Tourism Development in Historic Towns: Recommendations for the Walled City of Famagusta

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ABSTRACT

Historic towns, being naturally attractive for their demonstration of history and heritage, are considered an obvious attraction point in the eyes of visitors especially in the last decades. This growing interest in culture and heritage made such towns an important and primary destination for tourists. However, this interest is not merely limited to the historic and heritage values of a city. Considering their complex expectations and requirements, the presence of several factors is essential for tourists to consider an area appropriate for visiting. Therefore, for a historic city, becoming a popular destination for tourists is highly dependent on facilities and services accompanying the existing historic and heritage assets, services which are practically the main contributor in achieving the primary aim of luring visitors; 'the economic gains of tourism development'. This single issue makes a huge contradiction between similar historic towns regarding attracting visitors; to a point where the mentioned facilities and services become even more important than the very historic values that the visitor was interested in the first place. Therefore, for decision makers of such cities, the challenge of promotion and presentation and making the historic heritage of an area available for tourists to experience is not an easy task; what is at stake in this process of moneymaking is the irretrievable history and identity of the cities. The struggle of implementing necessary services within the fragile and confined urban pattern of historic towns, in order to facilitate tourism development may run in parallel with preserving the heritage, without omitting the historic characteristic of the area.

Accordingly, this delicate kind of development, cultural and heritage tourism, is strongly entangled with the process of revitalization and conservation of these environments and if managed properly, may even contribute to these purposes. Therefore, tourism development, if it was to be profitable both in economic aspects and preserving the history, is a complex type of development in historic towns which includes many sides and necessities. This study is focused on realizing these advantages and disadvantages and compares them to the current situation of the Walled City of Famagusta; a magnificent historic walled city where every corner of it represents a different historic period, but is being widely neglected in every aspect, including tourism development. Although entangled with several plan proposals aimed to revitalize and enhance quality of life in the area, the current situation in the Walled City still face many shortcomings and there are only several piecemeal implementations in the area. Therefore most of the original issues, even those which motivated the development of these plans in the first place, are still persistent in the area. Related to the aim of this study, the importance of tourism development and its accompanied contributions in conservation and revitalization of the Walled City of Famagusta, if managed and developed appropriately, is arguably the most logical way to guide future developments in the area in order to build the necessary economical foundations and cultural understandings essential for conservation and revitalization of this national treasure. The discussions in this research will skip general tourism theories and deep studies in tourist expectations and behaviors in historic areas, instead, the focus will be definitions and concepts mainly related to specific characteristics and existing situation of the Walled City of Famagusta and analyzing its associated development plans in developing tourism in the area. Therefore, the discussions will contain an overall research on the concepts of cultural

and heritage tourism along with examining the role of tourism development in historic towns followed by several recommendations and suggestions for enhancing this sector in the Walled City of Famagusta.

Keywords: Tourism development, historic walled towns, cultural and heritage tourism, revitalization, conservation, the Walled City of Famagusta.

Sergiledikleri tarih ve kültür mirası ile doğal çekim noktaları olan tarihi kentler, özellikle son yıllarda ziyaretçilerin gözünde belirgin bir cazibe noktası haline gelmişlerdir. Kültür mirasına olan ilginin giderek artması ile tarihi kentler, turizm açısından önemli ve öncelikli bir hedef halini almıştır. Ancak bu ilgi, sadece bir kentin tarihi ve kültürel miras değerleri ile sınırlı değildir. Turistlerin karmaşık beklenti ve gereksinimleri göz önünde bulundurulduğu zaman, bir alanın ziyaret açısından cazip olabilmesi için bir takım başka faktörlerin de varlığı büyük bir önem arzetmektedir. Bu nedenle, tarihi bir kentin turistler için popüler bir hedef haline gelmesi, buradaki tarihi ve kültüre miras varlıklarına eşlik eden tesis ve hizmetlere bağlıdır. 'Turizm gelişmesinin ekonomik kazancı' konusu, birbirlerine benzeyen tarihi kentlerin turist çekmeleri bağlamında bu kentlerde bulunan tesis ve hizmetlerin mevcut tarihi ve kültürel değerlerin önüne çıkmasına neden olabilmektedir. Bu durum, tarihi kentlerde karar veren makamların, kentlerini tanıtma uğraşlarında gerekli servislerin sağlanması ve tarihi değer ve kimliğin korunması arasındaki hasas bir denge üzerinde uğraş vermelerine neden olmaktadır.

Bu bağlamda, tarihi alanların korunma ve canlandırılması süreci ile içiçe geçmiş bir kavram olarak kültür ve kültür mirası turizmi ve gelişmesi, eğer doğru ve gerektiği bir biçimde yönetilebilirse, koruma ve canlandırma sürecine de katkıda bulunabilir. Bu nedenle turizm gelişmesinin, hem ekonomik kazanç hem de tarihi değerlerin korunmasına katkı sağlaması bir çok boyutu içeren karmaşık bir gelişeme türü olarak nitelendirilebilir. Bu araştırmanın temel amacı, yukarıda sözü edilen avantaj ve dezavantajı irdeleyerek, eşsiz bir surlu kent olan Gazimağusa Sur-içi'nin bugünkü

durumunu değerlendirmektedir. Gazimağusa Suriçi'nin korunması ve canlandırılması ile ilgili olarak bir takım plan önerileri bulunmasına ve bu önerilerin bazılarının uygulanmış olmasına rağmen, Suriçi bugün birçok problemle karşı karşıyadır. Bu araştırmada, turizmle ilgili genel teoriler ve turistlerin tarihi alanlardaki beklenti ve davranışları üzerinde durulmayacak, Gazimağusa Suriçi'nin belli özellikleri ve mevcut durumuna ilişkin bir takım tanım ve kavramlar temel alınacaktır. Tartışmalar, kültür ve kültür mirası turizmi, turizm gelişmesinin tarihi kentlerdeki rolüne ilişkin genel araştırma ve Gazimağusa Suriçi'nde turizm sektörünün gelişmesi için öneriler içermektedir.

Anahtar Kelimeler: Turizm gelişmesi, tarihi surlu kentler, kültür ve kültür mirası turizmi, canlandırma, koruma, Gazimağusa Suriçi.

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Chapter 1

INTRODUCTION

Tourism is a worldwide phenomenon which became more widespread in last decade. Whether societies like it or not, and if a country is considered attractive in tourist community in any aspect; historic, heritage, culture and etc. huge waves of visitors will probably 'invade' the privacy of local residents to experience theses attractions. The main reason which makes these 'invasion' worthwhile for countries is the huge economic benefits that visitors bring about with them. This main reason along with other advantages of tourism development, which usually are of minor importance for decision makers, has made this issue one of the main concentration of authorities and cities following the unfortunate experience of industrialization and its impacts on societies. However, considering authorities' main goal of 'making more and more money', tourism development and its associated benefits is regarded as a new 'method', instead of building factories all around the world and poisoning the environment and people, for achieving their never ending vision. These benefits are so tempting that even societies lacking any features that can be regarded as attractive in the eyes of visitors, are desperately trying to make something out of nothing to attract tourists to their countries and make their homeland somewhere 'special' among other countries chasing the same goal.

Historic towns, typically, are 'living monuments of ancient past'; monuments, old ruins, ancient building and defensive walls are just part of the elements responsible for a unique illustration of history in such towns. Furthermore, in last decades, people's interest in learning about the history of different places had grown rapidly. This growing concern made historic towns one of the major destinations for these visitors all around the world, where they bring about with them their foreign money along with an eager and somehow disturbing curiosity followed by varied types of pollution. These positive (economic advantages) and negative (environmental and social impacts) issues build the foundations of a very complex and tempting challenge for decision makers of such cities to maintain a delicate balance between making money and preserving the history of their cities.

The Walled City of Famagusta is a rare resemblance of city's heritage and also the most important attraction of the city. Filled with historic buildings, churches, and an ancient urban pattern designed solely for pedestrian movement, the Walled City of Famagusta is a place where all tourists visiting the island will surely spend a couple of hours within its walls. The potential of the area to become a prosperous tourism zone is certain. Even though management and development of tourism in a self-declared and partially recognized state such as Northern Cyprus may encounter lots of contradictions and limitations, the area provides lots of opportunities to enhance tourism.

1.1 Problem Statement

Although the Walled City of Famagusta is full of historic buildings which attract lots of tourists, lack of accommodations, signage system, clear pathways, tourist information offices, services, facilities and etc., makes the Walled City of Famagusta a historic city to visit, but not to linger in. Today the Walled City of Famagusta is a historic area where confused tourists walk through its narrow streets avoiding

extreme sunlight and trying to find the next ancient church by asking locals that can't speak any other language but their own. The potential of the area to become a prosperous tourism zone is certain. Accordingly, a number of plan proposals for the area, aimed to enhance tourism development, suggest several good project proposals for achieving the goal. However, the issue of implementation of these proposals in order to effectively improve the existing situation, rooted within the administrative organizations of the Walled City of Famagusta and the whole region, is the first and the perhaps the most troublesome obstacle in the way of any kind of plans and proposals, no matter how effective and important they are in solving the existing problems.

1.2 Aim of the Study

By investigating the importance of tourism development in historic towns, particularly in accordance to their respective heritage and cultural values, and how this type of development can contribute to revitalization and conservation plans, along with analyzing several practices and approaches adopted all around the world in the process of development associated with such towns, this study aims to generally examine the existing situation regarding tourism development in the Walled City of Famagusta along with two plan proposals - the Revitalization Plan proposal and the Strategic Plan for Famagusta Walled City Initiative- as well as transferring good practices and strategies adopted in several development plans of cities with similar characteristic to suggest a number of recommendations in order to effectively enhance this type of development in the area.

1.3 Research Questions

The main research question is:

• How successful is the Walled City of Famagusta in enhancing tourism development, considering the suggested plan proposals, and effectively implementing the required strategies targeting this kind of development in the area and what could further be suggested?

The sub questions are:

 How tourism development can contribute to revitalization and conservation plans in historic towns?

1.4 Research Methodology

Since the main focus of this research will be on tourism development in historic towns, the methodology in this qualitative study will include literature reviews on the concepts of cultural and heritage tourism and the importance and effects of tourism development in historic towns and highlighting the essential role of revitalization and conservation plans associated with such cities along with contributions of tourism development in such plans. Accordingly, the discussions presented in the research will analyze the approaches and findings of 3 different plan proposals for the Walled City of Famagusta specifically and for other historic towns similar to the characteristics of the Walled City in different aspects; ARCHWAY¹ Good Practice Guide For the Access and Regeneration of Cultural Heritage in Historic Walled Towns, Revitalization Plan for the Walled City of Famagusta and Strategic Plan for

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¹ ARCHWAY is standing for 'Access and Regeneration in the Cultural Heritage of Walled Towns', it is a European Commission Interreg IIIc network funded from 2004-2008 that aimed to develop and expand shared expertise on a range of key urban development issues in the specific context of historic walled towns and cities, the issues addressed were conservation, transportation, heritage management and spatial planning as well as tourism development.

Famagusta Walled City Initiative. The approaches, strategies and findings developed in these plans will be adapted in order to examine and compare the existing situation regarding tourism development in the Walled City of Famagusta to suggest a list of recommendations and suggestions to enhance this type of development considering the existing cultural and heritage assets in the area.

Chapter 2

THEORETICAL FRAMEWORK

2.1 Tourism in Historic Towns

Generally, the term Historic town refers to an area which possesses significant cultural and heritage assets; The Walled city of Famagusta is a seamless example of such areas. "Interest in culture, heritage, and history is resulting in an increasing number of visitors to historic sites and many regions and towns are exploiting such interest for the benefit of tourism and economic regeneration". (Richards 1996) 'Tourism is not new in historic environments; it continues to support them by generating economic values, supporting local facilities and services and sustaining local traditions, events and products' (EAHTR, 2006). Although tourism may significantly boost economic growth of a community (Figure 1), which can be regarded as the main advantage of tourism, if left overlooked, it may cause constant impacts on cultural and environmental characteristic of an area, and eventually the consumption of its very own identity and heritage. Therefore, tourism development, specifically in historic areas, is a very delicate matter which requires careful considerations and implementations. Due to their cultural historic values, almost every noticeable historic town has a plan to preserve and revitalize the area; some remained only as a plan while others flourished. Although conservation of historic urban quarters happens in various forms and the process depends on many different approaches and there is no exact framework to follow, nowadays these plans everywhere, are almost associated with the development of tourism. However 'it is

not always and not everywhere that such orientation can be regarded as a possible way to their planning and designing'. (ICOMOS, 1993) Larkham, (1996) argues "conservation in the interest of tourism is ignoring the depth and dynamism of the urban environment in favor of the re-creation of sterile and experienceable settings." Eventually heritage is reduced to a chosen interpretation of history and its physical remains as a marketing tool. Considering the negative impacts that tourism may leave in an area, both cultural and environmental, and an emerging concern for travel in last decades, this "twentieth century phenomenon" cannot be put aside (Kuban 1978). Whether societies like it or not, curious tourists will find the most exile historic area on earth and invade its local's privacy to take a photograph with a particular historic monument, even if the area meets none of their expectations in terms of tourism basic needs, they always find a way. The Walled City of Famagusta, to some extent, manifests this situation. However one should not see this inevitable phenomenon as "just a threat that has to be managed; it also has to be viewed as an opportunity to be harnessed" (Orbaşli, 2000). Even though there are many successful examples of Historic-Tourist cities in the world, bypassing these negative impacts and integration of tourism into the field of urban conservation was and still is a complex challenge for designers and authorities knowing that successful solutions are not transferable and they may only respond to a specific place or community.

"Visiting historic town is not about going to a museum or reliving history, and urban conservation is not about preserving the past as an archaeological ruin; it is about enhancing an area which has qualities built upon from the past, as a contemporary living environment." (Orbaşli, 2000)

Increased spending locally which improves the viability of both tourism and non-tourism businesses

Opportunities for a town to diversify its economic base, particularly during economically challenging times

Economic Values of Tourism in Historic Towns

Increased employment and/or employment security. While some jobs are generated directly such as tour guiding, much of the employment effects are in related service sectors such as restaurants or hotels and further back the supply-chain

Increased utilization of local infrastructure such as roads, parks, and other public amenities. In some instances, this increased utilization can be used to justify further infrastructural investment.

Figure 1: Economic values of tourism in historic towns. Source: Fáilte Ireland (2009)

Tourism in historic cities, as mentioned previously, is a broad and complex topic which is rooted deeply within the process of urban conservation in respond to geographic context, heritage, environment and people of the place. Considering this main criteria and the main goal of satisfying tourists without sacrificing too much, many cities around the world found the perfect spot between them and created environments just as prosperous in tourism as they are rich in heritage.

There are various forms of tourism, in other word; there are different motivators that encourage people to visit a place, more specifically, a historic place. In literatures related to tourism theory these motivators are regarded as 'products'. The simplest way to define this broad concept is what a city or an area is offering in exchange of tourism and its advantages. In historic environments, the 'product' is the city's

heritage and history. Another important aspect of tourism development in historic cities is its role in the process of urban conservation which is essential in survival of heritage.

The following parts will briefly identify two kinds of tourism which are mostly valid in areas with historic and cultural attributes and discuss the role of tourism in urban conservation along with negative impacts of tourism on environment and society in historic towns. The last part will firstly identify different types of attractions which can lure visitors to an area. Secondly, issues and challenges regarding tourism development in historic walled towns will be discussed followed by the experience of ARCHWAY project concerning these issues.

