

**An Empirical Assessment of Challenges and
Prospects of Architectural Heritage Reuse for
Tourism: The Case of Old Town/Famagusat/TRNC**

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ABSTRACT

Architecture is one of the main pillars to the role of attracting tourist to a destination , architecture in its modern or ancient periods both structures are able to attract millions of tourist from across the globe and this will help boost social and economical feature of the destination.

The aim of this study is to maintain and create awareness of the architectural attraction and how to preserve them for the next generations and promoting the importance of preserving the architectural site with the help of the community, by the help of the community we can reach original identity of the site (Chen, 2011).

The researcher would to like to propose a recreational structure to the old city in Famagusta, North Cyprus how it can have a positive impact on many economical factors , a qualitative data analysis will be used to gather information and come up with a result for this research.

Architects need to make buildings that are sustainable and adaptable to the environment and the surroundings, and having in mind the environmental factors that are in risk when building on a fragile land, water, pollution, energy efficiency, reducing waste and improving people's productivity that's why a sustainable plan for buildings is a crucial element to strongly consider.

Keywords: architectural heritage, reuse issues, tourism planning, case of old town/famagusta/TRNC.

ÖZ

Mimari, bir hedefe turist çekmenin ana sütunlarından biridir. Gerek modern mimarinin, gerekse eski dönemlere ait mimarinin dünyanın dört bir yanından milyonlarca turisti çekebilir olması, bulunduğu yerin sosyal ve ekonomik özelliğini artırmaya yardımcı olacaktır.

Bu çalışmanın amacı, mimari cazibeyi korumak ve devamını sağlamak için farkındalık yaratmaktır. Ayrıca, mimari alanların gelecek nesiller için korunmasında toplumun nasıl yardımcı olunabileceğinin önemine vurgu yapılması ve onların nasıl teşvik edileceğidir (Chen, 2011).

Araştırmacı, bu araştırmanın sonucunu ortaya çıkarmak için Kuzey Kıbrıs'ın Gazimağusa kentindeki eski bir rekreasyon yapısının, birçok ekonomik faktör üzerinde nasıl olumlu bir etkiye sahip olabileceği hakkında bilgi toplamış ve nitel veri analizi kullanmıştır.

Mimarlar, çevreye uyum sağlayabilen sürdürülebilir yapılar yapmalıdırlar. Ayrıca, çevresi ve arazinin kırılganlığı, su, kirlilik, enerji verimliliği, atık azaltma ve insanların verimliliğini artırmada risk oluşturan çevresel faktörleri göz önünde bulundurarak, binalar için sürdürülebilir bir plan, güçlü bir şekilde düşünülmesi gereken önemli bir unsurdur.

Anahtar Kelimeler: mimari miras, sorunları yeniden değerlendirmek, turizm planlaması örneği, kaleiçi/gazimagusa/Trnc.

DEDICATION

This thesis is dedicated to my partner Talal Alshirazi Alsabbagh who encouraged me and helped by his immensely support that I could achieve my aim.

And my entire family.

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Chapter 1

INTRODUCTION

Global tourism sector has been witnessing a solid positive increase across the global in the 21 century and has definitely become an efficient and solid economic tool for many countries. Tourism is a sector that has many variables and is taste paced (Goh & Law, 2002).

Thus, Tourism setup is a major element for the development of tourism, which will have a direct effect on the destination's economic progress, political allies between different countries, are the crucial indicators of tourism figure. Therefore having positive and steady effect on tourism setup, this fact is true mainly in small islands (Ayres, 2000).

After the second half of 20 century, also because of the end of World War II and new job created or having a busy touristic location, some cities witnessed taste paced growth which lead to desert the historic city cores, numerous authors have come up with a corresponding between heritage and tourism (Santa-Cruz & Lopez-Guzman, 2017; Gurira & ngulube, 2016).

Show's that the reuse of deserted building "constitutes a significant opportunity for achieving more livable and healthier cities through the regeneration of inner city areas" the real challenge is "to be able to imagine uses which offer intellectually stimulating options, in the belief that the production and consumption of cultural

goods, of art, could constitute business, could ensure adequate economic returns, changing and evolving the common commercial standards” (Giani & Carnevale, 2015, p. 45).

On the other side, the real culture and tradition should be used when renovating an architectural site with the help of the community, this will help in reaching the original identity of the location (Chen et al., 2011).

As soon as a heritage site makes it to UNESCO, it transfers it to a touristic attraction point. Making the demand higher as the people's curiosity increased and this leads to a higher tourist number, which will benefit the economy and new jobs created (Chen et al., 2011).

Chapter 2

LITERATURE REVIEW

2.1 Tourism Background

These past few decades, the tourism sector has been witnessing a stable growing and increased heterogeneity. Hence it is the fastest growing sectors volume wise has exceeded that of oil exports, the food industry and the auto mobile giving an entry point for millions in the work force from women to men and young entrepreneurs (WTO 2015).

The tourism sector has been established as a major sector in the trade between countries. Known as international simultaneously trade being elected for the major income sources for numerous developing country, the tourism sector like not another any other service sector it has a recorded surplus in trade when comparing it with the rest of the world (WTO 2015).

Worldwide tourist entry have seen a growth by 7% in the year of 2017 to hit the number of 1/322 million, from the satisfaction of UNWTO. This pace is supposed to continue positively to reach 4%-5% in 2018, Twenty first century tourism is related to the development and see a growing number of different destination. The variable have turned this sector as the main enhancer of social economic advancement, The simple word of tourism development, basically means to create plans and strategies to increase and develop tourism efficiently, The case of making plans and strategies

for improving the tourism sector hence increasing the GDP and creating an overall greater economy(Global Tourism 2005).

Tourism has been a tool used to generate income through direct and indirect jobs.

Examples:

- 1) Investing in accommodation's, transportation units, food and beverage outlets, drinkable water and financial sector
- 2) Increase disposable income for a higher quality of life
- 3) Ecological sustainability program (Global Tourism 2005)

The international expansion in developing and industrial destinations has created economic benefits and created many jobs in similar sectors construction, agricultural telecommunications.

The benefaction of tourism to the economic strength in relies on the quality and the diversified revenue generating outlets the tourism offer. UNWTO helps countries in creating and sustaining position in an international market, the UN is devoted in creating a sustainable tourism in developing countries as they benefit from it and they try to make it a reality (UNWTO Tourism Highlights 2017 edition).

The tourism sector is one of the leading industries in the world, and it is mentioned that even the earliest human did travel for leisure but the truth is that tourism came recently due to modernization and had a big role in establishing what modernity looks like (WTO 2017).

2.2 Types of Tourism: Mass and Alternative

The tourism sector is divided into two key categories one is mass tourism and alternative tourism. These different segments are different from each other. The key difference is the amount of tourist in a destination.

2.2.1 Mass Tourism

The rising of mass tourism has created a board specter of environmental and social cultural difficulties. A huge aspect that makes mass tourism is the abusive use natural lands into built land to satisfy tourist needs. The forest is the land mark of the raw material and capital.

On the other hand they abused and destroyed from singular activities or development of any project related to tourism (kuvan, 2010). The text mentioned above and the endeavor of the non-governmental organization (NGOs) to advance is making a more environmental sensitive tourism that shows a worrying side of the pessimistic impact of mass tourism (Davenport & Davenport 2006).

There are short range economic out comes from mass tourism, it has been advertised from many countries. The biggest environmental deficiencies that occur to the destination is primarily it is infrastructure in and building that are supposed to be built to support it and primary in the position where the number of tourist should be controlled (Davenport & Davenport 2006).

The activities in tourism have been spreading all over the world, and the direction of tourist interest are on the Mediterranean, Spain, Tunisia, Turkey, Croatia and Greece (Sarda, Mora & Avila 2005).

Special local monument to habitats that have been destroyed and used instead for facilities to supported tourism such as holiday villages, time lodges, hotels and recreational facilities (e.g., marinas, golf fields, sport arenas and centers, sky center) infrastructure facilities (e.g. roads, water supply, energy supply, airports, communication centers and education) and with domestic markets, picnic areas, malls. The establishing of these facilities will change land use and cover which includes bio diversity it is the most environmental issue they face (Gossling, 2002).

“An offspring of industrialization and democracy, good student of consumption and globalization” (Hillali, 2003), in the western societies the idea of mass tourism has expended since the 1950s, in an era of a powerful economic growth, the first destination issuing international tourist worldwide are of Western Europe, North America and Japan, The outcome of a wall paced growth is the way of attraction international tourist to the historical tourism location (Dehoorne et al., 2014).

The mass tourism is powerful tool to sell a standard packages in contrary of the Rivalry from Luxury tourism (Dehoorne & Theng, 2015), After a while this has sparked a believed to be needed plan to create more variables that covered all the 3s tourist products means keep it at a mass but offering more facilities, Examples: golf grand's, marinas, exhibition centers, so to create a higher demand for people with fewer budget and high spender (Bramwell, 2004).

Even though. It is known that the countries that fall on the coast of the Mediterranean, they are famous for the attraction of tourist and is a mass tourism (with a high variety of coastline from 20 km in Boznia-Herzegovina to 15,000 km in Greece; 7953 in Italy; 5790 in Croatia; 5,191 in Turkey; 2,580 in Spain; 1,703 in

France) (Bramwell, 2004), these particular destinations do not cost the tourist or have a high expenditure.

The mass tourism is known for a huge revenue that is a back bone for the economic prosperity and growth, the huge incoming of tourists (who are all consumers) brings income and hope to the people who are working in the tourism sector, tourism as a huge support for the cumbersome that is lack of jobs or employment options and opportunities for small scale investors, these different a varied jobs all related and belong to the tourism sector (restaurants, hotels, bars, taxis ...) and indirect the general trade, and the whole economy will be stimulated by the currencies that come from the country (Mitchell et al., 2001; Ashley et al., 2000).

By putting together the different know meanings or definition's together, we can get to understand some important and repeated characteristic, such as protecting the environment, social and cultural capitalization, the involvement of local people in developing of a sustainable and efficiently growing the tourism of the host country.

2.2.2 Alternative Tourism

The eco-tourism is the most suitable merge for the approach of attractive, and it is reflected as "a panacea capable of reconciling economic development, environmental protection and the well-being of communities" (Tardif, 2003). Lequin (2001:12) put's the light on the eye-catching theory on eco-tourism ecotourism "considered primarily as a form of tourism oriented towards relatively undeveloped natural areas and protection of territories opposed to mass tourism operating in the built environment (Knowles, 2004)".

The concept of alternative tourism is a merge between tourist product and individual tourist services. In a much easier meaning it is area's people look for that are the familiar tourist attraction, hence, it relies on popular destination and not on high season dates. It is distinguished by singular activities and the tourist's interest and demand to see the real cultural and traditional values of a destination (Dutorme, 2007).

The alternative tourism has interest in many variables to proceeding to tourism such as community tourism, ethical tourism, eco-tourism and agro tourism (Dutorme, 2007).

There are a numerous approach's to alternative tourism which will help us to get out of the ruling mass tourism concept. Not only focusing on the economic problems, we also have to put in mind the social and cultural elements, the association with the environment and the involvement of the people of the host community (Dutorme, 2007).

By merging and putting together some varieties of the founded meaning of alternative tourism, we can find a comprehending and key idea in all of them which is environmental protection, cultural and social capitalization of the heritage and the participation of the locals in the development of projects an whiling and creating and efficient economic benefit for the community (Teng et al 2015).

To stabilizer arrival numbers and regulate the consuming to the scares resources which are mainly the natural resources. The ideology of eco-tourism gives a higher attention on cultural characteristic and more in a general meaning of the heritage and

the participation of the host community to create a more sustainable approach as a highlight problem (Teng et al 2015).

The eco-tourism is viewed as a tourism strategy that has low negative effect on the cultural and physical environment, this ideology is a merge between portending the dimensions of resource in correlation with the sustainable development in the host country.

2.3 Tourism Impact

The idea of sustainable tourism came to rise in 1980's a reason for decreasing the undesired and negative outcomes to tourism (Stone & Stone, 2011). Numerous communities through research have shown that they believe that the outcomes of tourism is more negative than positive. In spite of this issue many communities and resident brace tourism in the region (Bramwell, 2003; Lindberg, Andersson & Del-laert, 2001).

Many follow the positive income of tourism as an equal amount of negative many irritating outcomes, such as pollution and traffic, but the outcomes that are positive should be available, such as more jobs in the labor market and opportunities, increased income and quality of life, enhanced infrastructure and a collective outcome which create a higher quality of life (Draper et al., 2011; Haralambopoulos et al., 1996; Harrill & Potts 2003; Lindberg et al., 1999), The outcomes and impact have been the most popular area in research in tourism (Moyle et al., 2010).

In 2001 Smith have said that consequences from tourism activity is something certain and there is no way to stop it, but strategies should be creates and put in order to be able to minimize the undesirable outcomes and benefit fully from the positive

outcome. Special place and sensitive environment are by nature the attraction for tourists, the positive outcomes of tourism might be covered by the chartered of the market such as volume and the tourist activity like length of stay, mode of transport and travel arrangement (Smith, 1997).

The resources the destination offers natural features, level of development, political and social structure is as important because it shows the durability to which extend in tourism and tourism development (Mathieson & Wall, 1982). The outcomes of tourism can be positive or negative and can be divided into economical, environment, cultural and social.

2.3.1 The Economic Impact of Tourism

Global tourism can be classified as an intangible or invisible export in which it brings different currencies in to the host country, hence it has been contributing directly to the balance of payments, The money that are coming in to a country like an export industry, helps in business growth and stability, increase in income, employment and government revenue (Global Tourism 2005).

The economic rising in a destination through tourism in many time of it is factors like education, industrialization, increased number of professionals creating foreign markets, free trade policies and more strategic plans and policies (Global Tourism 2005). All the factors we mentioned above work together to enhance the economy reserve hence erecting higher incomes. Which leads to a higher disposable income, Tourism also contributes economic wise for regional and local, creating a money income to rural areas which creates more business, greater markets and advertise a positive image of a destination. The revenue that country gets from tourist helps in of

payment both in indirect and direct, the direct form which is from taxon revenue and then indirect corning from tourists purchase goods (Global Tourism 2005).

