism awareness in Famagusta. Therefore, for sustainable tourism, all the citizens and stakeholders should be aware of tourism.

5- What are your advices for the development of Famagusta Walled City?

It is necessary to create awareness to increase the image of destination of Famagusta Walled City. I will mention about some good things that can be done. First of all, Famagusta Walled City should be a tourism harbor instead of commercial harbor and also this will enable cruise tourism which can bring a new soul to Famagusta Walled City. Secondly, the walled city should be closed to traffic. Thirdly, Cypriot cuisine should be tasted and served to incoming tourists. Lastly, incoming tourists should be exhibited by the folklore team.

Interviewer 9

1-   In your perspective what images or characteristics of Famagusta Walled City is very noteworthy as a travel destination?

In my opinion, Othello Castle, St Nicholas Cathedral and Namik Kemal Square are the most valuable destinations of Famagusta Walled City.

2-   Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

Nestorian Church, Martinengo Bastion, St. George of the Greeks and Ravelin

Identical Caponiers.

3-   What are your logical and emotional perspectives of Famagusta Walled City?

As for my emotional perspective towards Famagusta Walled City, it is old and unique destination and it has its own senses that every people can feel when you visit this magnificent city. So, I want it to stay in this way and I don`t want any changes in Famagusta Walled City. Regarding to my logical perspective, government has a great role for the development of Famagusta Walled City. Also, as a citizen, we should take an intensive care of this unique place.

4-   According to your personal view what are the weak points of Famagusta Walled City?

Actually, there are lots of missing points of Famagusta Walled City, but in general, I can say that the system is a big problem in that case. The governors don't care about the Famagusta Walled City and they don't do any improvements. Another point is that the people are not aware of this treasure they have. If the authorities had raised the awareness of the society, they would have become more concerned about the actions of Famagusta Walled City.

5-   What are your advices for the development of Famagusta Walled City?

System organization and alternative planning and should be done as a priority and the government should take some precautions. The importance of attention to details and the importance of ambience should be given to Famagusta Walled City. And there should be some changes in terms of the infrastructure development. Also, I believe that, Othello Castle should be the main image of Famagusta Walled City and with the help of this unique place; it is probable that Famagusta Walled City can be a landmark.

Interviewer 10

1- In your perspective what images or characteristics of Famagusta Walled City is very noteworthy as a travel destination?

I will say Famagusta as a city completely treasurable. Therefore, our foremost element of promotion should be the all image of Famagusta Walled City. Additionally, I can say St Nicholas Cathedral, Othello Castle and Twin Churches are the importance of the Famagusta Walled City.

2- Please list any distinctive or unique tourist attractions that you think of Famagusta Walled City.

I would like to list those attractions such as; Ayia Zoni, St.George of the Greeks, Chimney House and Nestorian Church.

3- What are your logical and emotional perspectives of Famagusta Walled City?

In my opinion, Famagusta Walled City has an remarkable style and it captures all the guests` attention. Also, I should mention about the naturalness and genuineness of resident people and the local texture.

4- According to your personal view what are the weak points of Famagusta Walled City?

Firstly I would like to say local people of Famagusta not understood the value of Famagusta Walled City for years and we have expended numerous values of the walled city, we have destroyed beautiful constructions and altered them with irrelevant structures which are not appropriate for the image of walled city.

5. What are your advices for the development of Famagusta Walled City?

The idle buildings should be constructed again in a good way for example there are idle buildings and old houses should be modernized and repaid, by this way Famagusta Walled City will be more energetic and good-looking.

Appendix B: Questionnaire

Dear Respondent;

You are being asked to participate in a study examining the Destination Attributes of FAMAGUSTA WALLED CITY. All information that you provide will be confidential and you will not be identified when the results of this study are reported.

Thank you for taking the time to complete this survey and being a part of this study.

Have a nice holiday in Northern Cyprus.

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Section I.

1. How long have you been in Famagusta? …………days.

2. Is this your first visit to Famagusta?   □Yes   □   NO,   I   visited

Famagusta

before. ……...time(s)   (number)

3. What is the main purpose of your trip on this occasion?

□ Relaxation   □ Fun/Excitement   □ Experience new things   □ Business

□ Other

4. With whom are you traveling on this trip?

□ Travel alone   □ Family/relatives   □ Friend(s)   □ Tour group

□ Other

5. Sources of information?

□ Official Guide   □ Brochure   □ Map   □ Travel agent   □ Book/Article

□ Friend/Family   □ Other…….