2.1.1 Cultural Tourism

To recognize two kinds of tourism valid in historic environments, *cultural* and *heritage tourism*, this section begins with defining the meaning of the two inseparable terms, culture and heritage. Due to limitations of this research and considering the distinctive characteristic of the Walled City of Famagusta, these two broad concepts, especially culture, will be explained briefly to provide an overall understanding of their meaning and relationship.

Culture is a very complex concept; hundreds of definitions for it are in literatures. Generally, 'culture' is viewed as a "complex whole, which provides an organizing concept for the widely varied ways of life." "Trying to describe 'culture' in a single broadly acceptable definition therefore produces a level of generalization which renders the act of definition useless." (Richards, 1996) Although understanding different definitions of culture and its role in society may easily reveal its relation to tourism, it would be unwise and needless to explain them in this research. Hopefully,

Ashworth (1995) categorized three definitions of culture related to tourism which are relevant to this study. (Figure 2) Understanding these definitions of culture can define our perspective in analyzing The Walled City of Famagusta more specifically. The first one and the most limited definition is aesthetic productivity. Regarded as 'Art Tourism', this is the simplest form of culture to be commodified for tourism, generally associated with art and artistic products and performance; i.e., theater, ballet, concert, festivals, museums and opera performances (Ashworth, 1995). The second definition of culture is mentioned as 'Heritage Tourism', believed to the main motivator for tourists visiting the Walled City of Famagusta, most manifested in a mix of preserved buildings, conserved cityscapes and morphological patterns, as well as places associated with historical events and personalities. 'Therefore art can be subsumed into heritage but heritage includes more than is generally considered to be art.'(Ashworth, 1995) The last and the most general of the three definitions of culture mentioned by Ashworth is 'Place-specific Tourism', 'meaning that culture can be defined as the common set of values, attitudes and thus behavior of a social group'(Ashworth, 1995). In other word, the very nature of people's culture in a specific place, like public behavior, food, folklore and etc. can be an important stimulus for tourism.

To fully realize heritage and its relation to tourism one should have an overall overview of the broad concept of 'Cultural Tourism'. A review of existing definitions of cultural tourism by Bonink (1992) identifies two basic approaches. The first, the 'sites and monuments' approach, concentrates on describing the type of attractions visited by cultural tourists, which mainly describes culture as a product (Richards, 1996). This approach copes with Ashworth definitions of culture and is most relevant to this study and the case of The Walled City of Famagusta. The

second approach might generally be called 'the conceptual approach', as Richards (1996) describes; 'as with tourism in general, conceptual definitions of cultural tourism attempt to describe the motive and meanings attached to cultural tourism activity.' For example, McIntosh and Goeldner (1986) define 'cultural tourism' including 'all aspects of travel, whereby travelers learn about the history and heritage of others or about their contemporary ways of life or thought". In other words, 'cultural tourists learn about the products and processes of other cultures' (Richards, 1996). Two definitions of 'cultural tourism' provided by ATLAS will describe these approaches generally;

'Technical Definition'

"All movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence". (ATLAS, 1996)

'Conceptual Definition'

"The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs". (ATLAS, 1996)

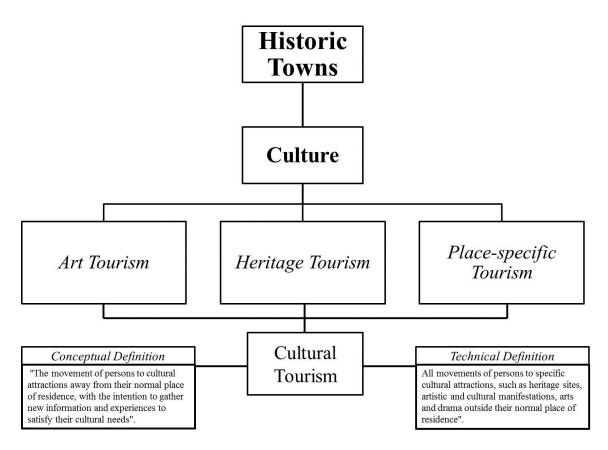


Figure 2: Cultural Tourism in Historic Towns

Additionally, related to the concept of cultural tourism in historic towns, *ICOMOS* International Cultural Tourism Charter is of significant importance. The Charter 'provides an umbrella statement of Principles that guide the dynamic relationships between tourism and places or collections of heritage significance and may present a common set of principles to manage these relationships.' However, due to unique characteristics of the Walled City of Famagusta and the focus of this study on historic towns, the elements of ICOMOS charter will be briefly summarized in order to signify the importance of cultural tourism in these settings. The main objectives of the Charter are as follows: (ICOMOS, 2002)

- "To facilitate and encourage those involved with heritage conservation and management to make the significance of that heritage accessible to the host community and visitors."
- "To facilitate and encourage the tourism industry to promote and manage tourism in ways that respect and enhance the heritage and living cultures of host communities."
- "To facilitate and encourage a dialogue between conservation interests and the tourism industry about the importance and fragile nature of heritage places, collections and living cultures including the need to achieve a sustainable future for them."
- "To encourage those formulating plans and policies to develop detailed, measurable goals and strategies relating to the presentation and interpretation of heritage places and cultural activities, in the context of their preservation and conservation."

Accordingly, the mentioned *Charter* provides 6 major principles for managing tourism in historic environments which are summarized in Table 1.

Table 1: 6 Principles of *ICOMOS International Cultural Tourism Charter* for managing tourism development in historic environments. Source: ICOMOS International Cultural Tourism Charter (2002)

1.Encourage Public Awareness of Heritage	2.Manage the Dynamic Relationship	3.Ensure a Worthwhile Visitor Experience	4.Involve Host And Indigenous Communities	5.Provide Benefit for the Local community	6.Responsible Promotion Programs
Heritage and culture should provide opportunities for community and visitors	Sustainable management in relationship between Heritage Places and Tourism	ensuring worthwhile, satisfying and enjoyable. Visitor Experience	Involvement of host communities and indigenous peoples should be	Tourism and conservation activities should benefit the host community.	Protecting and enhancing Natural and Cultural Heritage characteristics.
Protection and conservation of culture and heritage, should dignify the importance of these elements Interpretation programs should be presented in a significance , relevant and accessible manner Interpretation and presentation should encourage public awareness and support The visitor should always be informed of the differing cultural values that may be ascribed to a particular heritage resource.	Long term protection and conservation of living cultures and heritage. responding to visitors needs and maximize and minimize its relevant benefits and negative impacts Authenticity of heritage places and collections Heritage significance of the particular place. Using local materials and considering local architectural styles or vernacular traditions Establishing appropriate limits of acceptable change On-going programs of evaluation and monitoring	high quality information to dignify the importance of heritage assets and their protection Visitor freedom and Specific circulation routes Visitors should be encouraged to behave as welcomed guests, respecting the values and lifestyles of the host community provide appropriate facilities for the comfort, safety and well being of the visitor,	The rights and interests of the host community, at regional and local levels,. The needs and wishes of some communities or indigenous peoples to restrict or manage physical, spiritual or intellectual access to certain cultural practices, knowledge, beliefs, activities, artifacts or sites should be respected.	Policy makers should promote measures for the equitable distribution of the benefits of tourism to be shared across countries or regions Providing equitable economic, social and cultural benefits Allocation of tourism income to protection of heritage Training and employment of guides and site interpreters from the host community Include education and training opportunities for policy makers, planners, researchers, designers, architects, interpreters, conservators and tourism operators.	Creating realistic expectations and responsibly inform potential visitors of the specific heritage characteristics of a place or host community, Protecting authenticity and enhance the visitor experience by minimizing fluctuations in arrivals and avoiding excessive numbers of visitors at any one time. Providing a wider distribution of benefits and relieve the pressures on more popular places. The promotion, distribution and sale of local crafts and other products should provide a reasonable social and economic return to the host community, while ensuring that their cultural integrity is not degraded.

2.1.2 Urban Heritage and Heritage Tourism

The word "Heritage" is defined as "that which has been or may be inherited" in Oxford English Dictionary, in urban context, Orbaşli (2000) believes it is 'the power of continuity from one generation to the next', and 'the contemporary uses of the past' (Ashworth, 1997). When defining the term urban heritage, what first comes to mind of most urban planners and managers are 'Monuments' i.e. churches, temples, all sorts of religious buildings, palaces, castles, fortresses, historic city walls and gates and other types of institutional buildings (Steinberg, 1996). These individual elements are better to be categorized under the concept of 'built heritage' rather than 'urban heritage'. Accordingly, Orbaşli in Tourist in Historic Towns, (2000) mentions urban heritage as a combination of physical parts. Historic association and mythical

storytelling, she argues; "Urban heritage cannot be narrowed down to individual buildings or monuments of historic interest, nor can it be interpreted simply as a totality of built parts. Urban heritage exist in the physical attributes of buildings, public spaces and urban morphology; it is experiences by users (inheritors) in the present and it is concurrently in the making of the next generation of heritage." The term urban heritage, almost in every literature, is companied by the concept of urban conservation and preservation. There are numerous definitions for the concept of urban conservation in literatures. Below, are number of selected definitions to provide a general understanding into this broad concept.

"Conservation is the careful planning and management of limited and selected resources. It is a conscious process to control and manipulate change to a minimum – to a rate that ensures the survival of cultural heritage over a long time." (Fethi, 1993: 161)

"Conservation seeks to retain the symbols of the past (Dobby, 1978, p.16); In semantics, there is no real difference between preservation and conservation (Dobby, 1978, p.18). Both means: 'Keeping safe from harm and decay.' Although having the same meaning, a clear distinction can be made between Preservation and Conservation with respect to the built environment." (Tiesdell et al., 1996, p.4; Doratli 2000)

"The conservation of historic towns and urban areas is understood to mean those steps necessary for the protection, conservation and restoration of such towns as well as their development and harmonious adaption to contemporary life." (ICOMOS, 1987)

Furthermore, Orbaşli (2000) argues the three dimensions of urban conservation as: *physical* dimension; which is directly related to 'building conservation with emphasis on appearance', *spatial* dimension; view of city as a whole and relationship between spaces and their uses along with circulation and traffic, and *social* dimension, arguably the most important and complex of all, which 'concerns the user, local community and the urban population' (Orbaşli, 2000) (Figure 3). More detailed explanations about urban conservation and the role of tourism in its process will be argued in next sections.

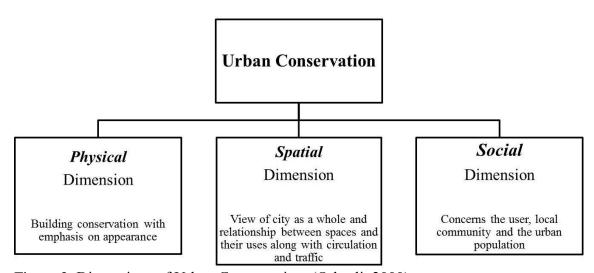


Figure 3: Dimensions of Urban Conservation. (Orbaşli, 2000)

Identification of heritage is the first step which brings about the desire to protect and preserve. Due to the existence of international cultural organizations, such as the United Nations Educational, Scientific and Cultural Organization (UNESCO), the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and the International Commission on Monuments and Sites (ICOMOS), (Steinberg, 1996), historic towns and settlements or any individual monuments around the world are being widely identified and preserved. Additionally, the appreciation of the true value of heritage and cultural assets and

their associated negligence in many countries encouraged UNESCO and other international bodies to start publishing recommendations on historic conservation and enhancing the conservation of culture and community within urban context. Venice Charter, The UNESCO Recommendations on the Conservation of Urban and Rural Historic Centers, The Bruges Resolution on the Rehabilitation of Historic Centers, The Amsterdam Declaration and The Charter on the Architectural Heritage adopted by the Committees of Ministers of the Council of Europe (Orbaşli, 2000) are part of the accomplishments and contributions of these concerned authorities and organization in order to preserve the heritage globally. However, the influence and authority of above organizations may be limited in some certain countries; after all 'Heritage' belongs to a place, and governments are the main decision makers and are responsible for its identification and preservation. Iran is one of the best examples in this unfortunate matter where government, the sole dominant ruler in every aspect of country and life, shows no interest in its rich, ancient and declining heritage, not to mention tourism development. As Van der Borg (1995) mentions; "having heritage is one thing, using it another".

'Urban heritage represents to the user and visitor an appreciation of the past', a more detailed image than what single monuments would represent, 'possibly a social insight into the life of previous or foreign era' (Orbaşli, 2000). Urban heritage can be regarded as a major advantage for a city in different aspects; nowadays even modern cities without any original culture and ancient heritage are becoming aware of this essential element and are desperately attempting to make their own history and heritage. Building the tallest skyscraper in the world, the longest bridge in the world, the biggest non-natural island in the world, the list goes on and on. The

characteristics of such cities are entangled with modern development and maybe a new type of contemporary heritage which are out of the scopes of this study.

Considering various advantages of conserving heritage generally, related to this study; conservation of historic towns, tourism is of exceptional importance. In the last decades, growing concern for visiting cultural and historical attributes of cities which possess these values, encouraged decision makers in such cities to cherish this opportunity, mainly due to its economic gains, and lay out the fundamentals of a somehow contemporary kind of sightseeing called heritage tourism. As mentioned previously, heritage is defined in various forms, Richards (1996) mentions "the development of heritage tourism was a cornerstone of the attempt by the British Tourist Authority (BTA) to attract off-peak tourists in the "Britain for All Seasons" marketing campaign". As for today, it seems the mentioned authority was quite successful in developing heritage tourism in Great Britain; cities like York and Bath manifest the triumph of this kind of development very well. "The British Tourist Authority (BTA) overseas visitor survey has regularly monitored the motivations of overseas visitors coming to Britain (Richards, 1996). Over half of the visitors interviewed in 1990 had visited a heritage site, and 42% indicated that some form of heritage attraction was important in influencing their decision to come to Britain." (British Tourist Authority, 1990) (Table 2) However, United Kingdom is not alone in attracting huge number of cultural tourist, other notable countries are; France, Belgium, Denmark, Italy, the Netherlands, Germany, Greece, Ireland, Portugal and Spain. These countries, each in their own kind, are also successful in introducing their heritage to the world and providing certain facilities and services required by visitors to make the most out of this kind of development.