2.3.2 The Political Impact of Tourism

As the international tourism has the model of a perfect ideology that it brings nation together in peace and understanding, this idea is far from correct as developed countries and developing countries have been increasing in tourist they get into direct contact with each other and there are many different levels of people from different backgrounds and quality of life and differences are wide and political also this could create negative consequences of the social cultural (Global Tourism 2005).

2.3.3 The Social and Cultural Impacts

The outcomes of social cultural signal the impact it makes on the locals like the changes in their life style, the upgrade of the infrastructure etc. The outcomes of the economic impact can be evaluated by the monetary benefit and development of the economy in general (Global Tourism 2005).

The tourism in it is many dimension can have varied impacts in a location on it is locals depending on the strength of a region these outcomes can be either positive or negative. A big amount of money is put in the maintaining and preserving of local monuments, historical sits, improving infrastructure to give the locals enhance quality of facilities, hence gives us back with a better education, more activity facilities, planning for social event and hence a better quality of life. They come together with the tourists and interact with money different nations all with different backgrounds creating an experience and elevated set of beliefs in the region (Global Tourism 2005).

Because of the need of a more quality service, more employment options that are created hence people will not seek a foreign land to migrate for making a living (Global Tourism 2005).

The anticipated outcomes of rush and huge traffic will cause the infrastructure not to cope with the situation, treading to a poor sanitation which will lead to many diseases to tourist and the locals as well. The locals has a mentality of tourist intruding which disturb the community and creates lack of comfort for locals, the host country might alter the lifestyle of tourist and this will lead to loss of the native customs and traditions and small number of locals will head to crime as a way to earn easy money from tourist which in return will create a higher crime rate and loss of norms and moral in the region (Global Tourism 2005).

2.3.4 The Environmental Impacts of Tourism

The meaning of environmental impact is the outcomes of tourist on the naturals and the areas around it. Impact of tourist on the environment can be both positive and negative, in an action plan to create more demand and attract more tourist, by making the place aesthetically pleasing by planting more trees and landscape a great investment is begin put on facilities, like sitting area, shades, sanitation, drinkable water etc. more dedication in investing to maintain historical moments and historical structures bring in more tourist (Global Tourism 2005).

Every type of development integrate and comes together with nature excess development brings the cost of nature and damage to the wild life and plant life. The domestics are asked to relocate form coasted areas to create facilities that cater tourism demand and as coasted regions are so fragile hence created to the over use of

the commons and destroying of natural resources with the lack of consideration of the waste disposal. The increase in labor, water and pollution will create a diverse of problems in the regions ecosystem (Global Tourism 2005).

2.4 Changes from Mass to Alternative

The increased knowledge of tourist locals and stake holders of the impact of tourism on a region. Mass tourism especially this leads to another type which is alternative or special interest tourism (Jovicic, 2016).

Jafari (2001) connected the changes in the new trends with the ‘Adaptancy platform’ that came up in the 1980 giving proposal and models that are focus on increasing the positive effects of tourism on the local community and environment. In this subject alternative tourism there is cultural tourism which is purpose of visiting a region to learn about cultural and tradition, visit historical moments and eat local cuisines.

Cultural tourism what we understand is very close to the European idea of consuming is a patient matter of museums and historical sites and a very close and related view of this matter is hold by authors who look at the cultural tourism as heritage tourism which is consuming of cultural and historical heritage which provides evidence of the past (Poria et al., 2003). For Timothy and Boyd (2006), that heritage tourism falls under the category of cultural tourism and is one of the most popular kind of tourism.

2.5 Tourism in Developed and Developing Countries

Countries are segmented into two key categories by the United Nations, one is a developed country and the other developing country, The characteristics that put

these countries in thesis categories are economics states such a GDP, GNP income per capital, their industrialization and the standard of living (UNWTO, 2015).

The rising numbers of tourist and it looks like it will keep rising in the future. Numerous countries which are developing see tourism as the primary source of export earnings. On the other hand, the rapid increase in tourist numbers put a risk on natural and cultural sources in the developing world (UNWTO, 2015).

2.5.1 Tourism in Developing Countries

The tourism in some developing countries play a huge role in the economic activity and it is very attractive form of economic way to bring foreign money in and some countries GDP are 25% from tourism (UNWTO, 2015), but in the developing world the certain problems and crisis the nation have leads to a negative image on the media in a world where tourist decision is solely made on the destinations reputation an image destinations (Nadeau et al., 2008; Rodríguez-Molina et al., 2015; Tasci and Gartner, 2007), bringing and creating an attraction for tourist, high quality residents and investors remain of the nation most challenging plan.

The tourism activity will create a higher quality of life to the population residing in the most developed regions and countries (Cárdenas-García et al., 2015). The development of higher infrastructure like transportation, a much easier way to get information on destinations and locations that are demanded and attract tourist, and the increase in the general wealth of population residing of developed countries, have caused a steady increase in the count of tourist (Cárdenas-García et al., 2015).

2.5.2 Tourism in Developed Countries

A small number of countries has issued a put on policies regarding tourism, a continues debate on how to put a plan that make the economic impact a positive to the region (Lea et al., 1993).

Since the mass of the population in developing countries don't know their abilities and full potential it is very hard to predict and a self-government and the economic growth and together with sustainable opportunities and growth of income, Confronting with 2 problems in the third world (Lea et al., 1993).

Those regions are usually dependent on a few number of activities to support the economic system, and it is partially impossible to create a high standard quality of life, A need that occurred in many developing countries, that is created by the tourist presence in developed or industrialized regions which they take from these countries part of the income in these regions (Lea et al., 1993).

The continuous and fast paced growth of the tourism sector has greeted a demand to invest more in it. From local and national governments and international organizational, which think that tourism is a primary feature or sector for economic growth (Lamb & Sutherland, 2010).

Economic growth in developing countries is so limited to produce an efficient source of revenue to support it these are the thoughts of some authors (Britton, 1982) and the difference in income between developed and developing countries remains the same (Blázquez, Cañada & Murray, 2011).

2.6 New Ideas and Innovation in Tourism

Innovation in it is many of sectors in products and marketing are one of the regularly studied and researched topic in science as well as it is uses and purpose in tourism (Maráková & Medved'ová. 2016).

The rising number of competitor and a market that is being repeated and stuffed in the means of saturated market which creates the want to innovate to stand ahead in the competition, because tourism is a market where innovation is important (Weiermair, 2004; Pechlaner et al. 2006). Unique use of factors of production and the strategy of keeping up with customers demand are all needed for creating innovation features in both services and products. These are all important factors for the holders in region (Maráková & Medved'ová. 2016). Schumpeter (1934) when we want to use innovation in the tourism sector it comes with certain sanction.

A study by Hall (2009) mention 4 classification in innovation by OECD. Hjalager (1997) has brought a definition of the classification of innovation, from the work and research of Schumpete, in the Min time it was moderately adjusted by Weiermair (2004). Product, process, management or organization and market innovation are the key feature in innovation, but there has been attempts to define a special innovations which are Distribution and institutional.

The OEGCD and Eurostat (2005) have mention that the meaning tend to be troublesome to describe they tend to integrate with different types of innovation in the same sector which created encouragement in investing on innovation in related sectors. What is considerate to be new and special in a specific place is the innovation that is observed directly by customer it is product and service innovation,

Looking at it from the point of view of the consumer, the above mentioned elements or factors will influence the buying patterns. Particular studies have focused on the hospitality industry and how they found the difference in innovators from the prospect of individual service.

The innovation that focus on productivity and efficiency is process innovation and one of the key element is to invest in technology. The change of the structure of the organization also called reengineering that can sometimes be the combination Buhalis and Law (2008) point out that the information, communication and technology (ICT) are important for many sectors in innovation, as well as money studied subjects.

The efficient way to increase productivity is by implementing the information, communication and technology (ICT). The merging of ICT with other plans strategies and managerial dimensions are successful with the improvement in the labor skills and human resource management, the purpose of these technologies causes a faster and efficient way for preparation reducing labor and energy, reduction of wait quicker service and increase flexibility. The management innovation is closely connected to the organization of a corporation, managing the people and pushing down tasks to the subordinates, career advices and rewarding the employee, one of the difficult situations faced is to regulate quality workers, maintain cost control and flexibility (Hu & Horng-Sun 2009).

This type of innovation might increase job satisfaction, improve internal skill and knowledge. The authors (Hu & Horng-Sun 2009) mentioned that the concentration on creating “team spirit” is an essential key in improvement of this sector.

Gupta and Vajic (2000) go deeper in the field as they “customer management” as spot lighted group from management innovation. In specific, they explain that the participation to the customer in a service is more important than a new experience, destination in management of innovation, they state that they are innovating by seeking new tourist segments or diverting the communication in hope will go a wider range and influence brand perception the carrying out of a new marketing concept will steer innovation and can created relations with the destination and visitors. An example is the creation of programs like visitors loyalty.

As the internet is here, it allows the same size of advertisement with small destination and major ones as to what the offer, and as it is the concerns of the visitor, the customer rather than the traditional media platforms (Maráková & Medved'ová. 2016).

What also can be considered as a part of marketing innovation is the merging of two brands, example in a region where the production of wine is popular, all the producers can merge of create a brands for themselves marketing innovation is about the renewed of the relationships with mass media, primarily with foreign platforms who review events. An example will be a cooking event reviewed by a celebrity (Maráková & Medved'ová. 2016). These kind of event can be the major attraction in a destination.

2.7 Institutional Innovation

Innovation in institutes is a new organizational structure, which concentrates and apply the principle of co-operation, the new organization have researcher's studying and researching how to make business relations, networks and alliances, the

certifying companies create a quality mark and as a promotion (Maráková & Medved'ová. 2016).

The responsibility of the state in the tourism sector are in, planning, security, regulation, coordinating, motivation, sponsorship, protection and promotion (Hall and Williams 2008). As a concern about this, innovation tends to be thought that it involves commercial entities in the education sector, hence, it clearly shows that the local and foreign source are leaning more towards defining the concepts in terms of prospects and there are definite proof that it exists or it is effective of the innovation policies.

Applying innovation is a tourism region and the applying of innovation in tourism business the difference with destination is much harder because the stakeholders are divided into many segments (Maráková & Medved'ová. 2016).

The innovation procedure spot the light on how the depend on each other, putting the innovation in plan is one of the most influential to a destination for the sustainable development. The research of introducing innovation might be different (Maráková & Medved'ová. 2016).

Any unplanned reduction of tourist may influenced the management to bring in new plans and strategies to overpower the crisis. On the contrary, when the objectives are done and achieved this can be a push, also the innovation that is associated with the restructure of management. What has a lot of potential is marketing innovation (Maráková & Medved'ová. 2016).

Recently the management of tourism destination has hassle to make sure their leadership and coordinating, the reason why we talk about the stakeholder, in order to make sure coordination will take place, which should bring all the stake holders to make a decision together. Innovation plays a role in preventing the cause of destructive and chaotic the stake holders to integrate in making the decision with the management (Maráková & Medved'ová. 2016).

2.8 Changes in the Market/Demand

The global arrival of tourist increased in 2016 by 3.9% to sum it to 1,235 million visitors a year globally. This is accumulated to an increase of 46 million and this has been the seventh consecutive year with more than average increase this sequence to growth has never been recorded since the 1960s(UNWTO Tourism Highlights, 2017).

This interest in the global tourism has been a positive trend these previous years, few have faced incidents and some destinations have witnessed a loss in a number of tourist but all together they have been all positivity growing increased connectivity and budget air companies (UNWTO Tourism Highlights, 2017).

By UNWTO Asia and the Pacific grow by 9% then African 8% and amorous 3% by an increase of 2%, while the Middle East declined by (-4%). The global tourist movement expect a growth in general from 2010 t0 2030 to reach a number of 3.3% that is 1.8 billion the emerging destinations are to grow (+4.4% a year) to be twice in growing than advanced economics of 2.2% increase. When mentioning emerging economics market share it was 30% in 1480 and in 2016 reached to 45% and is to hit 57% in 2030, which is equal to 1 billion travelers.

Chapter 3

TOURISM ATTRACTIONS

When finding a meaning for tourist attraction is not really simple, we have two definition: “A physical or cultural feature of a particular place that individual travelers or tourists perceive as capable of meeting one or more of their specific leisure related needs. Such features may be ambient in nature (e.g. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall.” (Harris and Howard, 1996) And “Positive or favorable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture. (a) Manmade attractions are physical structures (Sydney Harbour Bridge) or events (Olympics). (b) Natural attractions are physical phenomena deemed unusual and /or beautiful (Bungle Bungles). (c) Secondary attractions have tourist appeal, but are not the primary reason for visiting a location. (d) A negative attraction is an attribute of an area that tends to make some customer or market choose not to visit as for example pollution or crime.” (Metelka, 1990).

Attraction is the pillar of tourism it is the main purpose tourist visit a destination for what it values against other destinations a way to collect and measure the tourism consumption. As Rojek (1997:52) remarks, ‘the urge to travel to witness the “extraordinary” or the “wonderful” object seems to be a deep urge in all human cultures’ this subject is not a surprise as a huge attention goes to the investment on

the production and consumption of tourist attractions (e.g. Edensor 1998; Gunn 1988; Leiper 1990; Lew 1987; MacCannell 1976).

Gunn (1988) debated and argued thoroughly that attraction are a natural pulling power to the tourist since the beginning, this pulling power is not dependent on the customers preference but the overall quality, design and the operation of the attraction.

Boorstin (1964), neither the less he gave a suggestion that the idea of attraction is a new and a modern age one, he found that the term, tourist attraction has been dated 1862, and criticized the as a “attenuated” cultural with burley any essential value, but wonderfully suitable and saleable tourist commodity, the reparative pattern of development in attraction proven him correct. But numerous authors, most recognized MacCannell, did not accept his view on their social and cultural value.