Section II.

Some demographics about you:

6. Age: _____   **7. The country residence:**_____

8. Gender: □ Male   □ Female

9. Marital Status: □ Single   □ Married   □ Other

10. Education: □ High School or less   □ University   □ Master
or PhD

11. Household income in US dollars:

□ Less than $30,000   □ $60,000-$89,999   □ $120,000 or more   □ $30,000-$59,999

□ $90,000-$119,999

Section III.

In the following table, some statements about FAMAGUSTA WALLED CITY are shown.

Please, rate your level of agreement-disagreement taking into account that: 1-High disagreement; 2-disagreement; 3-Nor agreement nor disagreement; 4-Agreement; 5-High agreement.

	Components of the cognitive image of the destination.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The cleanliness and hygiene is good	1	2	3	4	5
2	The quality of the beaches is high	1	2	3	4	5
3	The availability of accommodation is good	1	2	3	4	5
4	Their inhabitants are friendly	1	2	3	4	5
5	There are interesting places to visit	1	2	3	4	5
6	It is a quiet place	1	2	3	4	5
7	It has attractive natural attractions and scenery	1	2	3	4	5
8	The climate is pleasant	1	2	3	4	5
9	The urbanisation is good	1	2	3	4	5
10	It is crowded	1	2	3	4	5
11	There is a good availability of open air activities.	1	2	3	4	5
12	There are high quality restaurants	1	2	3	4	5
13	There are many historic sites/museums	1	2	3	4	5
14	The gastronomy is good.	1	2	3	4	5
15	It has an easy access	1	2	3	4	5
16	The local transport is good	1	2	3	4	5
17	There are suitable shopping facilities	1	2	3	4	5
18	There is high quality accommodation	1	2	3	4	5

19	There are good sport facilities	1	2	3	4	5
20	Night life/entertainment is good	1	2	3	4	5
21	Tourists can enjoy fairs, festivals and exhibitions	1	2	3	4	5
22	It offers a good value for money	1	2	3	4	5
23	It has quality services	1	2	3	4	5
24	Tourists can do different activities	1	2	3	4	5

Section IV.

Below is a list of scales that can be used to describe your feelings towards places. Evaluate

FAMAGUSTA WALLED CITY as a tourist destination on each word set by checking the

appropriate box.

Unpleasant	1	2	3	4	5	**Pleasant**
Sleepy	1	2	3	4	5	**Arousing**
Distressing	1	2	3	4	5	**Relaxing**
Gloomy	1	2	3	4	5	**Exciting**

Section V.

Listed below some historical sites that determine the unique image of Famagusta walled city as a tourist destination. Please rate them by circling the appropriate number. "1" means "Strongly Disagree" and "5" means "Strongly Agree".

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Church of St George of the Greeks	1	2	3	4	5
2	The Citadel/Othello's Tower	1	2	3	4	5
3	St Nicholas Cathedral	1	2	3	4	5
4	Nestorian Church	1	2	3	4	5
5	Armenian Church	1	2	3	4	5
6	Twin Churches (Templar and Hospitaller)	1	2	3	4	5
7	Church of SS Peter & Paul	1	2	3	4	5
8	St. Anne Church	1	2	3	4	5
9	Namik Kemal Prison and Museum Dungeon	1	2	3	4	5
10	Namik Kemal Square	1	2	3	4	5
11	Venetian House Mansion	1	2	3	4	5
12	Carmelite Church (St Mary of Carmel)	1	2	3	4	5
13	Church of Ayia Zoni	1	2	3	4	5
14	Bastions	1	2	3	4	5
15	Venetian House/Chimney House Mansion	1	2	3	4	5
16	Agios Nikolaos Church	1	2	3	4	5

Section VI.

A) Please rate your **overall image** of FAMAGUSTA WALLED CITY as a vacation destination on a scale from 1 to 5.

Very negative	1	2	3	4	5	Very Positive

B) Please indicate if you would **recommend** FAMAGUSTA WALLED CITY to your friends and relatives on a scale from 1 to 5/

Not Recommend at all	1	2	3	4	5	Definitely recommend

C) Please rate the level of your **intention to visit** FAMAGUSTA WALLED CITY for vacation purposes **over the next two years.**

Do not intend to visit	1	2	3	4	5	Very likely to visit