Table 2: Heritage activities of overseas visitors in Britain, 1990

Source: BTA Overseas Visitor Survey 1990

Visiting heritage sites or exhibits	% participated 55	% important in decision to visit Britain 42
Visiting heritage sites of exhibits Visiting heritage sites/castles/monuments Visiting artistic or heritage exhibits (museums, art galleries, heritage centres) Watching performing arts (theatre, cinema, opera, ballet)	51 40 24	37 30 19

The debate around the theoretical definition of heritage tourism makes this concept very hard to explain. In other word, there is no single expression in literatures that can provide a comprehensive understanding of its aspect. This shortcoming lies in the very nature of heritage itself. As mentioned previously, heritage belongs to a place; heritage of one city differs from the other and the same goes for the concept of heritage tourism. Definition and management of heritage tourism in a specific historical setting will be directly affected by the characteristics of its historical and cultural attributes. As a profitable motivator, heritage tourism can also be used as a tool to inspire decision makers and public sector to work side by side to preserve and enhance historic quarters and urban heritage. According to Orbaşli (2000); "Tourism may become an important contributor to the economic realization of a project, but there is the delicate balance between tourism being a support to conservation and tourism becoming the reason for conservation." (Orbaşli, 2000) Obviously the first stimulus in this process would be 'money' but attracting visitors from distance countries can aid unconcerned locals and authorities to realize the true value of these 'relics of urban history'. Therefore, 'heritage requires more than preservation: its significance should be conveyed to the visitor (both local and tourist), leading to an enriched understanding in the context of the present'. (Nuryanti, 1996)

2.1.3 The Role of Tourism in Urban Conservation

The 'urban language of a past era' along with street patterns, public spaces, monuments, local people and the very atmosphere of a historic walled city, if preserved, will combine together to create a unique characteristic which attracts numerous visitors from far away countries just to experience this enchanting environment. Additionally, tourism can promote the rehabilitation of historic areas and thereby improve the lives of residents (Mathieson and Wall 1982; Smith, 1989). For local people, the most important benefits of tourism are likely to be economic, in the forms of increased incomes and job opportunities. (Nuryanti, 1996) Therefore, this provide a valuable opportunity for historic walled cities, especially for those with limited financial opportunities like Famagusta, to see 'cultural tourism as a significant economic alternative', thus turning the past into a product of present. (Orbaşli, 2000)

The gentle task of tourism development in historic walled towns is clearly involved with existing plans of conservation and revitalization of these areas. The reason for this integration lays in historical value of every physical and natural element that is located within the boundaries of historic walled towns. In other words, by inviting tourism to a historic walled city and preparing the required elements for them to spend time within, which if left overlooked will eventually lead to consumption of whole heritage, the need and importance of preserving the history rises accordingly. "While such towns (walled towns) are keen to develop and find ways of attracting more visitors, they also want to preserve their distinctive nature. This involves a range of issues such as transport development; spatial planning; conservation,

protection, enhancement, and management of cultural heritage; and tourism development." (ARCHWAY, 2009)

Urban conservation and revitalization plans in historic environments aim to simply preserve what is left of city's heritage, on the other hand, tourism development strategies are to basically make more money in different manners, for instance in a historic environment, tourism development plans uses heritage as a product to reach its goal. Both of the mentioned strategies are essential for a city; one preserve heritage while other boosts the essential economic value. So how can these two different plans work together and both reach their own goal? In order to answer this question some overall ideas supported by examples concerning the role of tourism in urban conservation will be discussed. However, these ideas may not be practical in all historic cities due to unique physical, cultural and social characteristics of these cities. The same goes for the Walled City of Famagusta, the case study of this research.

As mentioned previously, the broad concept of urban conservation consists of three overlapping dimensions; *Physical*, *Spatial* and *Social*. (Orbaşli, 2000) (Figure 3) Tourism may play an important role in every one of these dimensions and help improve quality of life in certain historic environments. However, tourism works as a whole and progress in one dimension of urban conservation will simultaneously improve the others.

Political messages and propaganda may speculate which heritage in a city should be conserved, in other word, 'history can become exclusive' and buildings associated with specific heritage may be ignored. For instance, considering the long term

conflict between Greece and Turkey, historic buildings and monuments related to each country's heritage located on the other side had been neglected and demolished. Tourism played an important role in this senseless skirmish; conservation of classical Greek heritage in Turkey and preservation of historic towns associated with Ottoman heritage in Greece was inspired by large number of visitors showing interest in these historic towns and monuments. (Orbaşli, 2000)

"In Turkey, the arrival of increasing numbers of westerners who had come to tour the Greco-Roman cities, especially Pergamon, Ephesus and Priene on the west coast, must have made the inhabitants aware that the ruins were highly valued by others (even for reasons they could not understand). The most popular sites soon acquired an economic value and it became more profitable to act as guides, sell souvenirs or to work for archaeological expeditions, than to demolish piecemeal." (Turner and Ash 1975: 133)

Tourism can be used as a catalyst for development in declined and crowded old towns. Example of the nineteenth-century old town of Tunis shows how tourism was managed to provide affordable housing and improving quality of life for locals. However, tourism development in historic towns should be managed in favor of the local community; people who are responsible for keeping these towns alive; as mentioned before, this is the only element that separates these areas from archeological sites and monuments.

In general, tourism can play an essential role for the future of historic towns by; generating increased heritage awareness by identifying less popular historic buildings for conservation, profitable businesses may increase local involvement and demand for conservation and increasing cross-cultural understandings and relations. Obviously, the roles of tourism in urban conservation plans are far more than these examples, however, considering the focus of this study, mentioning all of them in different geographic contexts will be pointless and unnecessary. Additionally, these roles may change dramatically in accordance with the attributes of an area in which they are applied. Therefore, chapter 3 will specifically discuss the role of tourism in conservation plan of the Walled City of Famagusta accordingly.

2.1.4 The Negative Impacts of Tourism

The advantages of tourism, especially the economic benefits, and its role in conserving heritage is clearly invaluable for cities and may lure many decisionmakers to consider this kind of development. However, "Tourism is not just an aggregate of merely commercial activities; it is also an ideological framing of history, nature and tradition; a framing that has the power to reshape culture and nature to its own need." (MacCannell, 1992, p.1) Therefore, the harmful effects of tourism development and its potential to alter the characteristics of cities, especially in historic environments, should also be considered and avoided as much as possible. The negative impacts of tourism on historic areas can be revealed in the form of environmental damage, both natural and built environment; like pollution, urbanization and traffic (Table 3), and social damage like loss of identity, crowding and social exclusion (Table 4). However, like its advantages, tourism leaves these impacts simultaneously. For instance, urbanization and higher standard of life caused by tourism development and its associated plans in a historic environment will eventually force traditional locals to leave, thus omitting the identity of the area. In the eyes of local residents of the historic towns, the physical place in which they live in is an authentic and natural environment and their community and life style is of their own. But tourists' expectations are rather different from what locals see. As Orbaşli (2000) argues, tourism and tourist developments are greedy consumers of the natural environment and of culture.' (Orbaşli, 2000)

Table 3: Negative impacts of tourism on the physical environment. Source: Vehbi, B.O., Doratli, N., 2010

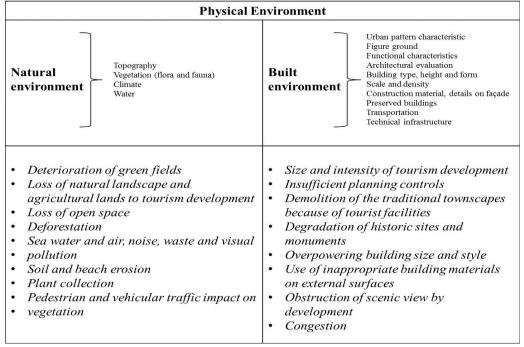


Table 4: Negative impacts of tourism on Society and Culture. Sources: Bourdieu, 1984 & Brezovec and Bruce 2009

	Society and Culture				
•	Cultural consumption				
•	The class struggle				
•	Class factions				
•	Social concentration				
•	Loss of identity				
•	Crowding				
•	Social exclusion				

Historic towns, as a complex of historical monuments and traditional locals, are much more likely to absorb negative effects of tourism in both environmental and social forms. Therefore, a precise and continuous management and observation is

required if these areas are to become popular destinations for tourists. Once a place become famous within 'tourist community' and the gate to a historic city is open, there is so much little that authorities could do to control excited tourists. Such cities are not few throughout the world, as for the city of Venice; police are known to close the entrance to the historic town to prevent mass number of tourists from entering the area on overcrowded days. Huge number of tourists brings about traffic and pollution to a rather uncrowned and silent environment, not to mention many of them might be day tourists and excursionists which are not seeking accommodations and just want to 'feel' the atmosphere without contributing anything. These setbacks made authorities of cities which attract high number of visitors for their well-kept historic attractions, like Bruges, to reconsider their policies and therefore limiting their tourist promotions. An interesting idea regarding this issue is provided by Russo (2000), who mentions these kinds of impacts as the "Vicious Circle" of tourism and proposes some solutions and changes in policy regarding tourism developments in heritage cities. Table 5 shows the challenges that tourism may rise in different regions, ranging from small cities to huge metropolitans. The "soft" interventions based on incentives and pricing are mostly cheaper, more flexible, and easier to imply. However, he insists on 'situations in which the heritage might be physically endangered by the tourism pressure, "hard" measures are required'. (Russo, 2000)

Table 5: The Four Links of the Vicious Circle: Contexts and Policies (Russo, 2000)

Causation	Context	Hard	Soft
Increase of tourist	Difficult expansion of tourism	Interventions Zoning, regional planning,	Interventions Entrance ticket, incentives based
demand⇒ enlargement of tourism region, shorter visits	supply, irreproducible heritage (small centers, islands)	enlargement of accommodation capacity in the city center	on adv. booking, discrimination policies, tariffs, creation of a supra-local "tourism authority"
Shorter visits⇒ increasing congestion costs, asymmetric information	Many cultural resources, difficult mobility (medium- sized art cities)	Zoning, access regulation, closing of portions of city center, infrastructure policy, decentralization of cultural supply	Information and Discrimination policies, promotion, creation of "alternative routes"
Asymmetric information⇒ decline in the quality of tourism supply (primary and complementary)	Limited competition, low controls, scarce homogeneity of cultural institutions (mature destinations, transition countries)	Licensing regulations, law enforcement, police controls in central areas, interpretation and welcome centers	Integral management of the cultural system, incentive to start ups, quality labels, virtual access to cultural products, tourism ecommerce
Decline in quality⇒ incentive to commuting and disincentive to cultural visits	Sensitiveness to reputation, international attention, prevalence of tour-operated holidays, presence of alternatives in the hinterland (mature Metropolitan destinations, high accessibility)	Regional-national planning	Reputation policies, promotion, diversification of tourism supply, fidelization, marketing, rejuvenation of products

2.2 Attractions and Tourism Development in Historic Towns

This section will start by categorizing different types of tourist attractions in historic towns to provide an overview into this concept. Additionally, the challenges and issues facing tourism development in historic walled towns supported by good practices of ARCHWAY project will be explained in last parts.

2.2.1 Different Types of Attractions

"Attractions are generally single units, individual sites or very small, easily delimited geographical area based on a single key feature. Destinations are larger areas that include a number of individual attractions together with the support services required by tourists." (Swarbrooke, 1995) In general, attractions can be characterized into four main categories. (Table 6)

Table 6: Four categories of attraction (Millar, 1999)

Natural	Man-made but not originally designed primarily to attract visitors	Man-made and purpose- built to attract tourists.	Special events
Beaches, Caves, Rock faces, Rivers and lakes, Forests, Wildlife: flora and fauna	Cathedrals and churches. Stately homes and historic houses. Archeological sites and ancient monuments. Historic gardens. Industrial archeology sites. Steam railways. Reservoirs.	Amusement parks. Theme parks. Heritage centers. Country parks. Marinas. Exhibition centers. Garden centers. Craft centers. Factory tours and shops. Working farms open to public. Safari parks. Entertainment complexes. Casinos. Health spas. Leisure centers. Picnic sites. Museums and galleries. Leisure retail complexes. Waterfront developments.	Sporting events. Art festivals. Markets and fairs. Traditional customs and folklore events. Historical anniversaries. Religious events.

Considering categories of attraction presented in Table 6, historic towns are most likely to contain buildings not initially designed to attract visitors. The other categorizes are particularly related to geographic and sociocultural aspects of an area and may vary in every historic town. Regarding the definition of attraction mentioned before, a historic quarter of significant size like the Walled City of Famagusta may be regarded as a destination; a place which holds several attraction points in any category showed above. As with the unique characteristic of the Walled City of Famagusta and the existing situation of tourism development in the region, throughout the rest of this study, the whole attraction points in the Walled City of Famagusta will be mentioned with the title of 'heritage attractions'. This will make the evaluation and comparison with other similar environments more comprehensible. However, this label does not mean that the Walled City is attracting visitors due to its heritage alone; indeed there are other factors responsible for making the area a tourist destination.

Considering the standpoint of this study, the built heritage is far more important than others and the evaluation will be mainly focused on this type of heritage attraction. The concept of heritage attractions can be classified into three main categories; *built, natural* and *living* heritage (Millar, 1999). Table 7 will provide the necessary information regarding the difference between three kinds of heritage attractions mentioned before. Additionally, this classification shifts from macro to micro level and shows the main elements responsible for attracting visitors to cities rich in heritage, in other words, these elements are favored by tourists who seek historical fulfillments. However, it would be unreal to assume that all tourists seek similar attractions, understanding tourist behavior, motivation and preference is another broad concept that is utterly out of the scopes of this study.

Table 7: Generic classification of heritage attractions (Millar, 1999)

	<i>'Built'</i> heritage	'Living' heritage		
Nation/Region	Cities	Landscape/sea	People	
Area	Historic towns	National parks	Traditional food	
	Seaside resorts	Heritage coastline	Festivals	
	Conservation areas	AONBs	Markets	
Site	Museums	Town and country parks	Public houses	
	Art galleries	Botanic gardens	Craft centers	
	Historic buildings	Historic gardens	Farms	
	Historic site/monuments	Nature reserves		
	Heritage centers	Countryside centers		
	Heritage theme parks	Country parks		
	Transport	Forests		
ı	_			

2.2.3 Tourism Development; Issues and Challenges in Walled Towns

Historic cities or more specifically, historic walled cities, are living monuments of the past, every attribute in such cities can be regarded as an attraction point and might be rather interesting for tourists. This situation provides a good opportunity to enhance economy and quality of life by attracting visitors to these settings. However, as discussed before, the delicate situation in historic areas makes this kind of development much more complicated. Furthermore, the challenges will multiply if the designated area meets the characteristics of a historic walled city. During ancient history, building walls around a city dignified its political, economic or strategic importance. The privilege of building a wall would be only granted by its ruler at a time to specific towns only, as it would provide a sense of enclosure and safety for peoples within its boundaries. Walls provided the ultimate protection against invaders which was one of the main concerns of governments and people in those eras. "The development of weapons, especially artillery, and evolution of military tactics led to abandonment of the traditional (vertical) walls as an element of defense. As a result, many walls were left without maintenance or even removed, to make space for enlargement and further development of towns. However, not all of these walls were destroyed; today there are still many towns with partially or completely preserved walls." (Brezovec and Bruce, 2009) The Walled City of Famagusta is one these living examples of ancient past which illustrates its medieval conflicts and history. The title says pretty much about physical characteristics of such towns; they are completely or partially surrounded with walls, some cities may have developed beyond these boundaries or not and these towns are most likely to enclose historical monuments within them. One of the most important factors that distinguish these towns from ruins of ancient settlements, which are favorite sites for tourist, is that historic walled towns are alive and people actually live within them. Therefore, they cannot be seen as a normal attraction point for tourist, as Brezovec and Bruce (2009) argue;

'Walled towns are not only a tourist attraction but are also places where people live. They have a different view of tourism than does the industry. Although residents usually support tourism and recognize its economic benefits, they express concern when it comes to social and environmental issues.' (Brezovec and Bruce, 2009)

However, tourism may have different degree of importance in such cities considering their size and development scheme. For instance, some historic/walled towns may have developed beyond their historic center and flourished (e.g. city of 's-Hertogenbosch in the Netherlands, see Figure 4), while others may have seen little expansion for different reasons, (e.g. city of Piran in Slovenia, see Figure 5). While both attract visitors by nature and regardless of their development pattern, this differentiation signifies the degree of dependence on tourism economy; whether a city is heavily dependent on 'tourism' for providing income and jobs, or development of industry and services made the city depend on other activities rather than tourism. Accordingly, Bruce (2010) summarized an interesting 'formula' regarding 'adding tourism' to a historic walled town;

"It adds opportunities for economic prosperity by offering to maximize the value of the cultural built heritage but it risks overwhelming the living and even the built heritage with rampant unsustainable tourist numbers." (Bruce, 2010)

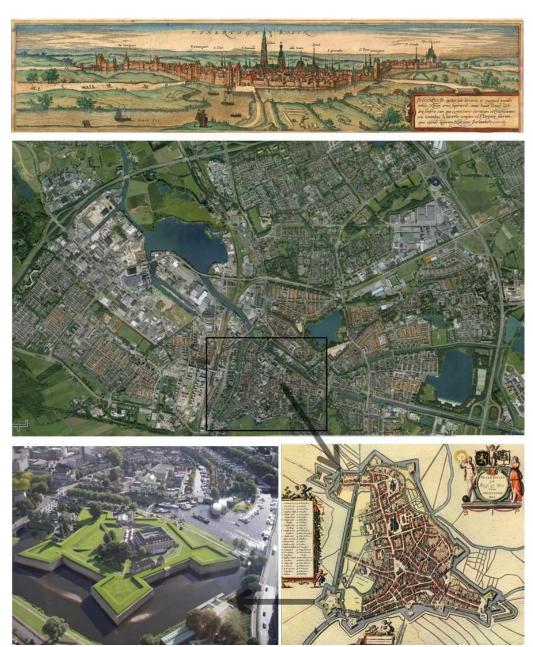


Figure 4: Perspective of old 's-Hertogenbosch walled city (top), source: www.sanderusmaps.com. Current map of 's-Hertogenbosch (middle), the city has developed far beyond its historic center, source: Google Maps. Ancient Map of the city (bottom right), source: www.europanostra.org. Ancient citadel of the city today (bottom left) source: www.maritiemshertogenbosch.nl.