MacCannell (1976:41) debated that this gives a destination to modern existence of a current leisure group. He explained attraction as ‘an empirical relationship between a tourist, a sight, and a marker - a piece of information about a sight’. MacCannell’s studies a research put attraction strongly in an era before modern economy of signs, and to make matters clear he emphasize that tourist attraction as a marker of meaning and social consumption is a bigger importance than being just tourist activity. They should not be looked at by separation but has to be viewed as part a broad system of significance.

Bulding on MacCannell’s work, Leiper (1990) have segmented that known term of attraction as part of the system, Leiper re engender MacCannell definition to the

meaning of attraction to 'a tourist attraction is a system comprising three elements: a tourist, a sight, and a marker' (Leiper, 1990:370).

Leiper gave us this definition which explains to us that attractions are consumed primarily by sight-seeing. on the other hand, they can exist on the absence of a signification sight, so leiper re engineers a greater standard model that replaces "sight" with Gunn's (1988) believe of a term "nucleus": "a tourist attraction is a system comprising three elements: a tourist or human element, a nucleus or central element, and a marker or informative element. A tourist attraction comes into existence when the three elements are connected" (Leiper, 1990:371).

In this items with the upcoming of a great number of destination that are fighting for their market share in tourist arrivals, the historical sites are experiencing a process to define it in another means and re interpreting their cultures in to them for them to be more attractive and in attracting a bigger audience on the other hand all of these actions taken on heritage sites and responding to commercial activities, preserving of the site will be compromised (Beatley & Manning 1997).

Heritage sites in a sense of architectural and city building represent the role of evolution in their tradition and all of these attributes give a "sense of place". Planners in the urban fields have seen the link to the past and it is influence on "sense of place as an important dimension of sustainable places, strengthening local identity, contributing to investment, and retaining communities (Beatley & Manning 1997).

3.1 Architectural Heritage as a Tourism Resource

Architectural heritage is like any economic activity, uses these resource and produce an impact on the environment that aggregate the sum of misuse if the quality and quantity of the resource are degraded. Newby (1994) recognize the complicated relation between tourism and heritage to which it evolves by being a shared entity, being exploited and in extreme case created, when the cultural is shared heritage a tourism come to create a revenue to sustain the environment and value of the heritage.

Tourist resource are tourist object on any particular object that interests the tourist from natural object, to manmade, everything that is able to satisfy the tourist wants , needs and expectations (Wang, 2015).

The social development of last eras are represented by the resource of historical and cultural. Historical and cultural heritage has to have a material that is socially recognized and a cultural wealth to be there to be maintaining the social and ethnic values and also to pass it to the coming generation, this is sustainability. The objects of cultural and historical are segmented into 2 groups materials and spiritual, material is the object of production and every material value of a cultural and the spiritual the number of acquirement the society has from education, art and literature (Wang, 2015).

In today's world, historical monuments are becoming a primary product of tourism, hence numerous regions have put a huge investment in maintaining and renovating.

The changing actions approaching the restoration of heritage has created an elevated sense of awareness of the region and European citizenship community level of the social and economic benefit of heritage in tourism purposes. Putting aside the diverse perspectives and arguments concerning tradition and modernity in the cultural setting. Many mind intellect have accepted mutual relationship between tourism and heritage (Santa-Cruz, & López-Guzmán, 2017; Gurira, & Ngulube, 2016; Nuryanti, 1996).

Too really gain a proper understanding through heritage should be passed to the visitor, involving the local stakeholders in the community will enhance economy (Archer & Fletcher, 1990). Over a set of time the historical sites and buildings re being in a threat of demolition as a reason of getting fragile and dangerous, but with sustainability plans these have been reduced of human activities with ecological issue (Langston, et al., 2008).

The role of sustainability is to sustain all the common goods and to protect them and prevent damage to happen through conserving and preservation and protecting the cultural with the aim of enhancing economy (Powter & Ross, 2005).

A conservation plan that is long term will positively enhance natural and cultural resources in a region. To keep going with these targets such as social, economic and heritage conserving, there are major conditions requirement to be there. One, to regulate the human actions to the environment. Two, to have the tools and knowledge with the help of experts on analyzing the building life cycle in sustainability. Third, to put in mind that human and it is connection to the environment that is called as human-integrated designer.

The conservations can come through flexible re-use could promote the idea of sustainability in the destination, there is a signification focus of cultural heritage and traditions to conserve a sustainable tourism (Powter & Ross, 2005).

This research is focusing on building heritage, which is major thing to be focusing on during sustainability plan. As stated by (Yaldiz et al., 2014), the heritage of cultural is the representation of historical assets that are for the past, hence the procedures to keep them safe coming generation to have potential benefit from. This is the incentive to why historical monuments and assets should be examined through sustainability.

This research is focusing to what degree sustainability effects the esthetic of historical buildings, spot lighting the role of plans and policies especially this research is highlighting on the preservation due to different cultural activity and reactions, the cultural attributions can be understood from the architecture of historical buildings, which will impact the experience of the tourist. However, we will concentrate on enhancing awareness of preservation on how it is planned to enhance the economy.

Previous studies in cultural heritage in numerous regions, shows that along with many aspects of a cultural what was fascinating that historical monuments, castles, and museum were the tourist most demand and interest. Moreover, by using the historical locations for pleasure in increasing number of tourist arrivals can be a great potential for a destination tourism operation (Apostolakis, 2003). After a study by Glasson on the attributes of the tourist who went to oxford, 80% of them were happy with the architecture and traditional colleges.

Jolliffe and Smith (2001) found that 80% are satisfied by the architecture and are willing to re-visit, that the architecture was a main-focus on why willing to re-visit. As mentioned by Embaby (2014): “The obligation to conserve the architectural heritage of our local communities is as important as our duty to conserve the significant built heritage and its values or traditions of the previous era”. Important for us to know and understand how to previous the heritage to transfer it for coming generation (Lee & Chhabra, 2015).

Jolliffe and Smitt (2001) have mentioned that to find the historical commodity unique, it is of signification importance to understand the experiences to cultural heritage aspects that covers the needs of consumption of cultural (Hill, 2016). In the context of the study this contribution for the understanding tourist image (mental destination representation), and the perspective effect on historical building have effect on the performance of tourism, what is mentioned in the text, not taking into consideration value of cultural heritage and human interest in heritage, a small number of authors and researches have looked at this topic specifically, the most studies are focusing on architectural practice and conservation of heritage, very few is understood with respect to the effect of architectural on tourism (McDonald, 2000).

Tourist perspective on a destination can be changed by the heritage of the site. Remoaldo and his friend (2014) have mentioned that in his studies show some tourist are willing to revisit for architectural heritage and historical monuments the case of Portugal is an example. There is more evidence in issuing parts of tax go for the preservation of heritage sites such as France and Ireland.

3.2 Architectural Tourism and Heritage

The idea of architectural being the most iconic tool in bringing more tourist in from developed to developing country, by increasing the interest international visitor or local visitors, architecture can reenergize a city and make it a mark (Alnafeesi, 2013).

The domestic tourism as an alternative is a way of implementing tourism without global pressure on a fragile destination, it is a chance to upgrade and influence local can challenge global attractions, it is a potential benefit to a market a position in a destination (Alnafeesi 2013).

Tourism is an industry that has both out comes positive and negative economic, social and environmental are all in threat of being impacted in a negative manners the planners should create strategy to create positive outcomes while bringing negative outcomes to minimum (Jahanshahi, 2011).

Possibly tourism is the most rapidly effected and instable industry, with the increase in security threats, terrorism, diseases political problems, disasters no destination is safe from any upcoming problems that are an external and the state has no control over it (Lasansky & McLaren, 2004). “The histories of specific structures, spaces and sites have been re-conceptualized. Some have been preserved and celebrated, whereas others are left to decay. In this process of amplification and suppression, buildings, cities and entire countries have been remapped by tourism initiatives to serve political, cultural, economic and scholarly goals” (Lasansky & McLaren, 2004).

Tourism in the sector of cultural and heritage have become a primary source of income and the main economic activity in many regions, related with a message from the past, the historical monuments remain a witness from the generations behind previous to us “People are becoming more and more conscious of the unity of human values and regard ancient monuments as a common heritage. The common responsibility to safeguard them for future generation is recognized .It is our duty to hand them on in the full richness of their authenticity” (Jokilehto, 2003).

The potential benefits from conservation and protection of architectural heritage can be embracing for their communities, enhancing economy, protecting resource, and increasing visitor spending, increase job opportunities, preservation of the authenticity of a cultural increase the pride in community and elevating an awareness in community, it can help out with the cultural heritage resource by getting the revenue in a sustainable manner. Architectural in tourism creates how it will run in the long-term (Alnafeesi 2013).

Resulting in the value, as well as the satisfaction from the high quality of a destination which improves because of architectural, buildings with values are seen as the foundation of touristic success in a region, hence having a positive impact on it is economy and society. Architectural heritage shows regions identity and lifestyle, it motivations self-identification for the performance of the culture. The heritage of architecture enriches a location, the ecology and environment, there for it achieves a big part of sustainability in tourism (Alnafeesi 2013).

In various regions it has shown that cultural tourism leads to imbuing the city with new life and vitality to local cultures and historic space in the physical matter (such

as in urban settings) also influencing and enhancing arts and crafts, the performance of art, it managed and planned properly the tourism can prosper and promote the city with a new and improved vibrant image and improving the quality of life in the community (Alnafeesi 2013).

The development in preservation of architectural heritage can be viewed as a double and a suitable way in connecting the local element with tourism the potential positive outcomes of promoting local tourism, through architectural heritage development. It is potential benefit reaches all the stakeholders, it will increase community price, enhance economy, stimulate growth, it encourages protection and the regular use of culture resource in a moderate manner. Governments, local authorities and private sector will emphasis more on domestic local tourism as a way to protect and preserve the integrity of the lead to the analysis the impact on tourism and how to prepare for development (Alnafeesi 2013).

3.3 Architectural Heritage Management and Restoration

There are 2 approaches that are opposite in managing to cultural heritage. There is recovery and renovation, when there is no public finding so it is there to be abandoned and eventually ruined (Hegazy 2015).

The standard model of restoration does not look at the concerns economic wise as well as the renovation and recovers ones, and contradiction is that economic and functional element are required is tied with the financial ability of a destination. Where recovery and restoration look at it as a condition and opportunity. The goods that must be considered for restoration if the fund is an available is monumental goods, small architectural goods if convenient could be recovered. In the first case

material, as a way to bring architectural value is being mention as the major target. So that money is a constraint in the second money is the goal, material is the constraint (Hegazy 2015).

The managing and preservation at heritage is a signification issue for the sustainability and maintains. In developed countries it is regular for the heritage assets to be preserved. Well management in carrying out the process, brought a good amount of experience in this field, on the other hand when we mention developing countries they don't have the experience and the professional who a qualified in this complex field. So if developing countries did not get enough support from developed countries on how to conserve it is historical heritage, numerous issues will arise and huge sum of money will be wasted (Hegazy 2015).

Putting in to consideration that human heritage as a part of historical building, not just a local heritage, this study is focusing on international related cultures and helping the developing countries in the restoration of it historical heritage through developed countries abilities like the managerial, technical, technological, an example is the Omani-French museum as a case of study some major issues will be spot lighted with many things to be considered like the specialized professional, architects, surveyors, engineers, post graduate studies on renovation and undergraduate architect (Hegazy 2015).

The Omani-French museum will be presented as a developed country assisting developing country in the restoration of a historical site, then the approaches and the application it took to restore and preserving historical building Oman will be discussed and then a look at the restoration work. The reflection of bait farms as the

Omani-French museum will be cleared. Looking at the consequences on the upgrading process will be shown and finally the criteria of renovating a historical building will be done (Hegazy 2015).

Protecting historical building in the heritage of it is forms, from conservation, preservation, adaptive re-use or restoration in many years have not given is. It is right in the same way as the new developments (Hegazy 2015).

According to Pickard (2009: p13), government and the state can motivate the preservation and conservation in two ways. The first way is you want the private sector look and be interest to invest in the architectural heritage by issuing policies to stimulate their interest. Second approach is that without the support of the government you cannot justify the act hence making a need for incentives and subsidies (this is the support approach).

3.4 Relationship Between Heritage Site and Conservation

The assets of the heritage are well defined in the literature, they include tangible and intangible assets, the tangible assets are the natural environment historical monuments, old cities, landscapes and the intangible like the past of the culture the beliefs, attitudes, practices, knowledge and experience (ICOMOS, 1999; McKercher & du Cros, 2002). These assets mentioned above with the community, rather than to the tourist. Moreover, there are opportunities from heritage assets to provide to the educational and cultural experience, hence potential benefit for tourism activity (Charoenwongsa, 2004).

They complement each other tourism will strength from the conservation of heritage assets and will directly enhance the economy by creating more chances and employment options (Besculides, Lee, & McCornick, 2002; Levy & Kocher, 2009).

Many pervious researches and studies looked at the connection of tourism and heritage, tourism industry is usually mentioned for it is potential benefit on the social on economical factors which reflect to a more stable relation with the stock holders, at the same time a big and increasing number of tourist arrival with no planning ahead and lack to infrastructure to support it will lead to or cause a threat for losing Authenticity and easy to consume form the tourist (McKercher & du Cros, 2002).

Numerous research has been shown that the relationship between heritage conservation and tourism has a conflict. The different dimensions of this “conflict” are related to our study is cited in the following section.

Newby (1994) has viewed it and identified the complicated relationship between heritage conservation and tourism is in conflict because of the tourism dominating market are stronger that the value for conserving especially if the local economy has tourism as the center activity, pressures from commercial markets will lead to a lack of proportionate public investment in conservation for given support to the region’s economy and then it starts to get bias for a specific area, time and style where the investment to conservation in a particular area a particular time or style and creates bias leaves the rest un touched and left for the threat of overconsumption , also noted that some destinations get more focus because of higher tourist activity will be given the focus on funding on conservation leaving a behind the destinations that have less tourist activity, this will downgrade the whole value of the town.