Figure 5: Map of Piran (top left); remains of the walls and gates. Source: Wikipedia. Piran walls (right) source: www.visualphotos.com. View of the city (bottom left); due to the natural landscape and other issues, the development of Piran had been limited to the boundaries of its walls. Source: www.kongres-magazine.eu

Considering these delicate characteristics of historic walled towns, much effort has to be made to manage tourism in a way to minimize its negative impacts on people and environment. Since there are no general guidelines that can be used in each and every historic walled town, the only way is reviewing good practices and implementations taken place in other environments with similar settings. Furthermore, "Due to the multidisciplinary nature of tourism, issues in it can be identified as issues in other areas such as conservation, accessibility and transport, urban planning, and heritage management" (ARCHWAY, 2009). However, the following part will review the principles of tourism development along with its issues and challenges specifically. Most discussions are selected parts from a series of practices and experiences

developed by the 'ARCHWAY' project. Standing for 'Access and Regeneration in the Cultural Heritage of Walled Towns', "ARCHWAY is a European Commission Interreg IIIc network funded from 2004-2008 that aimed to develop and expand shared expertise on a range of key urban development issues in the specific context of historic walled towns and cities. The issues addressed were conservation, transportation, heritage management and spatial planning as well as tourism development". (Brezovec and Bruce, 2009)

2.2.3.1 The ARCHWAY Experience

The practices and guides provided in the reports of ARCHWAY project are based on good practices of eight partner towns that cooperated in the project; Chester (UK), Piran (Slovenia), 's-Hertogenbosch (Netherlands), Valletta (Malta), Arabari (Spain), Lucca (Italy), Lörrach (Germany) and Verona (Italy). Obviously, these partner towns share the same characteristics and are members of the 'Walled Towns Friendship Circle'. The approach of the mentioned circle, concerning all kinds of developments in their respective environments, is based on a "threefold time perspective"; the development of these towns must consider the history of the area and grow accordingly, the steps taken in the way should also look at the current situation of the city since these cities are alive and house local residents. Furthermore, the approach must deliberate the future of the cities since the historic treasures currently present in these areas should also be preserved and conserved by future generations. This perspective and the aim of developing walled towns in a way to respond to all sorts of people; whether local residents or tourists, shaped the basis of six important objectives and principles for 'ARCHWAY good practice guidance'; "History as the Guiding Principle, Sustainability, The City as a living monument, Accessibility, Territorial Balance and Social Involvement". (ARCHWAY, 2009) Below, these objectives are briefly defined. (Figure 6)

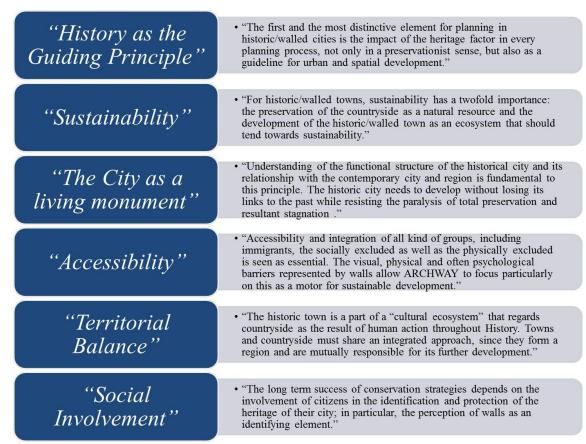


Figure 6: ARCHWAY Objectives and Principles. (ARCHWAY, 2009)

Regarding the issues related to tourism and its development, the ARCHWAY project strongly emphasize on 'Holistic Approach' 'to assure sustainability'. As mentioned previously, issues associated with tourism development are intertwined and rather similar to other areas like conservation and heritage management and points out that "ad hoc solutions of specific problems tend to cause problems in other professional areas." Figure 7 will demonstrate the 'Holistic Approach' adopted in the ARCHWAY projects and its identification of five "critical contributing themes for successful and sustainable historic walled city development." (ARCHWAY, 2009)

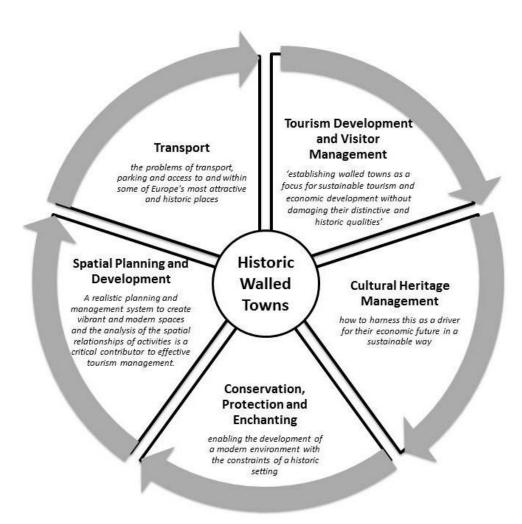


Figure 7: 'Holistic Approach' presented in ARCHWAY Projects

Additionally, the project identified a list of key challenges in and around historic towns in each theme presented in 'Holistic Approach' (Table 8). A number of these challenges and issues may be common within all towns with significant historic/heritage characteristics; however the challenges presented here are specifically identified in historic walled towns and they are drawn from the experience and partnership of 8 different towns sharing the same characteristics. These challenges, to some extent, are also valid in the Walled City of Famagusta, as the city shares the same characteristics with partner towns in the ARCHWAY project; the issues are transferable to the case study of this research and are indirectly taken into account and inspired the following recommendations presented in Chapter

3. However, these concluding suggestions consider these challenges as common issues in development of historic walled towns and are mainly based on distinctive characteristic and unique issues currently present in the Walled City of Famagusta.

Table 8: Challenges and Issues, categorized in accordance to 'Holistic Approach', identified in historic walled towns by ARCHWAY project. Source: ARCHWAY, 2009

Conservation	Tourism	Cultural Heritage	Transport	Spatial Planning
The conservation of town walls creates a wide variety of dilemmas, paradoxes, conflicting interests, drawbacks and burdens Past and present: Defense works in a modern city Historical relevance Different approaches in restoration Reversibility and non-destruction of the built heritage Accessibility: Physical accessibility and Visual accessibility Legal protection issues Financial and funding aspects	Development of the walled town and city as tourism product/attraction The concentration of visitors by day of week and week of year The concentration of facilities and historic attractions Degree of the preservation of the monuments Accessibility for the disabled and disadvantaged Tourism related local transport and parking The long distance transport issue The interaction of tourists and local residents Second homes Information services for tourists	Inadequate Financial resources Listing Inseparable bond with setting Authenticity and Conjecture Integrity Coping with demographic trends	When originally built, no one ever envisaged today's methods of transport Major conflict with the motor vehicle mobility The need to minimize the impact of the mechanical modes of transport on historic fabric and local people These can only be tackled by recognizing a number of considerations: The size of the town (within the walls), its area, its development density and its topography The difference in levels of various parts of the town, which will affect acceptable walking distances/time for different sorts of people The amount, ownership and location of parking available within and adjacent to the walled area The land-use activities that occur and are planned to continue or grow or be phased out within or adjacent to the walls Other cross-cutting policies related to the town in question, such as those related to air quality and conservation of buildings, including the walls and historic fortifications, as well as of public open spaces.	False boundaries Decline in status Lack of economic and administrative alignment Local/regional tensions

Walled towns share some common issues with other types of destinations, the first issue is the identification and development of the tourism product/attraction, for walled towns; since the attraction is already identified the problem is its development. Another one is the impact of tourism on local residents, which is particularly more influential on historic walled towns with small number of local residents. These towns, within the boundaries of the wall, often have a small amount of population and the number of visitors can easily outnumber local residents. As

Brezovec and Bruce (2009) argue, this will cause interference between locals and tourists way of life and may eventually create a risk of local resentment for tourists. This situation may create limited contact between locals and visitors where tourist "live the destination in their own reality", not very similar to the real life of local residents. However, this issue clearly makes sense in a small community, e.g. the Walled City of Famagusta, rather than a large urban center with huge number of local residents. The long distance transport is another issue related to tourism development in walled towns, being filled with heritage attractions, these places attract tourist from all over the world and also other areas in the region thus generating the issue of transport and its associated problems.

The discussions presented in this chapter aimed to provide an overall understating into the concepts of cultural and heritage tourism as briefly and as relatively as possible to the unique characteristics of the Walled City of Famagusta without going deep into the theories of tourism. Furthermore, the importance of tourism development in and its associated impacts and negative effect on environment and society, specifically on delicate settings of historic areas had been discussed. These explanations will hopefully provide the required overview to begin describing the existing situation of the Walled City and suggesting several recommendations for improving tourism development in the area.

Chapter 3

CASE STUDY

3.1 Tourism in Northern Cyprus

Cyprus is the third largest island in the Mediterranean Sea. It occupies an area of 9851 km. (3572 square miles). It lies 60km, south of the coast of Turkey, 96 km. west of the coast of Syria, and 322 km. distant from Greece (Rustem, 1987). Tourism development has taken a different direction in the northern part of the island since partition after the Turkish intervention of 1974 (WTO, 1994; Godfrey, 1996), which divide the island into two parts; the self-declared state of Northern Cyprus (TRNC) and the southern part which refers as The Republic of Cyprus. Since the main focus of this research is on development of tourism in northern part of Cyprus, most discussions in this research will be centered on this portion (Turkish) of the island. The Turkish portion of the island, before the conflict, was the primary location responsible for attracting visitors to the entire island. However, after the conflict of 1974, the development of tourism in the island took two individual forms; one of rapid growth in the South, and another of decline and underdevelopment in the North. While the southern part had opportunity and was busy developing its socio economic structures, though to its links with global economy, the north was struggling to provide the basic needs of its residence, Stephen (1997:32) describes the situation as:

"Economically isolated, the Turkish Cypriot community has found itself in a backwater as far as trade and industry and employment are concerned, and does not participate in the economic expansion of the country and the development of its resources. Many of the estimated 20,000 refugees and displaced persons in the Turkish Cypriot enclaves are unemployed, and their enforced idleness emphasizes the isolation of the community, whose economy is sustained by financial assistance and relief supplies from Turkey...about one-third of the Turkish Cypriot population is estimated to need some form of welfare relief." (M. Yasarata et al. 2010)

Interestingly enough, due to the results of the partition of the island, development in the south thrived rapidly even though most of the tourism attractions and resources were located in the northern part of the island, and out of the reach and influence of the South. The impact of political limitations in northern Cyprus is heavily affecting its tourism comparing to south (Table 9). For instance, due to "an embargo by the International Air Transport Association", caused by the pressures of the south, European governments restricted all scheduled flights to Northern part of the island, affecting tourism sector in the area drastically. (Bahcheli, 2000, p. 4; Alipour et al, 2003) The only way to reach northern portion of the island by air, which is the most convenient and popular way of transportation for almost every tourist, is through Turkey which greatly limits the number of tourists seeking accommodations in north. Generally, most tourists who visit Cyprus arrive in the southern part. Since the area is well developed for tourism, most of them won't even bother crossing the buffer zone, a neutral ground established by UN for peacekeeping, those who do, would generally spend less than a day in northern part and surely visit the Walled City of Famagusta.

Table 9: Tourism industry in Northern Cyprus (M. Yasarata et al.2010)

Years	Foreign tourism Demand	Tourism	Total	Tourism	% of	Occupancy
	(except for Turkey)	demand	demand	income	GDP	rate of
		from				hotels
		Turkey				
1995	87,733	298,026	385,759	218.9	3.3	37.5
1996	75,985	289,131	365,116	175.6	2.7	32.5
1997	73,000	326,364	399,364	183.2	3.0	35.3
1998	77,230	315,797	393,027	186.0	3.0	37.3
1999	79,615	334,400	414,015	192.8	3.1	37.5
2000	85,241	347,712	432,953	198.3	3.2	37.6
2001	87,348	227,720	365,097	93.7	3.0	30.9
2002	109,364	316,189	425,553	114.1	3.2	31.3
2003	129,794	340,083	469,877	178.8	3.2	35.7
2004	164,268	434,744	599,012	288.3	3.4	39.2
2005	164,756	488,023	652,779	328.8	3.1	38.6
2006	143,116	572,633	715,749	303.2	2.4	31.0
2007	156,456	634,580	791,036	376.3	2.7	29.9

3.2 Strategies and Policies for Tourism in Northern Cyprus

This section will focus on analyzing existing strategies and policies for tourism in northern Cyprus and examines how these implementations affected the quality of tourism in the Walled City of Famagusta as one of the main attraction points in the island.

Since the Turkish intervention and the partition in 1974, and the entire dependency of north Cyprus on Turkey for survival, "tourism development has 'remained in a dismal state"; "Government tourism policies have not created a 'formidable' strategy for the tourism sector in comparison to the South, despite inheriting 387 kilometers of coastal resources and most of the tourism accommodation in Famagusta and Kyrenia (two main tourist regions in the North), as well as 65 percent of the then

existing total bed capacity." (Saveriades, 2000; Alipour et al, 2003) Table 10 shows how much northern Cyprus was successful comparing to the south, in exploiting these vast resources and developing tourism.

Table 10: Main Tourism Indicators of North and South Cyprus. Sources: State Planning Organization (2005) and Cyprus Tourism Organization, Greek Cypriot Administration (2005).

Indicators	North	Cyprus	South Cyprus		
Years	2003	2004	2003	2004	
Tourist Establishments	115	116	951	955	
Bed Capacity	11,858	12,222	95,185	96,535	
Overnight Stay of Tourists (000)	1,306	1,523	13,490	13,637	
Tourist Arrivals (000)	272	306	2,303	2,349	
Average Stay (night)	5	5	10.9	10.7	
Occupancy Rate (%)	38	41.2	55.4	55.5	
Tourism Revenues (m \$)	178.8	271.1	1,664.2	1,891.4	

Even though North Cyprus is the home of the richest and most unique products suitable for attracting visitors comparing to other parts of the island; lack effective policies regarding this sector and a tourism master plan are just part of the many malaises responsible for the current unsuccessful situation of the region. These issues made north Cyprus far less attractive and efficient in terms of tourist attractions comparing to the south, considering both are located in the same geographical context, as Altinay and Bowen (2006) state a Greek informant perspective from an interview;

"Given the facts that the two communities have different levels of development they will apply different tourism strategies for a short period of time. They will be treated as two different market segments exhibiting different market/customers' characteristics and needs. However, they will have to contribute to the achievement

of the same tourism objectives for the prosperity of the island. In the area of planning, what will be more advisable is to cooperate for the formulation of a common master plan." (Altinay et al, 2006)

One of the first governmental steps, regarding enhancing tourism industries and development in North Cyprus was the emergence of the "National Tourism Organization" (NTO) in 1973. It sparked one year before the partition due to disapproval of business owners and shop keepers in the north regarding the fact that Turkish visitors in the region spend their money for services and accommodation in the Greek part of the island. As a result, through constructing a "tourist office" in the North, the authorities began promoting the attractions of the Turkish portion of the island by publishing a "tourist guide" for Turkish visitors in their respective language. (Yesilada, 1994; Alipour et al, 2003) The inefficiency of the tourist office and shifting circumstances, made authorities in North Cyprus establish the "Cyprus Turkish Tourism Enterprises" (CTTE); the idea was, obviously, recommended by Turkey to enhance tourism development and management due to the lack of experience regarding this sector in newly formed North Cyprus. The organization particularly focused on establishing accommodations and training the locals how to run and manage such establishment i.e. Hotels and other housing-related buildings. However, as timed passed and the mentioned policy proved to be anything but profitable, CTTE vanished into thin air leaving the very nature, structure and also the legal status of the so-called NTO as vague as it was before. The NTO never became an organization on its own. Strangely enough, the mentioned 'organization' never found its place within the political hierarchy of North Cyprus and unusually became an experimental institution and was autopsied by many different Ministries. The odd names of these Ministries, responsible for managing tourism in North Cyprus in last three decades, are as follows (Yesilada, 1994 MTE, 2002; Alipour et al, 2003);

- Ministry of Information and Tourism
- Ministry of Energy, Natural Resources and Tourism
- Ministry of Industry, Trade and Tourism
- Ministry of Transportation and Tourism
- Ministry of Social Security and Tourism
- Ministry of Culture and Tourism
- Ministry of State and Deputy Prime Ministry
- Ministry of Tourism and Environment

This disappointing situation is rather unique in the whole world were strategies and polices for developing tourism in a country such as Cyprus, which is undoubtedly rich in heritage, cultural and historic assets, are limited to the 'brilliant' solution of adding the word 'tourism' at the end of the names of various unrelated Ministries. As Yesilada (1994, p. 88) argues; "With the inauguration of the new government, tourism organization was thrown at a new Ministry, this change of hosting the tourism office by so many different Ministries is a record breaking number. Interestingly, each Ministry also appointed a new director for the tourism office without any idea or direction for tourism sector. Eventually, the tourism office would remain a marginal organization with no more than three to five staff." (Yesilada, 1994, p. 88; Alipour et al. 2005)

The policies and strategies concerning tourism sector do not fully exist in North Cyprus, even if they do, they are just written on a piece of paper and none of them are practically implemented in any city by the government. Arguably, whether authorities in North Cyprus are really confused and are unable to solve this simple issue in more than 30 years even with the help of Turkey, a country which is rather

successful in attracting visitors, or there are other factors responsible for keeping tourism sector in North Cyprus in the shadows, remains a question that no one wishes to answer.

3.3 The Walled City of Famagusta; a Background

Famagusta is a city located at the eastern shores of Cyprus and possesses the deepest harbor of the island. (Rustem, 1987) Formerly being a fishing village due its proximity to the sea, today there is no sign of its ancient characteristic anywhere in the city, i.e. being a city of fishermen; currently, not any noticeable fish restaurant or any facility represent this culture in the Walled City today. Much could be said regarding the ancient history of Famagusta, however, only a brief summary of different historic eras and their influence on characteristic of the Walled City will be discussed here.

The city (then known as Ammochostos, literally 'hidden by the sand') is believed to "have been originally founded by King Ptolemy Philadelphos of Egypt (285-247 B.C) and was repopulated in A.D. 648 by Greek refugees from neighboring Salamis" (Stenzel et al., 1999). However, most of the historic works and arts within the city were not built until the Lusignans period in the 13th century when nearly 365 places of worships as well as nobility were constructed among them was the great cathedral of St Nicolas, also known as 'Lala Mustafa Pasha Mosque' due to its 'delicate' conversion during Ottoman period, which is the most important monument and is recognized as the main symbol of the Walled City today. These buildings made Famagusta one of the richest cities in Mediterranean from the architectural point of view (The Guide of North Cyprus, 1995). Additionally, the magnificent city walls, moats, bastions and military characteristics of Famagusta are the contribution of

Venetians to the city during 15th century to defend the city against Ottomans invasions. Which converted most of the churches and cathedrals into mosques was the rule of Ottomans in 16th century when they preferred to construct inns, baths, dwellings, drinking fountains and similar structures rather than magnificent buildings. Many buildings constructed in these periods are still present, considered as 'listed monuments', and are being preserved in the area (see Table 11). The final period which Famagusta endured, before the current Republic of Cyprus established, was the British colonial Period; lots of warehouses and other port related building were established and the city began to develop beyond the walls. However, 'The most dramatic stage for the Walled City was after 1974 when "luggage trade" with Turkey became widespread and almost all of this trade was done by ferryboats departing from Famagusta port. This situation led to destruction of many historic buildings in the Walled City to make room for new shops in respond to this emerging demand. In 1990's the "luggage trade" slowly faded away and the Walled City begun to lose its importance both as a commercial center and as an attraction for settlement' (Famagusta Walled City Revitalization Plan; Executive summary, 2006). Throughout the history, Famagusta withstood many conflicts, changes and different rulers; each with their own beliefs, affecting the characteristics of the city in their own term. Darke (1993), in A Guide to North Cyprus describes the integration of these different eras and how they blended into the life of local residents seamlessly;

"...There a crusader church appears in the grab of a municipal library, while another serves as a café. One tower built by Venetians holds a museum to Ottoman military might, and another holds the ghost of Shakespeare's Othello. In the main square, the French gothic cathedral, topped with a misshapen minaret, faces out at the façade of a Venetian palace supported by Greek marble columns from salamis. Next door, the

Faisal Islamic Bank, once an Ottoman School looks across at a Turkish bath, now converted to a trendy bar and restaurant. Today's Turkish inhabitants have blended the city's relics so casually with their own daily needs, that the preservation of those monuments is almost synonymous with the routine maintenance of their public buildings and offices." (Darke, 1993)

Considering urban topography of the Walled City of Famagusta, there are several elements which make the area rather distinctive comparing to other environments with similar settings. Among the most important features of the Walled City of Famagusta are city walls and the moat; 3,900 meters long, 18 meters high and 9 meters wide walls that encircle the whole city with two original gates, several bastions and a citadel on top of it, where themselves are also surrounded in North, West and South sides by a 3,340 meters long moat which its width reaches 50 meters at some points. The eastern side of the city faces the sea and is used as a port. Other important features are numerous churches scattered around the city both in ruin and almost intact. Among them the magnificent Lala Mustafa Pasha Mosque (St. Nicholas Cathedral) is of significant importance. Another important feature which is quite rare in historic walled towns due to their concentrated medieval urban pattern is existence and more importantly survival of large open areas and empty lands. The Walled City of Famagusta includes high percentage of such areas within. Altogether, these elements, combined together, form a unique and rather enchanting environment in the city and provide a glimpse of ancient history for locals and tourists alike. However, 'according to the land-use survey conducted under the 'Revitalization Plan' there are 811 buildings, 941 dwellings and 703 commercial units' within the city where '15.8 per cent' of the houses and '46.8 per cent' of the shops are practically vacant. This situation 'indicates the disturbing locational obsolescence facing the area.' (Doratli, 2012) Therefore, it is not logical to claim that the Walled City is an attractive or even suitable place to 'live and work', not to mention attracting visitors.

Table 11: 'Listed Historic Monuments' and Sites in the Walled City of Famagusta; classified according to the period in which they were constructed (Doratli, 2012)

Lusignans Period (1192-1489)	Venetians Period (1489- 1571)	Ottoman Period (1571-1878)		
 Cathedral of St. Nicholas (Lala Mustafa Pasha Mosque- listed together with the medrese, tombs, shops and the small chapel) Monastery cells' of St Nicholas Cathedral Franciscan church Church of St George of the Latins Nestorian church Church of SS Peter and Paul (Bugday Camii/Sinan Pasha Mosque) Twin Churches (the Templar and Hospitaller churches) Church of St Anthony (ruin with hospices/ loggias) Church of St George of the Greeks Church of St Anne Carmelite church Armenian church Tanners' church (Tabakhane Mesjit) Ayia Zoni Church of Stavros (Mustafa Pasha Mesjit) Salt store 	 Othello Tower Martinengo Bastion Ravelin(Akkule) Bastion Arsenal (Canbulat) Bastion Porta del Mare Diamante Venetian Palace Venetian House Biddulph's gate 	 Kertikli Hamam Cafer Pasha Bath Medrese Tomb of 28 Celebi Tomb of Mehmet Efendi Tomb of Canbulat Kizil Hamam Fountain 		

3.4 Revitalization Plan of the Walled City of Famagusta

This section will review the revitalization plan of the Walled City developed by Famagusta Municipality and 'funded by the EU under the Partnership for Future (PFF) as well as by the United Nations Office for Project Services (UNOPS)' (Doratli, 2012). The studies and strategies along with proposals presented in this plan are crucial in enlightening the current situation and features of the area in order to suggest new recommendations and guidelines regarding tourism development. This

section begins with describing the critical role and the necessity of a revitalization plan for the declined Walled City of Famagusta. Furthermore, the methodology and vision presented in the mentioned plan will be discussed along with the proposals proposed for enhancing different aspects of the city, particularly those proposed for tourism development.

The Walled City of Famagusta is a 'unique place displaying the remains of a long sequence of previous cultures' which is still suffering from 'deterioration and decay'. "The Walled City was declared a Conservation Area in 1989 under the new Town Planning Law (55/89). 249 buildings were listed in 1999 by Department of Antiquities and Museums and in December 2005, a 'Revitalization Plan for the Walled City' was finalized." (Doratli, 2012) Although the Walled City witnessed several scattered revitalization projects in last decades (e.g. The Project for Arrangement of the Namik Kemal Square, The Project for Pedestrianization of the Istiklal Avenue and Parking Lot Projects), the need for an integrated plan became more obvious as none of these projects lived to its fullest potential; the contributions of these projects were rather limited though to the lack of an organizing goal, this made decision makers to suggest a unified strategy in revitalization projects of the area. The preferred methodology in the plan is mainly cultural and touristic-led revitalization based on district characterization of the area. Relatively, the current situation in the Walled City manifest that the revitalization process cannot be successful through "an indigenous regeneration of the traditional activities of the locality nor through functional diversification". The declining character of the area can only be restored only through a "functional restructuring of its economic base". (Doratli, 2012) Thus, the adopted approach in the plan, tourism and cultural-led revitalization, seems to be the most appropriate decision which provides the essential

economic advantage necessary for revitalization and may also help smoothing future development plans like infrastructure developments in the area accordingly. There is an 'interesting' emphasis on districts characterization of the area in the approach presented in the plan, in which the area is divided into 9 distinctive zones (see Figure 8). According to the plan, these factors have been taken into consideration in this classification; 'physical location, historic background, urban topography, historic fabric of the city, unique architectural shapes, unique materials and reflections of unique social/economic characteristics on physical locations'. Arguably, the plan suggests that this will be 'very useful both in terms of understanding the past and present of the city and in terms of determining future policies and projects for revitalization.' Furthermore, relying on such method, district characterization, is a 'safe and constructive approach'. However, investigating the usefulness of this approach and the process of revitalization suggested in the mentioned plan is not the issue here. Since the main focus of this part is just to review the existing documents on revitalization, in order to understand the current situation and main attributes of the Walled City along with the conclusions and findings presented within. The SWOT analysis represented in Table 12 will help determine these findings generally. A brief summary of the vision presented in the plan is as follow; "A world heritage city whose cultural heritage is protected, is alive 24 hours a day, is an attraction point for both city and hinterland (a city which is integrated with the sea, and becomes an attraction point with its sea coast, walls, inner walls and outer walls alive) a city, which is integrated with the original people of Famagusta". Much effort and dedication had been made by several professionals and authorities in developing this vision; detailed observations and exploration of every single aspect of the Walled City among them. However, whether today the Walled City of Famagusta is taking

the right steps towards achieving its ultimate goal or even the adopted approach in the plan fully deliberates every unique aspects of the Walled City, like presence of Eastern Mediterranean University in the region, are topics of other researches.



Figure 8: Districts characterization of the Walled City. Source: Famagusta Walled City Revitalization Plan, 2005

Table 12: The SWOT analysis table below is directly taken from the Executive Summary of the Revitalization Plan of the Walled City belonging to Famagusta municipality. Source: Famagusta Walled City Revitalization Plan Executive Summary, 2005.

Strength		Weakness		Opportunities		Threats	
Powerful Aspects	Their Benefits	Weak aspects	Their results	Opportunities	Their results	Threats	Their results
The fact that the city belonging to the Middle Ages has been preserved with its castle, moat, loopholes on the city walls, remnants of ancient churches, cathedral and with its simple architectural fabric. The fact that the city's past extends 1000 years	Provides the conditions for the city to be registered and protected as an aspect of the world heritage, also provides the historic and cultural elements	The fact that some of the historic/cultural buildings are in	Deterioration of the physical structure and in connection with this, deterioration of the social and economic structure	The increased interest towards the North from foreign persons and organizations, due to the opening of gates between North and South Cyprus The possibility of EU membership	Increased number of visitors and increased financial support to the City Increased interest in economic and social	The fact that the city has a developed cargo harbor, which is very likely to further develop after a solution to the Cyprus issue Lack of a master physical plan covering the	Their results The possibility of detachment of the city from the harbor Lack of regional and local planning
The city is suitable for projects about revitalization and similar project applications because its surface area is small	international funds Suitable for quick application of projects and for quick development	of the historic buildings to satisfy related contemporary desires, and the altered demographic structure in this connection	When old buildings are not renovated in accordance with contemporary desires of the target population, the demographic structure of the visiting foreign/local population shifts towards lover salary groups	settlement of the Cyprus issue Funds obtained from the UN, EU and other foreign resources	Contributes to the protection and development of the city by giving way to establishment of beneficial partnerships	Low degree of awareness of the people with regard to the urgent need for protection of the cultural riches of the city	diminishes the incentive for competition between the city and other regions of the country The possibility of loss of cultural riches of the city
Each corner of the city is within reach by walk and it has an easy access to the sea	Provides better conditions for Pedestrianization and for cutting down vehicle traffic, and thus, for revitalization of the city	the common rules of shared life in a city; and	bad interventions, which lead	The dominance of a single and united political will in the central and local governments	project applications	Lack of entrepreneurship, professionalism and institutionalization	Lack of development in the economic structure of the city

Considering the unique historic background of the area, much of the elements and attributes mentioned in revitalization plan as 'distinctive and characteristic features of the Walled City' can be put under the category of heritage/historic attractions. The features discussed in the plan, which are relatively associated with physical characteristics of the area, are as follows;

• 3,900 meters long huge city walls, the deep moat, glacises belonging to these, all of which are surrounding the city. (Figure 9)



Figure 9: Walls of the Walled City

• Organic Structure of narrow tight streets of the Walled City. (Figure 10)



Figure 10: Narrow streets of the Walled City

• Numerous Monumental buildings present in the Walled City with somhow preserved physical characteristics. (Figure 11)



Figure 11: The Templar and Hospitaller churches (left) and Sculpture Studio (right)

• Civil traditional stone buildings with distinctive architecture located in specific areas of the Walled City. (Figure 12)



Figure 12: Distinctive characteristic of traditional buildings in the Walled City

• The ancient harbor of the Walled City; currently being used as a conventional one. (Figure 13)



Figure 13: The Walled city Harbor

• *Big open areas in the city.* (Figure 14)



Figure 14: A Portion of the vast open areas scattered throughout the Walled City.