When the tourism industry grows it brings the increase in the facilities that support it like hotels, lodging, restaurants, shopping other activities that interest the tourist. Has seen that with the increase in tourist arrivals, the facilities that support it will be triggered to be biased into one destination which will be manifested in the use of public goods, these situations are unplanned and occur a force to transform that will lead to the authenticity of the site to lose its meaning (Nasser, 2003; Newby, 1994).

Many scholars see that a ton of negative environmental impact is caused by mass tourism that also leads to the degradation of social and cultural as well all this will happen when tourism is unplanned and regulated tourism will cause pollution (Stabler & Goodall, 1997).

The congestion caused by vehicles and the crowded areas aspect being downgraded Goodall (1992) has spot the light on how the stakeholders in a community (hosts and tourism firms) are ignorant when damaging the resources for the coming generations. That are the key factors of tourism due to the over consumption Pearce (1989) has mentioned that tourist who has the consumerist mentality contradicts the economic and social cultural and leads to the destruction to local cultural.

Numerous studies (Healy, 1992; Mbaiwa, 2005; Timothy & Nyaupane 2009) has shown the coming of “enclave tourism” in the developing countries for being beginners lack of experience when developing countries an “economic leakage” money that is made for a destination will be lost to some tourist agency while the local community and host is making minimum economic benefit (McKercher et al., 2005), however, observed “Conflict theory is applicable in dynamic situations, where the nature of interaction between stakeholders is changing rapidly”. They further

inferred, “working within the narrow confines of conflict theory may not enable researchers to capture the full subtleties of relationships”.

McKercher et al. (2005), have put potential relationship scenarios as proof in Hong Kong. Being knowledgeable about the negative results of the mass tourism on heritage, environment and cultural have brought an idea to search to create a partnership between the conservation of heritage to tourism that is feasible economics wise, appropriate for the environment and cultural and also helps in protecting the resources of tourism intangible and tangible while developing the communities (Lee, 1988; McKercher & du Cros, 2002; Orbasli, 2000).

Carter (1994) has held an opinion that free market is not a very viable solution in making the private sector follow the plan of heritage conservation, they sustain and aspire through the increase in tourist not taking into consideration the negative environmental outcomes, the state should put a criteria and control profits and issue policies that help to regulate profits taxation and other fees go to the conservation of resources, the government plays a huge role in integrating tourism plans with conservation and the sustainable development of the community, one of the most meaningful ways is the education of the people on the conservation and how vital it is to develop in a sustainable manner.

The recognition from “creative tourism” (Orbasli, 2000; Richards, 2000; Richards and Raymond, 2000; Richards and Wilson, 2006) away from artifacts and heritage will help in creating a relationship between tourism and conservation.

According to Richards and Wilson (2006), not like the standards models of heritage tourism which is commented upon as “museumification of modern life” (Hewison, 1987; Lowenthal, 1985; Walsh, 1992), “creative tourism” that should be an involvement with the tourist which creates a form of experience. Amin and Thrift (2002) mention that goods and services are no longer meaningful but the experience of the tourist in markets that have high competition.

Chapter 4

TOURISM IN TRNC

4.1 Country Study

The island of Cyprus is a unique and known to be the most beautiful island in the Mediterranean Sea, because of the rich history and cultural that is embedded in this island an area of it is uniqueness. Cyprus is in a location that gives access to their man continents Asia, Europe and Africa this is one of reasons they have a very strategic location. Cyprus is known for its nature and its distinctive weather that has hot dry summers and cool wet winters which makes it the perfect summer destination (<http://www.visitcyprus.com>).

The island of Cyprus has the a history that goes back to 6000 to 9000 years back, the name Cyprus comes from the Greek word copper. Being mined since the 2500 BC, it was a very important resource at that time and as they traded with other countries around then with the near east and Egypt they grew and had wealth come in (<http://www.visitcyprus.com>).

The independence of Cyprus from great Britain happened in 1960, but with a hassled an complex constitution making in the most complicated, the new independent Cyprus has witnessed a violence between the Greeks and Turks residing in Cyprus, that lead the leaders of the government of the Turkish Cypriot of pullout in 1963, 16 years later in 1974 a coup on the Greek government took out place as the Turkish

army came in took out the Archbishop macaroons, in a reason of defending the minorities of the Turkish government, the Turkish army invaded from the north, putting a side all the attempts of resolve the problem, the island of Cyprus was split to two sides and is separated by the UN (Katircioglu et al., 2007). The island in 1974 was divided following the peace operation by turkey, the made their own state in 1983, November 19 the TRNC.

The Turkish republic of northern Cyprus, and is a nor recognized state with a very small economy that relies of few limited resources, and economic change will put them in risk of effect, the separation of the northern part from being recognized globally put them in a tough situation in the foreigner (Katircioglu et al., 2007). The island of Cyprus is divided into 6 districts, which are: Nicosia, Limassol, Paphos, Larnaca, Kyrenia, and Famagusta that Nicosia is the capital of island.

These generation that have passed hand an effect of the urban and architecture of Cyprus, the addition of the heritage of all these years the urban pattern and vernacular housing, there has been an erosion of the heritage building because of lack of proper investment adding cheap materials, and buildings that are new, concentration on making something new rather than conserving the old roads with in the walled city of Famagusta, because of the military usage (Mason, et al., 2012).

This study is placing the focus on Famagusta and the history. Famagusta is in a location next to a harbor that is an easy access to many contents creating a generous location to the bay on the Mediterranean, Famagusta's name drive from the Latin world Ammochostos, and then given a Turkish name Magusa, the year this city is found is not known (Mason, et al., 2012).



Figure 1. Famagusta as depicted in Konrad von Grünenberg's Beschreibung der Reise von Konstanz nach Jerusalem.

Source: Famagusta Report World Monuments Fund.

Many attributes give Famagusta its significance like the deep history and the cultural that has been strong without any degrading from pressures of the Greek and the location on the coastal, with a stable moderate climate and rich agriculture, and the prayer calls in the town shows the rich Islamic heritage, the cuisine of meze as a staple in many restaurants, the aesthetic of the nature, gardens palm trees and olive trees, the trees of Eucalyptus that have been planted by the British to refresh dry areas. Orange fields were common but now disappeared in Famagusta since 1974 (Mason, et al., 2012).

4.2 The Current Situation of Walled City

Today, after the war in 1974, Varosha is still ruining and Famagusta developed to the north and west. The walled city is not the urban center and in this part of Cyprus, power remains in the hands of Turkey especially its military. Political problems in Cyprus between the North and the Southside are remains and this situation effected on historical and heritage buildings (Mason, et al., 2012).

The urban development plan of Famagusta expands in all three directions around the Walled City with modern roads. When Eastern Mediterranean University was found, it effected directly in the area of north side of the Walled City. (Mason, et al., 2012).

The Walled City now is isolated and there is no modern development after 1974 especially from the port and the south side of Varosha. All the historical heritage assets in the Walled City is same as before and there is no development and investment. Inappropriate additions and medications to individual buildings are the big threat to the holistic sense of the town. (Mason et al., 2012).

Tourism is limited largely to one-day visits. Lack of appropriate infrastructure is a big problem. There are only a few hotels, Restaurants and shops are plentiful and the local cuisine is excellent. The population has changed and now more dominated by Turkish immigrants and now they are in the lower social status. Still, there are empty lands and buildings in the Walled City and the urban connection between inside and outside is difficult and not organized yet. Value of lands is still high and the strategic situation is still significant. Underinvestment of all kinds—in economic development, infrastructure and heritage (tourism and otherwise), and social capital—characterize the current situation (Mason et al., 2012).

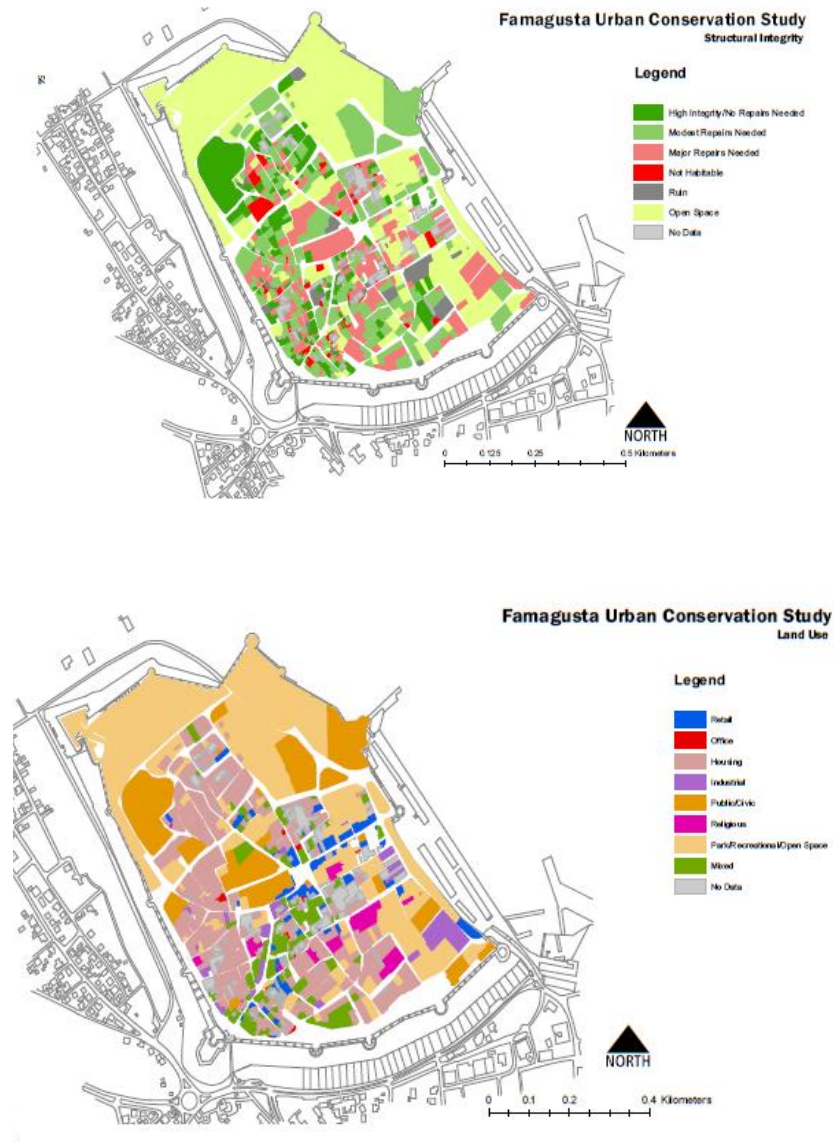


Figure 2. Famagusta urban conservation study.
Source: Famagusta Report World Monuments Fund

The erosion of built heritage was due to the use of cheap replacement materials and additions, new modern in buildings, the creation of wider roads and parking lots, and closing of the port and some lands inside and outside the walls from everyday access for military use is another issue in the Walled City (Mason et al., 2012).



Figure 3. The Canbulat Gate, seen from outside, and the Land Gate, seen from inside, are two of the three ways to access the Walled City. A third gate exists in the north.
Source: taken by author.



Figure 4. Others gate.
Source: taken by author.



Figure 5. Typical streetscape and buildings in the Walled City.
Source: Taken by author.

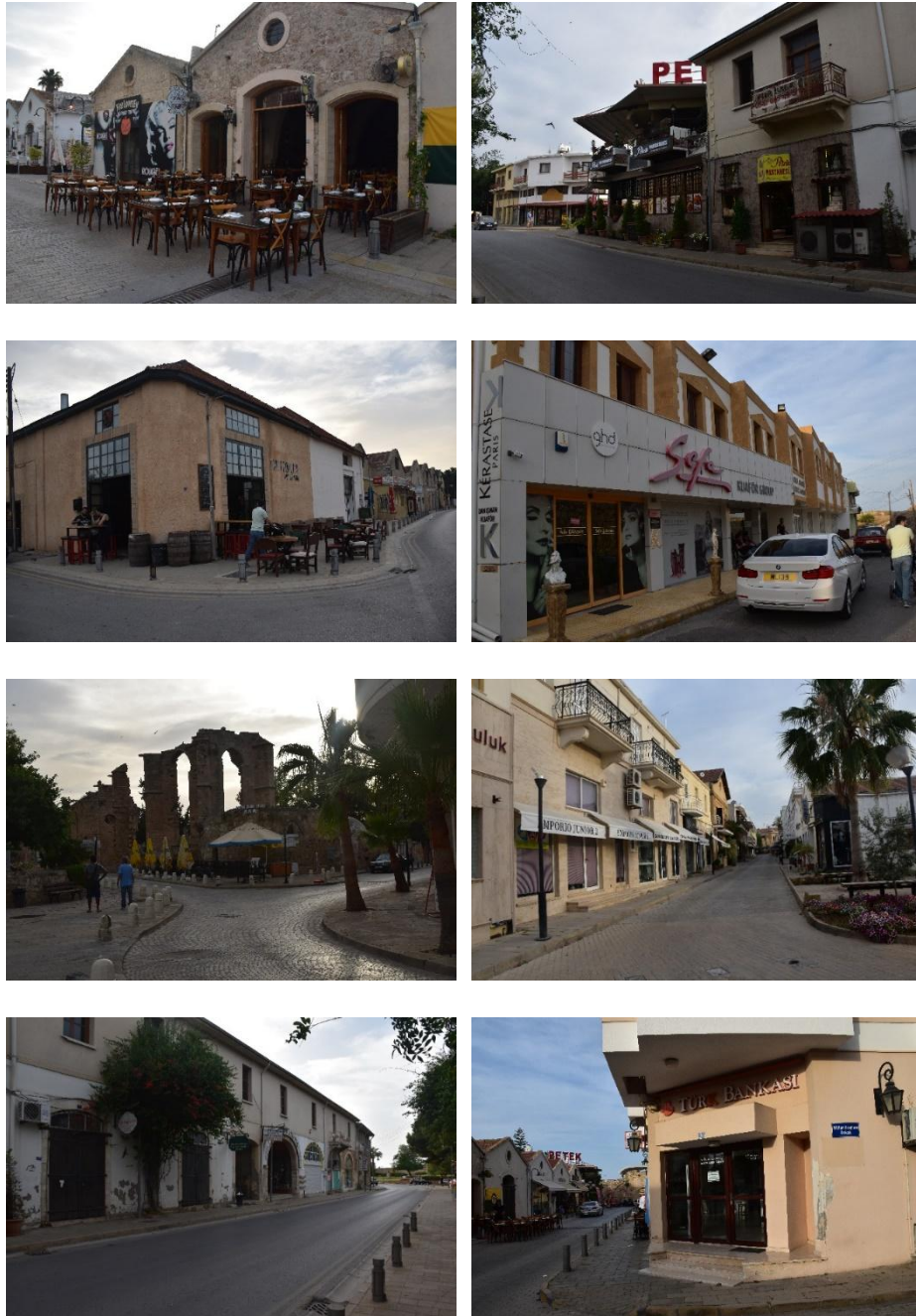


Figure 6. Juxtaposition of modern and traditional built fabric within the Walled City.
Source: Taken by author.