• The warehouses facing the sea, built for the purpose of serving the harbor needs bearing the characteristic of the Colonial era. (Figure 15)



Figure 15: The Warehouses

The plan also highlights the revitalization potential of these attraction points which can also be used in tourism development. For instance; the potential of the abandoned *Warehouses* to become entertainment centers. *The Bastions* to be transformed into an activity center, *The Old Harbor* for building new marina and developing cruise services, *The Historic Buildings* for art and culture related uses and many others.

Additionally, the plan of the Walled City proposed 59 'conceptual projects' for revitalizing the area. Among them, 14 are under the title of 'Cultural and Tourism Projects', which will be specifically related to the aim of this study. Although this study is not aimed at suggesting new design proposals for tourism, these proposals will prove invaluable in following recommendations regarding tourism development in the Walled City presented in this research. These projects are listed and summarized below and are shown, along with other proposals, in Appendix B.

Project 1. Monumental Buildings Walking Trail

The proposal of a specific path covering most important historical monuments which will be illuminated for night visits. The buildings along the trail will receive regular maintenance and a brochure guide will be printed for tourists. (Figure 16)



Figure 16: Some of the historical monuments in the Walled City of Famagusta; Church of St. George of the Greeks (top left), Cathedral of St. Nicholas (top right), Ay. Nicholas Church (bottom right), Church of St. George of Latins (bottom left).

Project 2. Dwelling -Hotel Project

Converting existing abundant traditional houses specifically in 'Kuru Çeşme, Suphi Ezel Kizil Hamam and Liman Reis streets' into a hotel complex along with other suitable houses located in these streets for accommodations propose. (Figure 17)



Figure 17: Kizil Hamam Street (lefts), Kuru Çeşme Street (middle) and Suphi Ezel Street (right)

Project 3. Marina Hotel

'The Marina Hotel' project is aimed to convert the building in front of the Desdemona Park, currently being used as a boarding house, into a hotel to serve the proposed marina replacing the old harbor for accommodation and services. (Figure 18)



Figure 18: The building in front of the Desdemona Park

Project 4. The Martinengo Multifunctional Fair, Art and Culture Centre

The proposal for establishing a multifunctional center within the Martinengo bastion for cultural and art related congress and fair activities. Serving locals and tourists, the multifunctional center will also support the future 'Martinengo Park'. (Figure 19)



Figure 19: The area around 'Martinengo Bastion'.

Project 5. Touristic Bus Stop and Waiting Shelter

The project is aimed to guiding tourists arriving to the area by bus to other parts of the Walled City, particularity Istiklal Avenue, by proposing new bus stops in various places other than the current and only one located near Akkule gate.



Figure 20: Existing Tourist Information Center near Land Gate

Project 6. Bugday Cami Visual Arts Centre

It is aimed to convert this building into a place for the purpose of stage arts like chamber music, which involves few numbers of visitors regarding the characteristics of the building. (Figure 21)



Figure 21: Church of St. Peter and St. Paul (Bugday Cami)

Project 7. Old Police Station (Prison), Gazi Elementary School and Şömineli Ev (House with a Fireplace) Museum Complex

It is aimed to convert the buildings and the area surrounding them into a museum complex which holds an archeology and ethnography museum, The Department of Old Antiquities and Museums and a Conservatory. (Figure 22)



Figure 22: Old Police Station (left), Gazi Elementary School (right) and Şömineli Ev (middle)

Project 8. Sea Gate Exhibition and Concert Centre

It is aimed to convert the current Sea Gate into an exhibition center with a concert saloon. (Figure 23)



Figure 23: The Sea Gate

Project 9. Reconnaissance Survey of Archaeological Potential of the Walled City

It is aimed at assess the archaeological potential of the whole Walled City for the purpose of using the assessment acquired for the revitalization or maybe attracting new visitors. (Figure 24)



Figure 24: Archeological sites in the Walled City are numerous

Project 10. The Project for Restoration of the Othello Castle and Expanding Cultural Activities

It is aimed to determine the temporary and permanent cultural functions in the Othello Castle, which is also known as the inner citadel. Additionally, restoration of this national treasure along with modification and services required for cultural and art related activities. (Figure 25)



Figure 25: Othello Castle

Project 11. Inventory and Determination of Reuse of the Bastions and Crenels

It is aimed at providing a detailed inventory for the existing bastions which are mostly closed to the public and proposing related functions for them.

Project 12. Expanding the Function of Tourism Information Office by Adding the Function of Visitor Centre

It is aimed to also assign the functions of a visitor center to the Tourism Information Offices, so that the visitors of the city would be able to obtain very information about the city, history, food, shops and etc.

Project 13. The Ethnographic Demonstration House Project

It is aimed to transform the Venetian house and the Suphi Ezel house, which are old and unique, into houses of ethnographic demonstration. Also, proposing new shops for selling traditional items and private belongings along with necessary administrations required for making and selling handmade souvenirs in a corner of each house.



Figure 26: Hasder Kültür Sanat Evi

Project 14. Boutique Hotel Project

It is aimed to convert The Department of Antiquities and Museums, after it is transferred to the museum complex, in to a boutique hotel. (Figure 27)



Figure 27: Department of Antiquities and Museums

Other projects and proposal explained in the revitalization plan of Famagusta are sorted under the headings of; *Social, Communal and Commercial Projects, Traffic and Transportation Projects, Landscape projects, Walled City Centre, Upgrade and Rehabilitation Projects, Old Harbor and Marina Projects* and *Legal and Administrative Projects*. Although these projects are also important in developing the guidelines that this study is hoping to achieve and will directly or indirectly affect tourism development in the area, explaining all of them here would be rather unnecessary and useless. However, these proposals and also other findings included in the plan will be considered and used in forming and interpreting the final outcome of this research.

3.5 Tourism Development in the Walled City of Famagusta

The current unfortunate situation regarding tourism development in the Walled City is the consequence of several issues. This section will discuss these matters and why a historic city as magnificent as the Walled City of Famagusta is not receiving as much victors as it should be.

Possibly, one of the reasons why the Walled City is not quite recognized among tourists or even other people around the world is its lack of 'identity'. Despite being a medieval walled town full of attractions belonging to different historic eras, there is nothing to separate it from other towns with similar characteristics. In other words, why would tourists even consider visiting this particular ancient city in a faraway corner of the world? Is there anything unique about it or is it just another historic walled town? Tourists don't have time to answer these questions, despite some small group of travel enthusiastic, majority of them are practically just following each other and visiting places that had been introduced to them by media, travel guides and other types of modern 'propaganda'. As mentioned previously, even nations without any noteworthy heritage or attraction are participating in this 'huge struggle of recognition' and are presenting their country and people to the world by creating their own unique identity, unfortunately, the Walled City is not even part of this struggle, let alone becoming popular in the world.

However, it is not fair to consider the Walled City is doing nothing to improve the current situation in terms of tourist development; the revitalization plan of Famagusta proposed some interesting ideas in this field, most of them remained as an idea, and also a specific 'logo' had been developed for the 'Famagusta Walled City

Association' in order to symbolize the topographic characteristic of the region, which was interestingly due to the support of the EDGE project. Considering these 'passive' methods and strategies for attracting visitors to the region, when government neither discourage nor encourage tourism, much had to be done to suggest new and more practical guidelines to enhance tourism and the 'identity' of the area. The first step is to highlight the essential elements that are preventing the area from attracting enough visitors, some of the issues mentioned below are results of a survey conducted by EU in a project called 'Strategic Plan for Famagusta Walled City Initiative'.

Tourists visiting the Walled City of Famagusta most likely come from other parts of the island and tend to stay in the area for just a brief period of time, this is one of the most important issues in the area that minimize the economic advantages of tourism for locals and the town generally. Accordingly, there are very few available overnight accommodations in the area and the existing ones do not provide satisfactory services for visitors; this may be the simplest reason why tourists, even if they prefer to, can't stay in the area. As Orbaşli, (2000) mentions; 'the urban form and fabric of a historic town are the primary attraction to visitors, and are a free commodity'. Therefore, this is the reason why without any services facilitating tourism in the Walled City of Famagusta, tourists still continue to visit the area and eventually, there would only be a limited financial gain through small businesses since tourists would spend their foreign cash for accommodation and services somewhere else. Although this would help the economics of northern Cyprus, if they prefer to stay in the north, there is so much little benefit for locals comparing to negative impacts of tourism. Another issue is lack of appropriate signage and mapping systems to locate numerous attraction points scattered all over the area, the

situation gets even worse when a lone tourist, trying to find a specific historic building, should circle the narrow streets of the Walled City and can't even ask the local residents for directions. Possibly for this reason most of them prefer visiting in large groups led by a tour guide, a guide who can't find enough activities or events to convince them to stay longer in the area. The restaurants and cafes in the area are open for a limited period of time since 53% of the population living in the Walled City is inactive within the labor market. Even locals, not to mention tourists, do not walk the streets of the Walled City at night, since most of the shops will be closed around 10 p.m., omitting the night life of the area completely.

Additionally, being located within a historic town, the products being sold by souvenir shops, in their working hours, are not unique to the region and do not resemble the rich heritage of the area at all. Furthermore, there are many stakeholders and investors interested in the area but lack of coordination and proper management along with unusual governmental policies and restrictions are preventing them from helping to solve existing issues within the Walled City. On the other hand, the current situation in the Walled City of Famagusta and the decline of tourism development was, debatably, a double edge sword; the current relaxing and silent atmosphere of the area would be diminished if it was to become a popular and recognized area among tourists. Today, the Walled City provides a high degree of security and comfort and is ideal for tourists seeking relaxation and coziness thanks to its passive development which preserved almost every aspects of life in the area intact and unspoiled. Accordingly, this can be considered as an important advantage for a historic walled city with several historic attractions, since most local residents of such towns, especially if it is located in a small city like Famagusta, are not very tolerant to changes in their life style. This situation proves invaluable comparing to

other historic towns with the same characteristics, since most of them are in danger of losing their local population and their authorities are doing everything they can to prevent tourism development, and services and life style associated with it, to swap the traditional way of life and eventually forcing the local residents to leave, thus losing the very heritage they were trying to preserve and offer to tourists in exchange for economic benefits, or simply money. Therefore if tourism development were to be successful and sustainable in the Walled City, natural and built environments along with society must be conserved. The following section will consider these issues along with the inadequacies of tourism services within the Walled City to suggest a number recommendations and guidelines in order to enhance this sector, which are mainly based on the proposals presented in the 'Revitalization Plan' and the findings and practices of ARCHWAY projects previously presented in sections 2.2.3.1 and 3.4.

3.6 Recommendations

The current unfortunate issues in the Walled City regarding tourism development, ranging from facilities and services related to this sector to the nonexistence policies and strategies developed by 'concerned' authorities and their relatively 'passive' methods; manifest the deficiency of administration and management regarding this essential and inevitable kind of development in a historic city such as the Walled City of Famagusta. To recommend any new guidelines related to this sector, the first and the most primary step is to somehow awaken the authorities and help them recognize this invaluable opportunity and national treasure; assuming they don't already know which is rather unusual for decision makers of such cities not recognizing these obvious issues and opportunities, therefore, it is believed that they are pretending this ignorance for reasons unknown, or merely out of the scopes of

this study, which is clearly affecting the society and heritage of the Walled City dramatically.

The recommendations presented in this section will be taken into account; the issues, challenges, opportunities and proposals related to tourism and other kinds of development in the Walled City generally. This method can be regarded as "Holistic Approach"; the same as the previously mentioned approach adopted by ARCHWAY projects. The process will involve highlighting and analyzing the necessity for development in order to enhance different sectors in the Walled City i.e. physical, social, economic and cultural development of the area. Additionally, the existing proposals related to each sector revealed in 'Revitalization Plan of Famagusta' (see Appendix A) will be examined to determine their contributions to tourism development along with their effects on enhancing the image and identity of the city.

3.6.1 General Recommendations

As mentioned previously, tourism development is not merely related and limited to its corresponding industries, it is an activity that directly or indirectly affects other parts of the economic structure of a city and also as a spatial activity, it clearly affects the use of land and urban development. Furthermore, services associated with tourism are also offered to local residents rather than visitors alone. Therefore, as a multidisciplinary type of development, it is essential to establish a common terminology among various stakeholders involved in this sector and deliberate their dissimilar attitudes toward this type of development.

One of the most important advantages of the Walled City, or generally the whole region of Famagusta, is the existence of Eastern Mediterranean University (EMU); the largest university on the island which its potential is completely ignored in the

'Revitalization Plan' and the only project that is somehow related to this issue is a proposal for Bus Shuttles between the Eastern Mediterranean University and the Walled City (see Appendix B Project 3.2). The crucial role of EMU in the city, considering its vital role in the economy basis of the town and its potential in contributing to revitalization of the city and neighborhoods, affects tourism development as well. It is extremely important to 'raise higher understanding for cultural heritage protection and management'. Due to proximity to Eastern Mediterranean University, the Walled City can become a place where education and students can become directly in touch with town's history and heritage which may prove invaluable for students. Furthermore, locating some facilities related to the university within the Walled City (e.g. establishing an institute to study the heritage, culture and characteristics of the Walled City) may provide a great opportunity for the Walled City to take advantage of the experience and insight of academic professionals directly to administer its decisions and development plans more smoothly. However, the benefits of the university are not merely limited to students and authorities alone, this opportunity can also be directly transferred to local residents of the Walled City to familiarize them with significant and value of the place where they live in, thus encouraging them to willingly participate in activities related to development and preservation of their own city.