4.3 Tourism Development in North Cyprus

The Turkish republic of north Cyprus is not recognized by the united nation due to political conflict is it's an isolated economy in sense that turkey is the only country that has direct economic ties. Precious to the year of 1974 the share in the Gross national product of Cyprus by the Turkish Cypriots was 57 % (Katircioglu et al., 2007).

The Turkish Cypriots tried to keep it after that and economical wise tourism was the main sector for developing it in north Cyprus more than 8000 Jobs was created because of tourism sector these industry played a great Role in the economy. Taking about tourism industry capacity of the TRNC they had hosted 589, 549 tourists and they had had a bed capacity of 12.222 and they acquires at that time a 40% Occupancy Rate, and the Revenue of the tourism in dusty was values to 395.4 million us Dollars (Katircioglu et al 2007).

Famagusta as depicted in Konrad von Grünenberg's Beschreibung der Reise von Konstanz nach Jerusalem (1487) in invisible account's the north Cyprus net Revenue has the biggest share, and it was used to fix trade deficits. TRNC witnessed a huge kickback being unrecognized, especially to the tourism sector, there are 2 airport's in TRNC, Ercan and Gecitkale, but both of these air ports are not Recognizes internationally only recognized by turkey and the lights can only be done by them as a hub (Katircioglu et al., 2007).

There are many attributes that make TRNC a hope in improving from the Rich history they have, Beautiful and moderate climate, the excellent geographical location close to three major continents. Asia, Africa and Europe, the plan for

development for TRNC is to advertise and create a larger number of tourist from over sea's, extend the average number of days of tourist spending, utilizing tourism Revenues, controlling the side effects of mass tourism. Plans are in action (Katircioglu et al., 2007).

A huge problem that the TRNC is facing is that there is a lack in foreign investment due to the instable political situation, which makes most of the investments from the local's and the propaganda's driven by the Greeks on the Turks especially they are doing very well with foreign countries, one more major disadvantage north Cyprus carries is a matter we discussed previously in the text that is the un recognition of the airport making all the flight's more expensive and time consuming as you need to go to turkey as a hub on their fly to TRNC, 80% of tourist come from turkey that is a huge amount (Katircioglu et al., 2007).

More problems faced in the North Cyprus tourism industry is the lack of a plan that distributes where the activities should take place, many lodging businesses are given permission to build next to a local area which will annoy the locals and the residential that area (Safakli & Ozdeser, 2002).

Agriculture, high or education and tourism industry are the major industries that support the economy but these major sector's face so many problem's due to economic isolation and embargos, which made the higher education the highest priority the universities created an indicate recognition because of the international conferences and the foreign student, TRNC shifted to the service sector which is better than the production when there is a political pressure so Cyprus moved to banking, tourism and higher education (Katircioglu et al 2007).

In the 1990's in north Cyprus casinos in turkey has been discontinued and dosed. So they allocated these capitals from turkey to north Cyprus and new local investors were being interested. Tourism is the back bone of Cyprus TRNC and it is bring the majority of the income to the country in 2005 the tourism industry generated 145.6 million which is (3.3 percent) of the GDP and has created 8004 the TRNC. Has been a host to around half a million tourist (Katircioglu et al 2007).

4.4 Architectural Heritage Resources in North Cyprus

In a study in 2015 conducted by Ismagilova and his partners, they brought the idea how important and serious are the history and culture to tourism.

- 1) Tourist tend to be motivated when there is a connection between the history and culture and the tourist how connect motivates the tourist.
- 2) The heritage of culture and history is very important to be there well maintained very important to be there well maintained they are a fool used to generate a greater developed economy.
- 3) In an island where the main tourist practice is sun, sand and sea including a well and deep history and culture will also create tourist in the offseason.
- 4) It has been proven that historical sites leave a unique print in a destination and will have a continuous improvement on developing the economy.

Ismagilova and his partners (2015), mentioned that historical sites have different critical important tutors, lake improving education, tourism, culture, economy and politics and also creating a memorable experience for the tourist.

The man reason of creating a historical memory belongs to the city. The city is where everything shows the cultural the economy and the policies all come from the history

they have many roles in improving the country as a whole recognition globally improvement in cultural tourisms can be influential for education and science when a city brings out their history and culture in their own unique way it regenerates the whole city (Ismagilova et al., 2015).

4.5 Types of Historical and Cultural Resources

Resource lets first mention what is a tourist resource it is everything that fulfill the tourist demands and interest of create a better impression of the tourist, anything able to attract tourist from tangible to in tangle is a Resource.

The Resource of the cultural and heritage the goes back decodes and centuries, the Resources include the Recognized material and wealth for the people maintain it and pass it to the next generations. The Resource can come to two parts a tangible or intangible or simple material or spiritual. Material covers many a aspect's of the production and the many aspects of the production and the material thing's they have bought the spiritual or intangible are the education, history, science , politics and art (Ismagilova et al., 2015).

When mentioning about history and culture a how they set the pace for some Regions in the tourism industry also have to mention that the monuments have the appeal in a Region and it serves as an attraction a way's to view a sea and understand looking on their sign cultural and historical Resource are sub ground in b categories.

- 1) Cultural: The interest in the literature the traditions, food and folklore
- 2) Historical: when talking about history everything has its history every region its interest in historical monument places of a memorable past.

- 3) Archeological: tourist that have an interest in the places of excavation places of antiquity.
- 4) Religious and the interest in Religion: the Resources vary from a destination to another mainly many resources are accounted as place of worship which is looked at as an attraction.
- 5) Ethno graphic: when culture of people and the subject and mainly what makes them creative in their life style is what makes the interested.
- 6) Ecological: taking an interest in the architecture and the landscape.

In Cyprus we will mention how different eras and different civilizations that were Residing left a beautiful historical make, now a days you can see many monument from different civilizations. But there has been a time were significant periods had more impact than others a civilization that made a bigger print.

Roman (58BC-330AD), Byzantine (330-1141), lusignan (1142-1489), Venetian (1489-1571) ottoman (1571-1849) and British (1878-1960). Now many of the monument and building left by the periods mentioned above are well made and still in use at this modern time (Marchettini et al., 2004).

Let's begin with the first significant period, Roman (58B-330AD) at the 50BC Cyprus was the first island and country to be under the Rule of the Roman empire and first to be Ruled in a Christian manner the Romans invested in Building harbors Roads and Building an example was salamis as we have inherited it and which was an important city at that time. Very critical earthquake and was built again and again it was hit by an earthquake. So it was Rebuilt but not like before, hence it was not Reliable to catch the eyes and now salamis is a historical site used to see and

observe how Romans have lived and the majority of the buildings were excavated (Marchettini et al., 2004).

The second significant period was the Byzantine in (330-1141) and this period the Roman Empire was divided in two parts eastern and western the eastern part was also called as the Byzantine time. In that period they enriched the area with art and had a great impact on the island not much left anymore and some of the critical monuments they left behind was St. Barnabas Church and Monastery and is still in a good condition. The place is a unique and used a huge tourist attraction wall art icons and many items displayed (Marchettini et al., 2004).

The third period with a significant effect was the Lusignan (1192-1484). The king of England in his third crusade he captured Cyprus, but soon enough he sold it to the king of Jerusalem at that time it was a fascinating time for Cyprus, the beautiful architecture the art churches, mansions and palaces. But at that time around the 14th century an earthquake hit Cyprus and demolished the critical cities and then they built them again, what was special about the Lusignan time was they had a gothic theme for their building and one of the well established sites is the St. Nicholas cathedral in Famagusta and St. Sophia in Nicosia, Bellapais Abbey's and the Castle of Kyrenia This is a great impact they created beautiful and still well-kept sites (Marchettini et al 2004).

Fourth Significant period was the Venetian time (1484-1571) at this time the Venetians cared about the trade and they had a critical issue with the Muslims so they developed a strategic military position they didn't waste time and build and fortified the castles, they gave a military theme to the city (Marchettini et al 2004).

In Famagusta they replaced walls with bastions and between 1567 and 1570, they built the wall in Nicosia which is still there. Their building with character of military or defence. They do have different built building a was from defense & military but the bigger impact was the defence structure the monuments, are the queens house, Bidulb gate and dwellings the dwellings are now being in Adaptive Reuse System have been used in a museum in Nicosia and the main thing when entering the main gate or the museum of lapidary it's gate and windows and material and the technique they used for building, gave us hints on how they acquired stylish character they had (Marchettini et al., 2004).

Coming the fifth being held by the ottoman empires in (1571-1878) they got rid of the connections with Europe because of these actions money foundations has been started, for around 400 years they invested and supported the construction of building in Cyprus, and the old buildings left from previous eras has been re used for different facilities. Because ottomans were Muslim you can see the investment in building mosques and tombs in the honor of their deceased in the army and they also established public building such as hotels of the old time their own style of lodging like the Buyuk Han (Marchettini et al 2004).

Coming to our lost significant sixth period the British colony from (1878-1960) 400 years of ottoman occupancy of Cyprus a long period came another period that was very effective and had a huge impact on the architecture, the British colony applied new materials and different architectural plans and the also brought new Rules and Regulations. They came and they Re generated the city made a fresh look architectural wise away from the ancient style gave the city a vibrant look (Marchettini et al., 2004).

The concentrated on building government buildings offices & houses in Balance with their style and the technology they had and unit this moment the buildings they build are still in effective use a big amount of them are functions in their domain like they used too (Marchettini et al., 2004).

4.6 Heritage resources in north Cyprus in Famagusta

4.6.1 Church of St. George of the Greeks

Church St. George was a Greek orthodox church from the 14 century in the city of Famagusta , today it's in ruins no wall or roof , it looks like the cathedral of St. Nicholas and has a similar design , this building possess a gothic style and theme , flying buttresses , window tracery and ribbed vaulting. (Mason, et al., 2012) they found that the walls all extended with painting full of painting, because of the pieces fragments, no its not visible at all because of the strong erosion because it always had direct effect of rain water because the roof was ruined so it caused the walls to lose its original and valuable structure (Mason, et al., 2012).

The church has three entrances in the west end and there is a base on each of the entrances which is thought to be for a statue, but there is no way to prove it, and the windows have risen patter same as the Bellpais. Outside the church there is a tree of fig mulberry which is reported to be the oldest tree in Cyprus that was planted in the same time of the cathedral (Mason, et al., 2012).



Figure 7. The imposing ruins of the Church of St. George of the Greeks are located to the south of Namık Kemal Square.

Source: <http://www.whatson-northcyprus.com/>

4.6.2 Salamis Ruins

Salamis city the historical and ancient city that dates back as previous as 1100 BC, to be the capital of Cyprus, this city has faced the same endings as all the cities with the constant occupation that occurred by many different powers of that time that came mostly from the near east , Egyptians , Romans , the Assyrians, Persians , and Viz . Salamis's city has an area cover one square mile along the sea, and still there is a large area waited to be uncovered or excavated and it is full of trees and plans from eucalyptus and pine trees (<http://www.whatson-northcyprus.com/>).

In the city of salamis they found a gold coin what was special about it is that the name of Evagoras 411 to 374 BC , this was one of the first and most crucial evidence that salamis city was of an importance to the region , a hard earthquake in 76 AD has hit the city destroying it after the Gymnasium was built by tajran and Hadrian , this was the greatest monuments in that site , but the columns are different in sizes because they tried to build it again after the second earth quake the Christians brought new columns from the roman theatre (<http://www.whatson-northcyprus.com/>).

And the second most eye catching monument is the large theatre that has 50 rowas and a capacity of 15,000 , and around that site all the places have been uncovered and has been excavated by archaeologist , found marble statues and some are headless , when they took Christianity these statues were not allowed and accepted so most of them were thrown in the drain and some broken up , any sign of the roman religion was destroyed and effected at the roman times they were famous and known for their love of bath and slight obsession , and in the great hall building there is the Sudatorium (hot bath) and the Calidrium (steam bath) and Frigidarium (cold

baths), before the age of Christianity it was a very color full city with marbles , status and columns and a few polychrome mosaic which has been destroyed just few are left to witness what of a magnificence it was at that time (<http://www.whatson-northcyprus.com/>).

400 AD to 1100 AD is the late roman era which is called the byzantine at that time the first great churches were built and they are still there for us to witness the architectural beauty of the site St. epiphanies and campanopetra , these are the largest churches in Cyprus to this date (<http://www.whatson-northcyprus.com/>).

647 AD the year the Arabs invaded the city and brought destruction to the area and the people fled the city such to build their life in the city of Famagusta. There was a big change in the cities climate as it was filled with sand, and only the top of columns was visible coins of the Middle Ages were fund there during the lusignan period with states that they were living in ruins (<http://www.whatson-northcyprus.com/>).

And 600 more years the site was still looted and used as a quarry for building, the Venetian occupation of Famagusta, and many historical monuments were dragged from the site. the repetitive and abusive looting was not halted until the date of 1952 AD and still if you look at salamis ruins there are many extensive ruins and they are all preserved in a good conditions, for thousands of years the city was covered in sand which preserved it from the later occupations, the ruins in Europe was for all, and then many government sectors came together to have an eye on them for protection (<http://www.whatson-northcyprus.com/>).

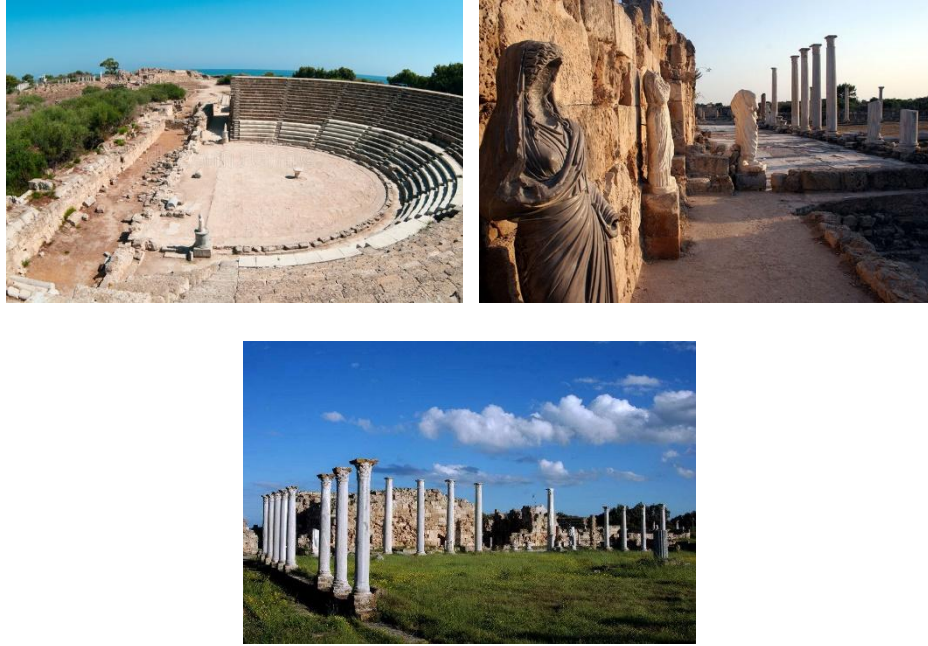


Figure 8. The imposing of salamis ruins city the historical and ancient city.
Source: <http://www.whatson-northcyprus.com/>

4.6.3 St. Barnabas Monastery and Icon Museum

The St Barnabas is a monastery which served as an icon for Cyprus, its location is between salamis and tuzla, the monastery is the home for many archaeological collection, St Barnabas was one of the main people who founded the monastery that of greed orthodox, and was the patron of Cyprus and was from a Jewish family that immigrated from Syria to Cyprus and originally called sosis. His plan was to convert the Jewish community to Christianity, but he did not have a success, the only thing he achieved is impressing the governor of the roman era in Cyprus. To an extent that he adopted it and became the first Christian ruler to rule Cyprus (<http://www.whatson-northcyprus.com>).

When St barnabas came for the second visit to Cyprus in 75 AD, he was arrested and imprisoned in the synagogue in salamis, the same day a mob of Syrians killed him he was wrapped in cloth and thrown in the sea, but one of St barnabas friends and slaves that converted them went and brought his remains and secretly buried him. And then because of the suppression and the unlinking of the Christianity john mark the friend St barnabas had escaped Cyprus to go to Egypt, and soon they forgot all about St barnabas until the 5th century where the Christianity came back to life and the bishop has ordered to open his tomb and they found it and it did belong to St barnabas.. And then this site has been an iconic one to the island of Cyprus, it is a story of a great man who worked for what he believed in and killed and forgotten and then remembered. And now tourist are filling the place, you can get a free tour from the people there (<http://www.whatson-northcyprus.com>).

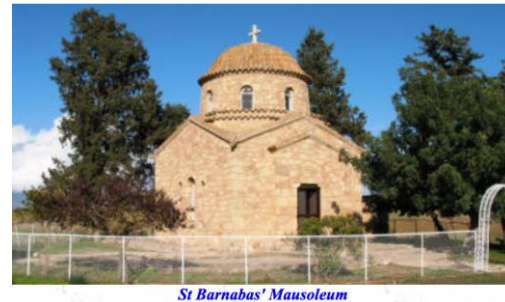


Figure 9. The St Barnabas is a monastery which served as an icon for Cyprus, its location is between Salamis and Tuzla.

Source: <http://www.whatson-northcyprus.com/>

4.6.4 Lala Mustafa Pasha

The church that was turned into a mosque when the ottoman empire held the city captive, they took over and inside there were many paintings and statues and pictures according to the Islamic practice this is not prohibited so they were all removed so we don't know how many treasures were lost during this time , it was Lala Mustafa the ottoman leader who destroyed everything from statues to paintings and the colored glass was replaced by clear ones and they removed all the graves with the human remain (Dreghorn, 1985).

The ottomans named the mosque St. Sophia mosque of Gazimagusa and later changed to Lala Mustafa pasha mosque in 1954. Lala Mustafa pasha was born in Bosnia in a village called Sokolovic that was under the ottoman province, and he was brought to the palace as an advisor and then in 1555 he got promoted to a vizier which is a very prestigious rank as an advisor for the Sultan Selim the second and later promoted to commander in chief in the ottoman arms in Cyprus and passed away in the year of 1580 (<http://www.whatson-northcyprus.com>).



Figure 10. Lala Mustafa Pasha Mosque seen across Namık Kemal Square is one of the most iconic views in Famagusta.

Source: <http://www.whatson-northcyprus.com/> and taken by author

4.6.5 Sinan Pasha Mosque (Church of Saints Peter and Paul)

Sinan Pasha Mosque was built in the 1360, what we know about the person who found and built the mosque were a group of wealthy business men from Famagusta one of them which had a popular name at that time Simon Nostrano. It is one of the largest cathedrals that had a gothic theme in Famagusta that is familiar in appearance to the Greek cathedral St. George, which was constructed around the same time.

Because of the huge construction of the church they had to support it with flying buttresses, maybe because of the weak foundation or the probability of having an earth quack, but it gave the church its unique characteristic and aesthetic view.

It is said that during the Venetian Times the cathedral was not in use, it did not really catch the eyes of the ottomans, after the bombardment of Cyprus in the year 1571 they took over the cathedral and made it into a mosque called Sinan Pasha Mosque and they build a minaret to call the prayers from as in the traditional mosque making it a unique sight to see a cathedral with a minaret (<http://www.whatson-northcyprus.com/>).

During the British time they turned the mosque into storage rooms for potatoes and grains that created the name wheat mosque which in Turkish translated to (BUGDAY CAMI). it was then used as a library and as a petrol store and in 1964 it was used as a town hall and records has it was a café bar and dance hall and now its closed for renovations (<http://www.whatson-northcyprus.com/>).

In the southern side you would find the frame of Yirmeisekiz Celebi who was a renowned diplomat that served with the ottomans as the ambassador of France but has been exiled in Cyprus in 1732 (<http://www.whatson-northcyprus.com>).

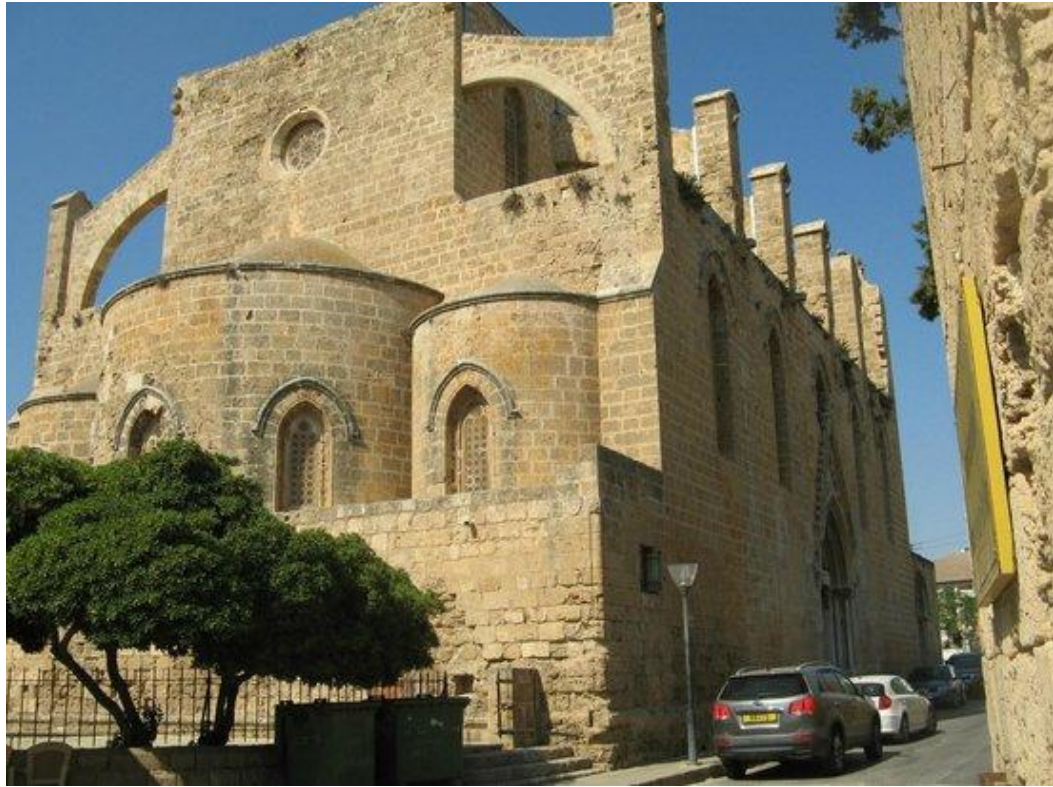


Figure 11. The Church of Sts. Peter and Paul (Sinan Pasha Mosque).
Source: <http://www.gurmekibris.com/>

4.6.6 Othello Tower/Citadel

The Othello tower is a monumental landmark in the old city of Famagusta serving its great history in Mediterranean and Cyprus , its importance relies on its mystery and history when one walks and see the portals of the citadel with lion of Venice still there after hundreds of years.

The citadel is consisting of wall fortification and connecting walls and also four towers which were original 8. These monuments are in various states from ruin to complete walls and rib vaulting , this spectacular monument has two parts the inside and outside , the outside fortification was built by the Venetian in the 1492 and the inside was constructed by the Lusignan in the 14th century

This monument had served as the key defense for Famagusta and towers name come from Othello by Shakespeare, which he wrote in 1604, Famagusta was not mentions but as a port in Cyprus, but as important Famagusta the largest and, most popular port in the medieval Cyprus. We have found this particular information on the information board next to Othello Tower/Citadel.



Figure 12. The Othello tower.
Source <http://exploringcyprus.blogspot.com/>

Chapter 5

METHODOLOGY AND DATA ANALYSIS

This chapter demonstrates the processes of research design, data collection, and research method and data analysis. A step by step process was conducted for this purpose. The logic for this particular method and its relevancy to the topic and aim of the study discussed. Researcher has adhered to a systematic approach to the process with utmost focus on the theoretical foundation of research method.

Overall, there are three dominant modes of research in social sciences in general and tourism affiliated topics in particular. They are quantitative, qualitative and mixture of both. There is no clear cut rule for researchers to focus on either one of these methods; however, researchers are trying to adopt a method that fits their research topic and the research process. “Quantitative researchers seek explanations and predictions that will generate to other persons and places. The intent is to establish, confirm, or validate relationships and to develop generalizations that contribute to theory” (Leedy & Ormrod, 2001, p. 102). Creswell (2003) states, quantitative research “employ strategies of inquiry such as experimental and surveys, and collect data on predetermined instruments that yield statistical data” (p. 18). When you find data through quantitative approach they tend to be accurate and effective way of answering uncertain topics.

This methodological approach is explained by Leedy & Ormrod (2001) as “the general approach the researcher takes in carrying out the research project” (p. 14). This approach is used to get the data and quantify it and use it for statistical methods to create a result to match with the current findings or offer an “alternate knowledge claims” (Creswell, 2003, p. 153). Creswell, (2002) has mentioned that the origin of quantitative approach is used in scientific studies for matters like physics and chemistry, as they are only defined in statistical finding and numerical figures that are away from social studies and behavioral measurement. Some researched conduct a research inquiry to make sure the information aligns with statistics.

5.1 The Qualitative Approach

This approach takes the mental and social factors in consideration as a whole, qualitative research also is about solving a problem or answering a question through high involvement and experience in the matter that is being studied or researched. the key point of qualitative research is examining the problem from the participants perspective , there a more than one different research designs for qualitative and all of them have a big effect on the result and how you collect and interpret the information , what is the benchmark for qualitative is how you collect and describe the information and interpret. Leedy & Ormrod (2001) has stated that the qualitative research is not very structured as new results and theories always expected , but also qualitative approach tends to be very efficient and useful because the researches has a high involvement in the experience.

Qualitative is in a poststructuralist paradigm, there are 5 main areas to the research case study, ethnography study, phenomenological study, grounded theory study, and content analysis. Qualitative research is an inductive strategy that researches are

directly involved in the experience. There are many different methods to follow a qualitative research but the researcher Leedy & Ormrod (2001) they advise the following information we mentioned above that is the following five: Case studies, grounded theory, ethnography, content analysis and phenomenological. Creswell (2003) he mentions how different areas meet different requirements in research for example case studies and the grounded theory explain processes and activities, and the ethno graphic explains about the cultural aspects of individuals or groups.

Qualitative approach is an inductive approach without it you can't build theories, in the inductive approach when we want to answer questions about a matter or an experience to get a quality result and finding, starts with reasoning and end with a research process as the result of observation (Goddard & M.Elviles, 2004). There are many reasons for using an inductive approach the first reason is to find a raw text and a summary format the second to meet the research objective with the summary and third reason develop a framework of the underlying structure of experiences or processes that are evident in the raw data (David R. Thomas, 2006).

The measurement instruments (interview questions) were designed based on various literature relevant to this topic. The main sources for interview questions included Gravari-Barbas (2018), Su et al (2018), Plevoets & Sowinska-HEIM (2018), Bullen & Love (2011).