Below are several general recommendations that are suggested in accordance to 'Holistic Approach' (see Figure 28) mentioned before and proposals presented in 'Revitalization Plan. The recommendations are sorted in 6 general categories highlighted by issues of;

- Enhancement and re-use
- Culture parks and cultural/heritage trails
- Place shaping: enhancing landscape and urban environment
- Information and communication
- Cultural and Musical festivals and events related to the city
- Reviving tradition and folklore along with local's participation and interpretation

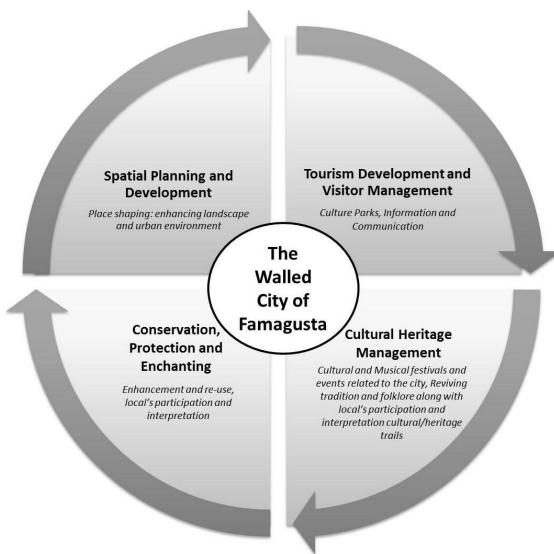


Figure 28: The 'Holistic Approach' adopted in recommendations for the Walled City of Famagusta inspired by ARCHWAY projects.

The specific recommendations in last section mainly deal with 'improving the image of the city'. Although each is related to different fields and issues in one category will somehow overlaps others, considering the nature of tourism development as multidisciplinary kind of development, these recommendations will eventually contribute to tourism development and quality of life in the area as a whole and are merely listed separately to make the adopted approach more comprehendible. Furthermore, a list of several existing projects presented in 'Famagusta Revitalization Plan', highlighted and categorized in relation to each of the mentioned issues, can be found in Appendix A.

3.6.1.1 Enhancement and Re-use

Assigning new functions and uses to the existing historic buildings and monuments is definitely a reliable method for preserving the history and promoting these valuable structures both in the eyes of locals and visitors. The same goes for the Walled City which is full of vacant historic buildings. The process may involve locating such buildings; preferably the ones meeting the requirements of the new proposed function i.e. physical structure, size, location and etc., and renovating the structure in accordance to the new propose which it may serve in the future. The vital issue in this method is keeping and preserving the historical representatives of the structure whether interior or exterior resemblances and attributes so the new proposal does not omit the heritage of the town. For instance, inside of a certain abundant church in the Walled City can be refurnished with modern technology and necessary services to serve as a public library or more relevant to tourism, a hotel, thus enhancing the heritage and culture of the city along with providing unique type of accommodation necessary for visitors. Identifying these buildings, which today are widely being neglected in the area, and adding new functions to them by considering

their original characteristics can be a tool for preserving and enhancing the historic town environment. Furthermore, this method is not just limited to buildings and concern to almost every piece of town's heritage. Accordingly, the existing intact walls of the walled city can also be enhanced and possibly house new functions. Great length and height of the walls can be used as an advantage as they provide a great view of the walled city and are wide enough to accommodate visitors and locals, e.g. observation desks and excursion facilities. Providing easy access to top of the walls by proposing new entrances and stairs along with safety measures can become one of the major attractions of the city as strangers will surely appreciate an accessible overview of the city to become more familiarize with the area. Furthermore, enhancing the walls will provide the necessary space and facilitate the new functions which are proposed to be integrated within the walls, specifically the bastions. Regarding providing access to the walls, the issues of disabled people and accessibility of wheelchairs should also be considered; City of Chester, England, is one of the leading examples of accessible walls integrated with heritage trails throughout the world (see Figure 29). Due to partial similarities in characteristic, being surrounded by walls, the practices of Chester City Council can be very useful for the development of the Walled City.



Figure 29: Walls wheelchairs access map (left). Source: Chester City Council. Convenient access for disabled people to city walls. Bridge Gate, Chester, England (right). Source: Google Maps

3.6.1.2 Culture Parks and Cultural/Heritage Trails

As a city rich with heritage and culture and the concentration of physical elements of these characteristics within a rather small radius, the Walled City of Famagusta is a great place for a cultural park or proposal of heritage/culture trails. Additionally, the whole area, or several major parts, can be proposed as a 'culture park' to monitor the arrivals of visitors by welcoming them and providing necessary information. The concept of 'Culture Park' is widely renowned for the experience of Chester City Council (see Figure 30). The 'Culture Park' ran in parallel with the City's development program and is regarded as a combined strategy of "place management, marketing, new development and investments in people" which is aimed to help Chester to achieve its 2015 vision of becoming a must-see European city. An important issue in this strategy is promoting and enhancing every element in the area in way which assures most of the people entering the boundaries of the 'Culture Park' are visitors. By ignoring most of the current limitations and declinations, this strategy is easily transferable to the Walled City of Famagusta which may effectively invite and guide visitors through vast historical attractions the town has to offer. Furthermore, new functions to promote the culture of the city should be mostly

located within the boundaries of the 'Culture Park' in order to lure visitor inside the area along with mapped walking routes to guide visitors experience every attraction the town has to offer, thus encouraging them to spend more time in the area.

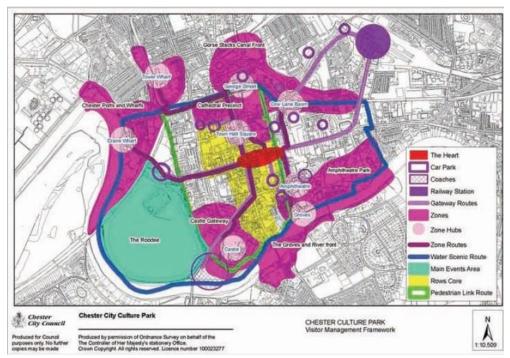


Figure 30: Plan of Chester City Culture Park; visitor management framework. Source: (ARCHWAY 2009)

3.6.1.3 Place Shaping: Enhancing Landscape and Urban Environment

The natural beauty of the Walled City can also become an attractive feature and might enrich the view of the town. As mentioned previously in section 3.3, the Walled City of Famagusta is a historic walled town full of open areas. As for the limitations and restrictions associated with new constructions and considering the aesthetic values and quantity of historic buildings present in the area, proposing new buildings in order to improve the appeal and beauty of the area would be unnecessary. Instead, these vast open areas can have several purposes as a public area; the use of these spaces can vary from a place to meet or relax, street cafes and

restaurants, a venue for events, area for trading to a place for public art and sculpture. 'The public realm should be viewed as a significant tourism asset and its use, quality and appearance can have considerable implications for tourism and can heavily influence the experience of the visitor. The attractiveness of the public realm can often determine how long a visitor lingers in a town once the principal attractions have been seen' (Fáilte Ireland, 2009). Accordingly, shaping these open spaces into gardens and parks can enhance the beauty and attractiveness of the area, meanwhile these green areas are greatly appreciated by local residents, they can also provide high tourism amenity value considering the contrast between solid stone structures in the area and vast green open spaces. Additionally, current numerous open areas in the Walled City contain several archeological sites which could be exploited to enhance the quality of these places even more; a suitable suggestion regarding this issue may include excavating these sites to a level which could be visible from above, then constructing a boundary around and on top of them, preferably using transparent materials to maintain a visible view to the site. Therefore, these archeological sites could be easily integrated within proposed function of the surrounding open space, whether a park or an open area for public art, thus providing a unique experience manifesting the ancient heritage of the city for locals and visitors alike. These green spaces can also act as natural boundaries to separate different parts of the town or provide and inviting public space in front of monumental buildings to present them more appealingly. Furthermore, they can house small cafés and restaurants and service visitors and locals to enjoy the magnificent weather of the island in the middle of medieval environment of the Walled City.

3.6.1.4 Information and Communication

Information centers should be located in every corner of the Walled City to provide information to kids, elderly people, tourists or anyone interested in heritage and culture of the city or simply anyone seeking directions. These centers, or preferably 'information kiosks'; an information and direction booth or stand, which could be even ran by machines (i.e. self-service kiosks) instead of humans (see Figure 31), should be located at main entrances for visitors visiting by their own and also at specific locations proposed as bus stops for groups of tourists arriving by bus (see Appendix B Project 1.5). Since the visitors' first impression of the town will be formed upon their arrival, these areas, arrival points, should facilitate with adequate services, i.e. information kiosks, maps and other relevant facilities, and always kept clean and organized to ensure a positive first impression. Furthermore, providing information in advance, for instance an interactive and effective guide for visitors as soon as they enter the Walled City or providing maps and guides on internet, will increase the quality time spent in the area and visitors could easily find and actually enjoy the numerous attraction in the area, instead of spinning around themselves or following a tour guide. Additionally, the number of these 'information kiosks' should respond to the number of visitors in order to prevent issues like overcrowding among them, for instance a single 'information kiosk' in the middle of the Walled City may lure all of the visitors seeking guidance and become a liability. Therefore, these elements should be located in specific locations and distributed evenly in every corner of the Walled City to become effective in providing information. Additionally, the way in which directions and information are presented to strangers should contain a form of hierarchy, where information should become more or less specific when visitors arrive at certain locations. For instance every monument or site with historical significance should be presented by an identity card, which presents a summary of important features and facts of this specific site in several languages, to respond to variety of tourists visiting the monument (see Figure 31).

On the other hand, gate entrances and other areas which provide main access to the city along with the main gathering points of tourists where they amass to start their visit (i.e. bus stops and Namik Kemal Square) should consists of elements which provide an overall information about the area. These signage systems, specifically pedestrian signage systems due to the narrow streets and general characteristics of the area like You-are-Here maps and tables, are essential as they help visitors feel comfortable and safe and also give them a sense of orientation. Also they can help guide visitors away from residential parts in the Walled City, to preserve the privacy of locals, or even into less recognized areas to spread the benefits of their visit all around the city. Furthermore, "signage systems may not only serve the purpose of providing direction, but can also bring the story of the town alive for visitors. Orientation and directional signage accompanied by interpretative signage provided at certain attractions or points throughout the town can facilitate intellectual access for the visitor as well as ease of movement throughout the town". (Fáilte Ireland, 2009)



Figure 31: Information tables in Malta, visitors can call a specific line to get information in four languages about different monuments (left). Source: (ARCHWAY 2009) The Quay Kiosk (right), use of technology to provide information in Ireland, the components are; touchscreen display board, map and location lights, phone - Info/bookings and wheelchair accessible screen and phone, Westport, County Mayo, Ireland. Source: www.westporttourism.com

3.6.1.5 Cultural and Musical Festivals and Events Related to the City

Promotion of cultural image in the Walled City is also essential as the city is extremely idle regarding this matter. For instance, every stranger visiting the town 'must' be escorted by a guide to explain every single aspect of the city. The existing annual festival called *International Famagusta Culture and Art Festival*, 'being held since 1995 by Famagusta Municipality every summer which mainly focuses on music, theater, performance, plastic arts and related activities, is mentioned as an instrument to attract tourists by the municipality of Famagusta' (Famagusta Municipality website). Although attracting many visitors and being considered as one of the biggest festivals in the whole island, most of the activities are held in Salamis Ancient Theater. Moving these events and promoting the Walled City as the main location for the festival's events may both enhance the quality of the activities and also contribute directly in improving the Walled City cultural image and tourism development.

Additionally, other music festivals can be organized in the area by taking advantage of natural environment and even the walls of the city for attracting people. As a city rich with cultural, historic tales and stories, cultural event performed in the Walled City will create a strong tie between the event theme and the town, therefore introducing the ancient history of the area to the visitors without the help of the 'guides'. Such festivals and events can act as a hook to get domestic and international publicity for the town, as well as being important drivers of revenue and business. Additionally, these events and festivals should include several activities and learning opportunities which offer visitors the opportunity to develop their creative potential through active participation on courses that reflect the historic theme of the town such as hand crafts, pottery or painting while being fit with local theme. The main aim should be slowing visitors during their visits as much as possible, in a way to entice them to stay longer in the city.

Furthermore, being an exile city of a famous poet and writer, Namik Kemal, and home of the Venetian Queen 'Catherine Cornaro', are among the several elements representing rich cultural heritage of the Walled City. Exploiting these aspects may promote the cultural image and identity of the area even more. For instance, books and manuscripts written by Namik Kemal and other activities and events related to his 38 months in exile could be offered in the area. Also operas based on the life of Catherine Cornaro can be rearranged in the same city where she was married and ruled for 15 years; from 1474 to 1489. Culture consuming visitors will surely appreciate products and events related to famous historic figures being offered within the same environment where they lived.

3.6.1.6 Reviving Tradition and Folklore along with Local's Participation and Interpretation

"Immaterial cultural heritage represent an important resource for historic walled towns and their local distinctiveness and identity and may be exploited in order to raise stronger awareness on the history of town." (ARCHWAY 2009) This issue is of exceptional importance within the Walled City of Famagusta and also Northern Cyprus; facing different historical conflicts and the most recent partition, which somehow exiled the northern part from rest of the island and eventually made Cypriot people the main victims of a senseless struggle between two ancient enemies; Turkey and Greece. Among the numerous consequences of this struggle, was a deep hatred formed between two parts of once the same country, a hatred which most likely altered their very own similar culture and separated their ways of life. Promoting traditional and historic events and ceremonies may attract the attention of both local residents and tourists. Therefore, by encouraging and focusing on these events, related to roots and traditional customs of local dwellers, a feeling of being a part of the cultural heritage may rise within them. Furthermore, survival of these traditions and heritage of the Walled City is strictly dependent on the involvement and participation of local residents. Local people, as an integral part of the "heritage locus", can contribute vitality to an area and thereby assist in the maintenance of an atmosphere conducive to tourism (Ashworth and Tunbridge 1990; Schulz 1980). Therefore, it is essential to encourage local residents to accept and become familiarized with their own heritage, thus feeling responsible for its protection. Eastern Mediterranean University can play a crucial role regarding this issue by offering the required knowledge and teachings in order to create public interest and involving locals in the process of maintenance of historic buildings and

organizing public events, preferably in the one of the reused historic buildings. Additionally, local residents, considering their friendly attitude and assuming they become interested in presenting the history of the city, may contribute in enhancing the quality of tourists' visits by interpreting the history of the city to strangers. The reason why visitors are drawn to the heritage of the Walled City of Famagusta is because they want to directly experience the history of the area by themselves. The experience of 'being there' is far more realistic than reading books and websites related to city's history and characteristics. Information centers and guidebooks may provide an adequate understanding, however, a face to face interpretation of city's history from a local resident of the area or in other words, the 'voice of the place' provides a far more enjoyable and realistic experience for strangers who may only ask a couple of simple question or may even want to express their own feelings about the city to a local inhabitant of the area who could be even trained for these situations. Therefore, well-planned, clearly thought out and engagingly delivered interpretation makes this experience of 'being there' richer and more relevant. It welcomes visitors into the rich heritage of the town, helps them appreciate its treasures, and informs and enlivens their visit. It can also engage them in activities and give information that provokes their emotions, imagination and understanding. It sheds light on Cypriot culture, past and present, and provokes questions and dialogue. (Fáilte Ireland, 2009)

3.6.2 Specific Recommendations

One of the main issues which make the Walled City of Famagusta rather unattractive and boring for visitors is lack of a specific 'image'; considering numerous historic attractions currently present in the Walled City which could easily provide aesthetic and cultural satisfaction for most visitors, the Walled City lacks the required services

and facilities to promote these attraction for tourist development. As Tiesdell (1996) "Although it is the image and attractions of an area which usually induce the tourist to visit a particular place, it is the transport services that enables the trip, the supporting facilities which carter for the comfort of the visit and the infrastructure that enables these to function and to substantiate the new image." (Pearce, 1981; Kotler et al., 1993; Tiesdell et al., 1996) Furthermore, environments in which heritage is presented are places which "function not only to draw tourists...from those wishing to experience the past, but also to provide a setting for entertainment, relaxation, or shopping" (Waitt 2000:836). Therefore, 'the primary assets of an historic town will often be its stock of historic buildings and also in its 'image'. Identifying a town's 'image' can be a difficult and amorphous exercise, but it is important to try if the town is to clearly identify its 'unique selling proposition', which will allow it to better position itself in the tourist market. Identifying this 'image' can begin by highlighting what makes the town different from other towns – what is its essential character and distinctiveness. Its character can be found in both tangible and intangible things: It is the town itself, its story, architecture, historical associations, parks, gardens and public realm.'(Fáilte Ireland, 2009) Results of the survey conducted by EU in 'Strategic Plan for Famagusta Walled City Initiative' manifests this shortcoming in different characteristics of the area. This section and the fowling recommendations are mainly based on findings and survey results presented in the mentioned plan.