5.2 Mix-Method Approach

Teddlie and Tashakkori (2003) has mentioned about the mixed approach in the late 1990. Johnson & Onwuegbuzie (2004) stated the we hope that the mixed method will get its way as to prove to researches that qualitative and quantitative are not the only means of conducting a research there are another ways but they state that.

This study adopts a qualitative and exploratory approach. Data were collected by using in depth interview. Data were collected in summer 2018 from 10 owner of different businesses in the walled city in high season. Sampling is revolved around non-probability and purposive sampling. ‘This type of sampling is essentially to do with the selection of units (which may be people, organizations, documents, departments, and so on), with direct reference to the research questions being asked’ (Bryman, 2012: 416).

Purposive sample sizes are often determined on the basis of theoretical saturation (the point in data collection when new data no longer bring additional insights to the research questions). Purposive sampling is therefore most successful when data review and analysis are done in conjunction with data collection.

5.3 Data Collection

An interview script was used for the interviews, with audio recorded by permission. The interviews had an average duration of 30minutes to one hour. Interview questions focused on economic, social and cultural, environmental and physical. Tape recordings were used for the interviews and later transcripts were produced for further analysis. In this study we used the back translation method. All the questions

translate to Turkish .The interviews were conducted in the Turkish language. Interviews were conducted in the summer of 2018.

There were few difficulties as we wanted to interview a variety and different kind of businesses but we were faced with a slight unfriendliness and a decline for an interview, we couldn't understand the reason why would they turn the interview down, not any of the shops were active when they turned us down, but with patience and perseverance, we tried to interview many business likes restaurants, bars, boutique shops, clothing shop, accessory shops and jewelry shop, but we finished the interviews and got the answers we were working hard for. See also (Figure 13) for study model.

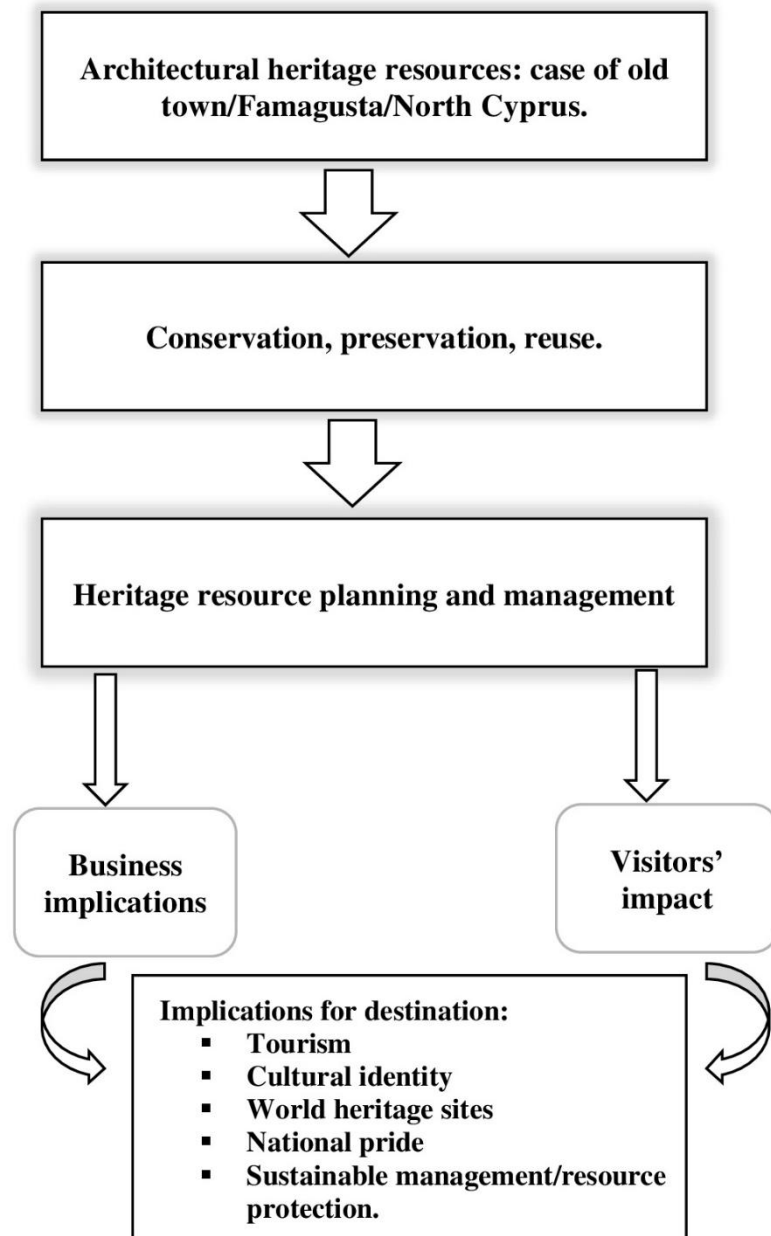


Figure 13. Conceptual model of the study.

5.4 Data Analysis

The interviews that were conducted intended to capture the views of businesses and their owners in the walled city who have applied guided renovation to old buildings and reused them. The aim was to gain an insight into the impact and utility of reuse for the business purpose with respect to the tourism and tourists. Furthermore, the idea is to explore the relationships between reuse of old buildings with architectural characteristics and their attractiveness for the tourists. In a Subsequent to my analysis of the interview questions I now intend to reproduce the same kind of analysis for the answers provided. Hopefully there will be certain issues that emerge from the answers that will contribute to my final conclusions. See also (Figure 46) or data analysis process. Interviewing is a technique of gathering data from humans by asking those questions and getting them to react verbally.

In this study, Semi-structured interviews are conducted which is widely used in qualitative research. Semi-structured interviews consist of a list of open-ended questions based on the topic areas the researcher intends to study. The open-ended nature of the questions provides opportunities for both the interviewer and interviewee to discuss certain topics in more detail <https://cyfar.org/data-collection-techniques#Interviews/> Open-ended questions provide a greater opportunity for respondents to organize their answers within their own frameworks. This increases the validity of the responses and is best for the kind of exploratory and in-depth work we were doing (Aberbach & Rockman, 2002).

The process of data analysis proceeded with transcription of the interviews and reorganization of the respondents views. An extensive comparison occurred between

memos and narrations of the respondents answers. Each answer to the interview questions were read several times with the reflexivity in mind to avoid any bias. As indicated in the model (Figure 14) theoretical sampling is an ongoing process rather than a single attempt in the process. According to Glaser and Strauss (1967: 45), theoretical sampling ‘is the process of data collection for generating theory whereby the analyst jointly collects, codes, and analyzes his/her data and decides what data to collect next and where to find them, in order to develop his/her theory as it emerges’.

Data analysis process contains categorization and coding based on the themes that emerges from the data. Coding, which is also the key process in grounded theory, whereby data are broken down into component parts, which are given names. It begins soon after the collection of initial data. At any rate, the open coding utilized for this purpose.

Basically, in open coding, which applied here, researcher goes through the data several times and then starts to create tentative labels for chunks of data that summarize what emerges from data or happening (not based on existing theory – just based on the meaning that emerges from the data) (Gallicano, 2013).

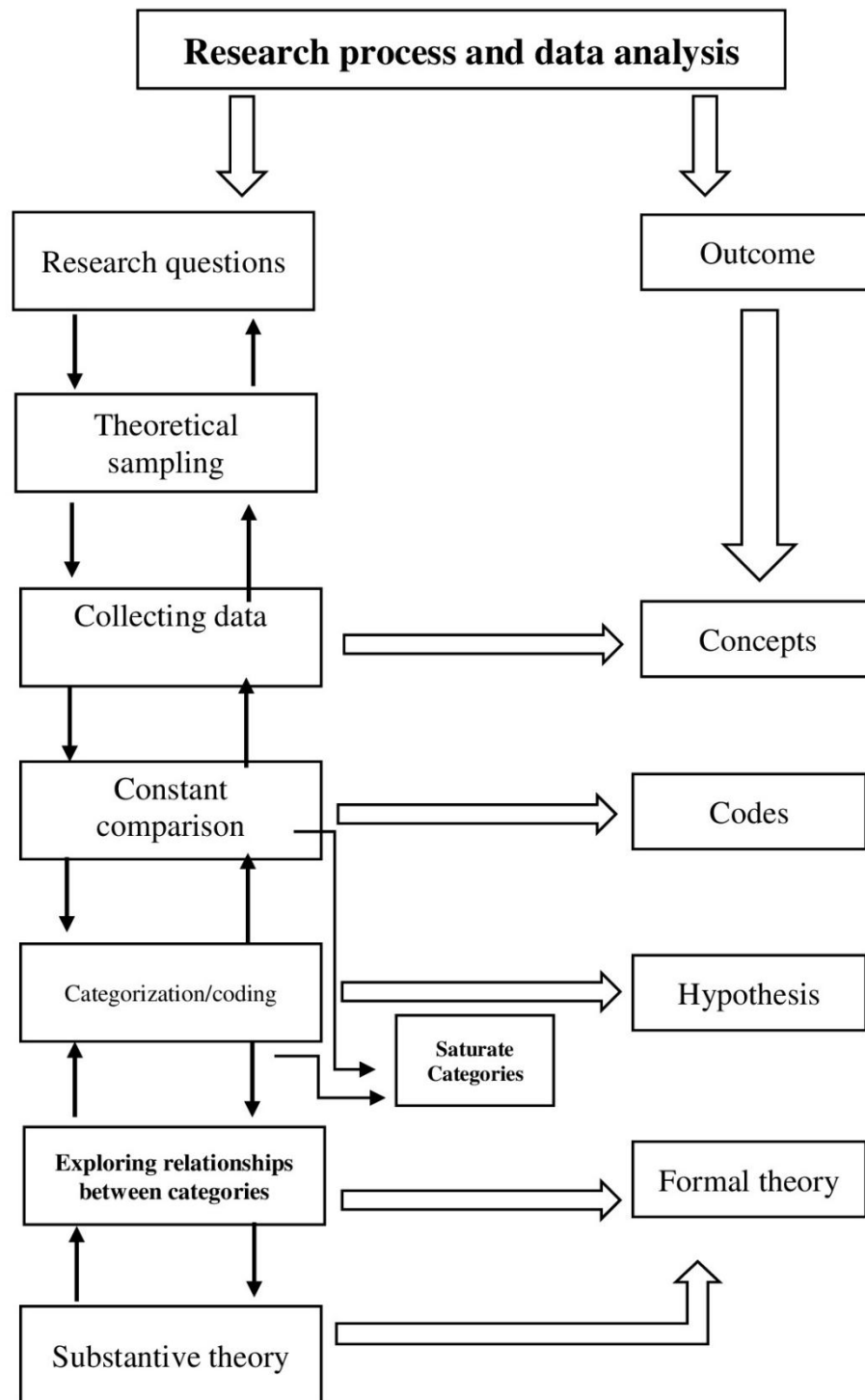


Figure 14. Research and data analysis model.
Source: adopted from Bryman (2012).

Reuse of architectural buildings should become government responsibility

Categorization/coding	Comparison and reflexive assessment	Theoretical sampling	Interpretation and findings/data analysis	Final outcome
<i>Business motivation</i>	<i>Dominant theme</i>	<i>Cultural/historical/identity</i>	<i>Motivation construct</i>	<i>Preference for heritage site</i>
<i>Tourism</i>	<i>Dominant theme</i>	<i>Attractively of HS</i>	<i>Tourists as the main customers</i>	<i>Heritage site as catalyst.</i>
<i>challenges</i>	<i>Experienced problems</i>	<i>Support and cooperation among sectors</i>	<i>Lack or existence of support</i>	<i>Lack of clear strategy for reuse.</i>
<i>Reuse of HB</i>	<i>Valuing the heritage</i>	<i>Commitment to reuse</i>	<i>Conservation prioritized.</i>	<i>Conservation/preservation comes before business interest.</i>
<i>The role of the government</i>	<i>Lack of proper guideline</i>	<i>Lack of governance in upholding the value of reuse</i>	<i>Lack of collaboration on a shared vision</i>	<i>Lack of public support</i>
<i>Business and conservation</i>	<i>Harmonization of business and conservation</i>	<i>Success of failure of strategy</i>	<i>Lack of budget, guideline and vision</i>	<i>Failure of collaboration</i>
<i>Strategies to boost the business</i>	<i>Dependent on int. tourists</i>	<i>lacking domestic customers.</i>	<i>Innovation to enhance the business</i>	<i>Special marketing policy to attract domestic tourists</i>

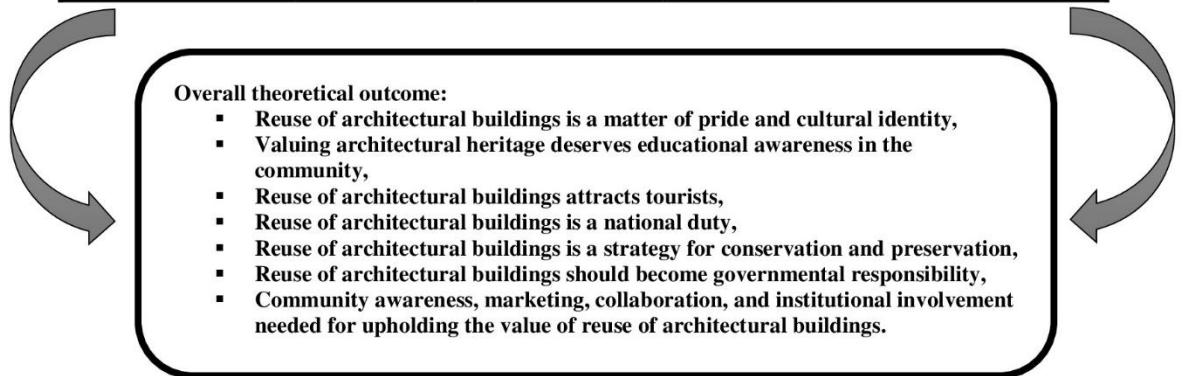


Figure 15. Data analysis matrix

5.5 Data Interpretation and Findings

Right after the data is refined based on the canons of qualitative data analysis; the final stage is mapping and interpretation. ‘One of the tasks here is not only to make sense of the individual quotes, but also to be imaginative and analytical enough to see the relationship between the quotes, and the links between the data as a whole’. Provides seven established criteria, which suggest the following headings as a framework for interpreting coded data: words; context; internal consistency; frequency and extensiveness of comments; specificity of comments; intensity of comments; big ideas. The answers from the interview were classified according to the main points raised overall (Rabiee, 2004: 658).