A summary of the interviews sand surveys conducted in the mentioned plan regarding the current situation in the Walled City is concluded in the SWOT Table shown below. (Table 13) The vision presented in the plan is: A city where one can find history and innovation together. The Mission: A medieval city where people

visit to experience tradition, culture, and arts. With its restaurants, shops, products and activities offering medieval experience, innovation, creative, and artistic events to all Cypriots, Tourists and Students. The final outcome of the plan, through several detailed surveys, interviews and observations, is a list of 'Strategic Recommendations' for 'Shaping the Famagusta Brand Image' which is summarized in Figure 32 and are used as guidelines and will be integrated within the recommendations and suggestions presented in this section. These recommendations will directly contribute to tourism development through enhancing the image of the city.

Table 13: SWOT analysis of Famagusta region. Source: Strategic Plan for Famagusta Walled City Initiative, 2012

STRENGHT	WEAKNESES	OPPORTUNITIES	THRATS
 Cultural Richness and heritage within the walled city. Proximity to the coast. Internationally recognized Port. Many stakeholders working for the region's development for example municipality, MASDER, USAID projects. Medieval, Ottoman and British Imperial history. Existing local residences in the walled city. Fisherman's city, background. Famous nickname for the city "crowd". Distinct topography of the region. Potential for investors and service providers in the region. Friendly people living in the region. 	 Doesn't have a distinct identity and strong reputation. Many decision makers and stakeholders but not a leader. The presence of the army base limits the accessibility to the sea, the port etc. Products are not unique for the city – there is lack of local and cultural products. Region does not have regular activities to attract people such as local inhabitants, people from other cities, students and tourists. Region needs activities communicating and emphasizing the "historic identity", "friendly people". The region is weak on "exciting night life", "exciting place to visit", there are lots to see and do". Although there is potential for investors in the region, there are no programs, incentives or projects aiming to increase the number of investors or business owners in the region. 	Lack of B&B Potential for restaurants offering local food. Friendly people living in the region. High percentage of unemployed people living in the region. Proximity to the port and the sea. Medieval, Ottoman and British Imperial history of the region.	Many stakeholders and lack of coordination in the region. Not being able to sustain the communication and branding actions recommended after the project (SECOND Project) finalized. Not being able to bring together producers and shopkeepers. Lack of good infrastructures. Lack of B&B. Lack of decision making authority or leader for the region.

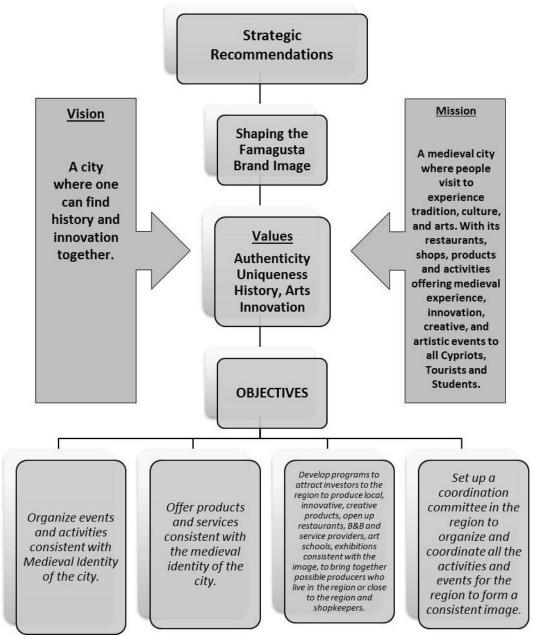


Figure 32: 'Strategic Recommendations' for improving tourism development in the Walled City of Famagusta. Source: Strategic Plan for Famagusta Walled City Initiative, 2012

Considering these valuable findings and probably effective strategies, this study will suggest a number of recommendations to improve the image and identity of the Walled City of Famagusta as follows.

3.6.2.1 Medieval and Ottoman Festivals and Events

In order to promote 'Medieval Image' of the city, an event or festival related to this concept can work well in parallel to the existing historic monuments which illustrate these ancient eras seamlessly thus changing the city into a 'theme park'. To enhance the atmosphere of the area during these events; shops and houses can be decorated to represent medieval times. Temporarily food vendors can be located in the area along with music and even locals can be dressed accordingly and Shops can sell specific items to illustrate these periods. These kinds of festivals are popular throughout the world, like in England and USA, and attract all kind of visitors not only from the island but from other parts of the world. The same settings can be arranged for the theme of Ottoman period, which would also attract lots of visitors including visitors from pre-ottoman countries.

3.6.2.2 Foods, Restaurants, Souvenirs, Shopkeeper Products and Locals

Considering the original characteristic of the Walled City, being a fisherman's village, it is recommended to cherish this opportunity and include several fish restaurants within the city and possibly promoting fishing related businesses and services throughout the city. For instance, shops specifically selling fishing equipment, fishing and diving schools and other similar activities. Additionally, promoting traditional Cypriot or Turkish foods along with medieval pubs is recommended to make the Walled City a must go place for visitors to taste the traditional cuisines of the island i.e. "Garga suyu", "traditional candy", traditional Cypriot food such as "Macun" could be sold in the shops and restaurants. Accordingly, considering these issues, promoting restaurants, bars and hotels with great food quality, services and reputation along with including traditional meals within their menus and also arranging more evening and night oriented activities in

the area will provide good reason for tourists to stay longer or even spend a night in the town once they have visited every attraction point.

Furthermore, there should be a standard for design of the shops and products which they offer in order to enhance the distinctive characteristics of the area. Accordingly, diversity in original and traditional shopfronts is an important issue which can add interest as well as authenticity. Using colors of traditional materials in designs of the shopfronts and using decorations associated with history of the city is particularly important in distinctiveness of the streetscape in the area. The souvenir shops should also offer unique products related to the history of the area, like Ottoman and medieval costumes and dresses, souvenir of St. Nicholas Church and others. A list of suggested products and services for introducing the region is shown in Table 14. Furthermore, another important opportunity for the Walled City is presence of friendly locals in the area who could also help in promoting image of the city. Therefore, there could be local products competition held for producers in the region. A campaign or a competition might be organized on a regular basis and to choose the best products – for instance, a competition for the best 'Macun producer of the region' or 'Best souvenir producer of the region' or 'The best fish and seafood cook'.

Table 14: List of recommended products and services in order to enhance the image of the Walled City. Source: Strategic Plan for Famagusta Walled City Initiative, 2013

Foods	Services	Souvenirs
- Garga Suyu - Candy shops selling traditional sweets - Cook shops = cooking appliances - Fish Restaurants - Traditional Cyprus Cuisine Restaurants - Medieval Pubs - Medieval Cafes and patisseries	- Schools offering cooking classes, art classes, dance and drama classes - Medieval type B&B and accommodation - Tourist Guide services - Sword fighting courses - Medieval Dance courses	Shops selling products - Fishing products, accessories - Book shops - Music shops - Art shops - Lefkara Handicraft, traditional lace and silk lace - Costume shops - Souvenir Shops selling Medieval and Ottoman period dresses - Medieval or Ottoman style Jewellery and garments - Lefkara Fashion

Chapter 4

CONCLUSION

Introductory research on nature of tourism development in historic towns revealed the presence and concentration of numerous cultural and historic assets in such towns is the main motivator for tourists visiting these areas, thus introducing two inseparable types of sightseeing as, Cultural and Heritage Tourism. In literatures associated with tourism development, the definitions of these two types of tourism are closely related to each other and practically overlap with each other through a hierarchy of heritage being a part of a broad concept of culture. Furthermore, specifically in historic towns due to their natural cultural and historic resources, the similarity between these concepts validate the 'product' being offered in such towns, in order to attract visitors, can be regarded as their identical 'History'; a whole 'product' which consist of both culture; in any form (e.g. social activities, way of life, traditions, food and etc.) and heritage; both architectural and urban heritage. (e.g. monuments, historic buildings, street pattern and etc.) This exceptional kind of 'product', unique in every historic town associated with their respective heritage and culture, which lies within the spirit of such towns and proves to be rather delicate and challenging to offer as well as tempting and profitable.

Accordingly, along with its accompanying economic gains, Chapter 2 discuss tourism development in historic towns which is becoming an important driver in the process of conservation and revitalization associated with such towns throughout the

world by; generating the necessary economic basis for developing such plans, increasing local involvement and demand for conservation, improved heritage awareness and cross cultural understandings and relations and other roles which may be particularly valid in specific settings. However, the corresponding negative impacts of tourism on environment, like pollution, urbanization and traffic, and societies, like loss of identity, crowding and social exclusion, should be carefully considered in order to preserve the history; the irretrievable "product" which have been offered in exchange of economic gains and other benefits of tourism development. Chapter 3 strictly focus on tourism development in the Walled City of Famagusta by examining existing strategies, policies and administrative organizations concerning this sector in the Walled City along with analyzing the existing cultural and touristic-led 'Revitalization Plan' of Famagusta and examining the existing proposal concerning this type of development. Among numerous 'conceptual projects' presented in the mentioned plan, lies a number of legal and administrative projects. Although these projects are not clearly promoted in the 'Revitalization Plan', considering the existing situation in the Walled City which is undoubtedly result of shortcomings of this sector, legal, organizational, administrative and financial framework of implementation in Northern Cyprus clearly needs a new redefinition (Doratli, 2000), seeing that the current framework is the primary and the first obstacle in the way of any form of development in the area.

Additionally, this study had taken into account the studies and findings of two other projects. The first one is good practices of 'ARCHWAY' project standing for 'Access and Regeneration in the Cultural Heritage of Walled Towns' which is a result of partnership between 8 walled towns, sharing the same characteristics as the Walled City of Famagusta, in order to achieve guidelines to enhance development in

respect to their distinctive characteristics and historic assets, obviously tourism development among them. The second project, 'Strategic Plan for Famagusta Walled City Initiative', is mainly considered in developing specific recommendations in order to improve the image of the Walled City, the same as the main aim of the project. The final outcome of this study is a number of general and specific recommendations suggested to enhance tourism development in the Walled City of Famagusta. The studies and recommendations presented in this study can be used in academic environment as well as researchers and specifically for tourism development projects in historic towns sharing the same characteristics and declination as the Walled City of Famagusta.

Throughout the discussions presented in this study, the main goal was to develop an overall understanding regarding the crucial significance and the key role of tourism development, along with its corresponding advantages and disadvantages, in the fragile and rather sensitive characteristics of historic towns; ranging from the very basic motivators that can make an area a tourist destination to challenges and opportunities that this kind of development can cause in a historic area. By examining the vital importance of tourism development, specifically in historic towns, and how this kind of development can contribute to revitalization and conservation process integrated with development of such towns, much became clear that the Walled city of Famagusta do not only deny taking advantage of its rich heritage in terms of attracting visitors, but somehow ignoring the presence of these valuable treasures completely. This odd negligence, which authorities are mainly responsible for, is taking its toll on irretrievable heritage and history of the area and also, the life of local residents in the Walled City. Therefore, considering the current unfortunate situation in the Walled City, the first step, and possibly the main and the

only one in the process of 'resurrection' of the area is presence of a practical administrative organization which effectively monitors and analyzes the existing shortcoming of the area and proposes effective plans which exploit the opportunities associated with tourism development in harmony with preserving and promoting the rich heritage of the area. Although through generous apprehension of several international agencies, a number of such plans are developed in the area, they should not just remain as projects on a piece of paper and should practically be applied in the area. The final outcome of this study is a list containing several recommendations and suggestions in accordance with the distinctive characteristic of the Walled City covering the physical and cultural attributes of the area which, if applied, can help promote and enhance the experience of tourists visiting the area and will work parallel to improving the quality of life and offering the economic gains of these visits to local residents; the real beneficiaries of heritage in the Walled City.

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INTERNET RESOURCES

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http://www.bepress.com
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http://www.daveandcourtscorner.com
http://www.docstoc.com
http://www.eric.exeter.ac.uk
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http://www.fm-kp.si
http://www.heloizamatos.org
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 $http:/\!/www.unesdoc.unesco.org$

http://www.westporttourism.com

http://www.zagat.com

http://www-sre.wu-wien.ac.at

APPENDICES

Appendix A: Existing proposals in 'Revitalization Plan' related to categories of recommendations

Culture parks and cultural/heritage trails and urban environment 1.1 Monumental Buildings Walking Trail 1.4 The Martinengo Multiflunctional Fair, Art and Culture Centre 1.6 Bugday Cami Visual Arts Centre Prison), Gazi Elementary School and Şömineli Ev Museum Complex 1.8 Sea Gate Exhibition and Concert Centre Concert Centre Culture Parks and urban environment 1.1 Passive Recreation Area Project in the Moat Historical Site Historical Site O(Tophane) Park and Sport Area 1.7 Old Police Station (Prison), Gazi Elementary School and Şömineli Ev Museum Complex 5.4 Landscape Project of Car Parks Museum Complex 5.5 The Akkule Bastion Observation Point 5.6 The Cambulat		Place shaping: chancing landscape and urban environment 5.1 Passive Recreation Area Project in the Moat Historical Site 5.2 The Martinengo (Tophane) Park and Sport Area 5.3 The Modern Sculpture Trail and Park 5.4 Landscape Project of Car Parks 5.5 The Akkule Bastion Observation Point 5.6 The Canbulat
Place shaping: enhancing landscape and urban environment • 5.1 Passive Recreation Area Project in the Moat Historical Site • 5.2 The Martinengo (Tophane) Park and Sport Area • 5.3 The Modern Sculpture Trail and Park • 5.4 Landscape Project of Car Parks • 5.5 The Akkule Bastion Observation Point • 5.6 The Canbulat Bastion Observation		Information and communication and communication and an
	Information and communication 1.12 Expanding the Function of Tourism Information Office by Adding the Function of Visitor Centre 1.5 Touristic Bus Stop and Waiting Shelter 7.2 Promotion, Image and Communication Projects	
Cultural and Musical festivals and events related to the city 2.4 Festivals and Street Activities 3.8 Camel Tours 1.6 Bugday Cami Visual Arts Centre 2.1 Quarantine Building Traditional Handicrafts and Food Market 2.4 Festivals and Street Activities 2.4 Festivals and Food Cami Visual Arts Centre 2.4 Festivals and Street Activities 2.2 The Old Warehouse Building Projects: Alternative 3: a complex of handicraft shops		

Appendix B: List of all 59 'conceptual projects' presented in 'Revitalization Plan' of Famagusta.

Appendix C: All the 'Conceptual Projects' presented in the 'Revitalization Plan'. Source: Famagusta Walled City Revitalization Plan, 2005.