The first question aimed to explore the motivation and perception of the respondents for choosing old town as their business venue. By far the responses indicated the motivation behind the location had strong ‘historical value’. Most of the respondents were motivated to work and conduct business in a historical setting which represented the history, architecture, culture and identity (Mazzanti, 2002).

For the respondents the reuse of the identified structures provided a pride of location. For instance, respondent A, B. C. D among others indicated that:

Because of having historical atmosphere, I chose this area; being the oldest part of the town was interesting for me; because it’s a heritage and historical site; yes, it’s better than the city; I chose it because it’s a historical place; it has been inherited from my father, it has been in the family 100 years.

The answer provided by the respondents in particular raises the issues that the reuse of the architectural sites for business indicated something beyond business issue.

Cultural identity, heritage aspect of the past and pride in the value of the heritage site motivated the reuse. Ferretti et al., (2014) studied the reuse value of heritage site in Italy and concluded that the reuse of heritage site besides its touristic attractively is a process and decision to achieve conservation of these precious sites.

From business point of view and business concerns of architectural reuse, respondents overwhelmingly indicated the ‘advantages’ of having businesses in the old town and the reuse of architectural heritage buildings. For instance, having a network of shops contributes to the business and attractively of the old town pulls the tourists which are good for business. In the meantime, some respondents complained about the lack of domestic shoppers and lack of continuous maintenance of some of the buildings.

Respondent A, B, D, E and F complained about some of the disadvantages by saying:

The rent is too high; yes, we get enough tourists; however, having all the investment and expenses, the profit level is low. But, we are happy to be in the old town as it has its unique charm. Respondent F specifically expressed that students are not supporting business in the old town.

Silberberg (1995), stated that cultural tourism represents an area of significant economic benefit to museums and heritage sites. Challenging economic times in particular require cultural and heritage facilities to explore ways and means to increase attendance and self-generated revenues.

When asked about the effect of tourism on business in the old town, by far the majority of respondents were in agreement that tourists are attracted to the old town and they have positive impact on business. Respondent H expressed that:

For our business tourist is like blood in the veins without them we cannot survive.

This aspect has been investigated by Yang et al., (2010) who revealed the role of world heritage sites in China and its impact on businesses. Because heritage sites are powerful factors in attracting international tourists. This obviously has implications for businesses in and around heritage buildings and heritage sites. Study also revealed that most of the businesses owners were aware of the uniqueness of the old town and willing to overlook the risk. This is backing up the argument that reuse not only is good for business of tourism, it is also a catalyst for conservation and preservation of these monuments (Yang et al, 2010).

When asked about challenges and difficulties of having businesses in the reused buildings in the old town. The main concern was the low number of tourists in the low season. Obviously this is the seasonality issue which is ubiquities aspect of mass tourism. Respondent K noted that:

This problem can be solved by organizing different events and festivals. He continued that, municipality should be more active in this regard.

Interestingly, the respondents were in agreement that the location is very significant. Besides its historical value and heritage; they believed the old town is highly accessible. The notion of accessibility is a significant issue in tourism. This aspect should be valued and to be valued. Some of the heritage sites in the world are not as

accessible as old town. This can be an advantages point for further capitalization. Li et al. (2008) addressed this issue in the context of geographic perspective.

They believed that: ‘spatial proximity between market and destination is an important influential factor for accessibility, and geographic locality is one of the most powerful tourist segmentation variables utilized by scholars and practitioners (2008: 309)’.

Alas, majority of the respondents (by over 90%) expressed a negative view of public sector’s guideline how to approach the reuse and set up businesses in the old town. Because of location, and particular texture as well as physical characteristics of this location, there should be a strict guideline regarding the utilization of the heritage buildings. Nevertheless, this aspect requires a sensitive professional investigation before reaching a decisive conclusion. When asked if the government is supporting the reuse of the buildings for the purpose of businesses, over 90% of the respondents were negative about this.

Another important and controversial issue that appeared in the interviews was the complaint about the profile of the tourists. They believed that now- a -days, tourists are staying in ‘all inclusive’ resorts and this results in lack of their motivation to visit the rest of the city, especially for shopping. In this regard, respondent L expressed that:

Tourism profile now is big hotels selling all-inclusive package and tourist coming and not buying anything from the businesses, but we don’t really get effected from the change in tourism profile.

Issa & Jaywardena (2003) associated several problems with all-inclusive resorts in the case of Caribbean. They noted that:

“The researchers reveal that the concept is already present in hotels but many problems were experienced, such as lack of working capital, high utility cost and lack of effective marketing. Essential success factors identified included location, innovative management and quality. There is, however, a need for closer collaboration between hotels, NTOs and government to salvage the small hotel sector” (2003:168).

5.5 Discussion and Conclusion

This study tried to explore the value and implications of reuse of architectural buildings as part of the cultural and historical heritage resources in the old town of Famagusta, north Cyprus. The domain of architectural heritage is vast and filled with numerous ideas regarding their value and implications for tourism, national identity, and cultural pride and as part of the precious remains of the past for the humanity (Walsh, 1992). The attention to the heritage of the past, either tangible or intangible has become a necessity for the modern world. As Walsh (1992: 176) eloquently noted, “Throughout the Enlightenment, attempts have been made to arrest this perceived losing of the past. As the past was once a part of daily experience and consciousness, consequently it did not exact the same kind of attention or study as that which developed during the Enlightenment. As the processes of modernization developed, a need for the past became all the more urgent. Museums were therefore an important element in the maintenance and promotion of a consciousness of the past”.

The concept of reuse of architectural heritage, which has become the mantra of the field of architecture and history with a recent entrance to the lexicon of tourism, is focused in this study. The main implication of the concept of reuse is manifold. It has economic, social, cultural and historical values and part of the national pride. The old town of Famagusta as a case study, represents a true affiliation with all of the above.

Another dimension of this study in the context of reuse of architectural buildings is their conservation and preservation. This dimension of the study has become the main driver and motivation for the researcher not to mention its strong ramification for tourism sector as the main economic sector in north Cyprus. Therefore, this research zoomed on the old town as the heritage resource in this destination and the marvel of this landscape. Study tried to reveal and explore the processes of reuse and how it has been conducted with emphasis on its association with tourism.

This process can be successful unless various sectors including government, museums, universities, NGOs and national tourism organizations are involved throughout the process. We conducted a research to have a more open understanding on how the reuse of the architectural buildings by the business people and their perception about this process in the context of tourism and tourists.

The study revealed that the project of reuse attracted businesses not just for business sake, rather business people felt pride and cultural affinity to the location of the heritage buildings. For them having a business in the old town went beyond its economic aspect. Study also revealed that reuse contributed to restoration and maintenance of the buildings with ramification for conservation. In fact, the reuse

project contributed to the revival of the old town and prevented the site to succumb into demise.

However, the pitfalls that study revealed related to lack of a holistic approach by the public sector to the reuse of the buildings. The involvement of the relevant institutions remained far from being a full force attempt. Study also revealed that public sector has the capacity to come up with a long term reuse strategy to promote conservation and preservation of these valuable assets for now and future. Another significant issue that this study realized was the role of community at large in the process of reuse and conservation.

The role of community and residents must be realized and materialized through their active participation in conserving and valuing their heritage. This aspect was not considered. In this regard Yung and Chan (2011) elaborated that:

“The Charter for the Conservation of Historic Towns and Urban Areas 1987 (Washington Charter) clearly stated that: “The participation and the involvement of the residents are essential for the success of the conservation program and should be encouraged. The conservation of historic towns and urban areas concerns their residents first of all” (ICOMOS 1987, Article 3). The Burra Charter emphasizes that heritage conservation cannot be sustained without community participation (ICOMOS, 1999, Article 12)”.

Majority of the people have chosen to open their business in the old city because of its historical location, giving it a sense of uniqueness but it is faced with tourist who come to north Cyprus with fairly low budget which creates a low income revolving

around the walled city and in the area there are businesses that don't benefit from tourist directly at all like the jewelry stores. The main customers in the walled city are tourist.

The local business owners have stated that there is no direct government support, there is an indirect which is the municipalities role in keeping the walled city clean, when asked if they had any complains about the government role, there was mixed opinions between yes and no and no answer. Because of the lack of encouragement they get from the public there is a de motivation and lack of innovation inside the walls of the walled city.

The government is helping in restoration and conservation but not in the pace that should be, there should be more work done in the Walled city and the local business owner agree upon using the heritage sites as businesses because it helps in restoration of the site. They support that the government helps in giving the historical sites to the right people who can run it's in a sustainable manner.

Majority thinks that there is no seasonality in the old city but summer is better than the other seasons but there is continuous tourist arrivals in the old city all year. And some roads that create traffic congestion should be blocked to create a more walk friendly area.

There are requests that government restricts a specific number of business to create a variety that will re vibrant the city and make it more tourist friendly, and improve the relations with the neighboring countries to create an awareness of the beautiful country of North Cyprus.

Last but not the least, how the public and institutions should be involved? These questions require further investigation. The lesson of businesses and reuse for this purpose in old town of Famagusta offered insights of the issue of reuse, conservation, role of businesses, particularly in developing countries which face intense development pressure, that tend to have a similar approach in conservation and heritage management (Yung & Chan, 2011).

5.6 Implication

In this study we conducted a search to search and look for the challenged and barriers that face architecture prosperity and future in North Cyprus, Famagusta, according to our research we have found a direct and indirect relation between the local community on the architectural re use and conservation in the island.

From results of our research we have found that business owners do not have any support from the government and no motivation cause by lack of creative businesses as there are many uneducated and professional people, operating day to day as a means of living away from innovation and improvement, There is also a lack of good relationships between countries that are neighboring North Cyprus that dis encourage tourist to visit there should be travel agencies that support and offer trips with reasonable prices.

In this report of current issues we have found recommendations that will benefit many sides to keep the architectural integrity and vibrancy in the walled city. The results of this study can be used by the government, travel agencies, hotels, presidents of associations and many worker in other sectors of the country and more over it is important to inform the local community on how important it is to re-use

and conserve the architectural integrity inside the walled city to create a sustainable atmosphere.

One of the important factors is with all the competitors in the walled city to combine forces and work together in the conservation, the walled city need to be strengthened by combining conservation and development to benefit the social and economic sectors and create a better quality of wellbeing. And to always support the continuous care of conservation to historical building in the old city (Mason, et al., 2012).

Now the old city is now being neglected and not take care of properly, lack of development is caused by the tension in the area for many political reasons which distract the government on where to spend time and energy on, these conditions compounded to political uncertainties and difficult history surrounding the north Cyprus has caused a DE valorization of the walled city (Mason, et al., 2012).

Strategies for design, conservation, planning and institutional development must be in action and implemented as soon as possible for the short range to stimulate economy and social activity in the Walled city, and organize plans for the long term with the help of the community.

5.7 Limitation and Future Research

Limitations: While conducting this study we stumbled across various barriers, an over view of the limitation we encountered. We used the old city of Famagusta as our destination and it was fairly small and not many variety of businesses in the area. We used qualitative and interview research method, any method has its advantages and dis-advantages. For this study we sampled randomly 10 local businesses and

there was difficulty in interviews as we faced difficult time to find people to give us their time. The Language barrier as a foreigner trying to interview the locals I needed to get a translator so it created a third person in the interview process. We couldn't find enough research about the destination there was lack of previous research so we couldn't rely on other work done about this destination.

Future Studies: You cannot deny the importance of architectural heritage in the role of tourism in a destination, it gives the destination a sense of antiquity, mystery and beauty. Many factors should be looked at when studying the destination:

- 1) Choosing a bigger area than Famagusta's old city, like Lefkosa as their can be a bigger variety and broader answer to your questions from locals businesses.
- 2) Trying a deeper approach maybe conducting mixed methodology to come up with a more accurate answers.
- 3) Increasing the number of interviews from 10 up to 30, using group interview and survey.
- 4) Choose who to interview carefully to stay away from biased answers and outcomes.

The future research about TRNC should be taken carefully as many questions are left unanswered about this beautiful island. Everyone has the right to find an answer and get a result on a controversial topic.

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APPENDIX

Interview questions

1. Why did you choose the walled city for your business?
2. What are the advantages and disadvantages of having a business in the walled city?
3. What is the effect of tourism in your business?
4. Do you think that having a business in the walled city is more attractive to the tourists?
5. Are you aware that your business is located in an architectural, historical and cultural heritage site?
6. What are the main difficulties and challenges that your business is experiencing?
7. Who are the main customers: domestic tourists or international tourists?
8. What are the main benefits by being in such special location?
9. What aspect of your location is attractive for the tourists?
10. Have you guided/directed by the public officials how to set up your business in the walled city?
11. What is the role of tourism in the growth of cultural experience in north Cyprus?
12. Are you aware of architectural restoration in the walled city?
13. Do you think setting up business in the walled city is good for restoration of the heritage?
14. Some of the businesses in the walled city are complaining about lack of business; what is your opinion about this?
15. Do you have a good relationship and communication with public institutions?
My mean, your business and government institutions.

16. What kinds of support do you receive from government?
17. As you are aware, tourism profile is changing; what do you think of present tourism profile in Famagusta?
18. Is the present tourism supportive of your business?
19. Which heritage sites are popular in the walled city?
20. Do you think more sites should be converted and restored for businesses?
21. Is the conversion of the buildings for the purpose of businesses a good idea?
And if they are; please tell us way?
22. Is the walled city an active and profitable shopping place?
23. Does government support and encourage reuse of the buildings?
24. Do you think walled city should be blocked to traffic and to become pedestrianized?
25. Is seasonality an issue in the walled city?