THE ROLE OF INTEGRATED ANCIENT ARCHITECTURE ATTRIBUTES IN PROMOTING TOURIST DESTINATION

A THESIS SUBMITTED TO THE GRADUATE SCHOOL OF APPLIED SCIENCES
OF
NEAR EAST UNIVERSITY

By
SHIKA SHAYEGAN

In Partial Fulfilment of the Requirements for the Degree of Master of Science in Architecture

NICOSIA, 2019

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**Approval of Director of Graduate School of
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ABSTRACT

Due to very significant and valuable relationship between architecture and tourism, this thesis aims to evaluate the role of integrated ancient architecture attributes in Northern Cyprus. In other words, this thesis aims to examine the impact of these attributes on tourist satisfaction and decision- making behaviour and their positive recomendation to others, which is known as word of mouth (WOM). Therefore, the purpose of this research is to examine the direct impact of integrated ancient architecture attributes on tourists overall satisfaction, revisit intentions and positive WOM.

In addition, this thesis examines the mediatory role of tourists' overall satisfaction in the mentioned relationships. Quantitative research method using SPSS has used to test the thesis hypothesis. The sample group includes 255 international tourist and visitors in 2019 in given places. The result are supported all study direct impact hypothesis. Moreover, mediating hypotheses are supported as well. Since Northern Cyprus economy strongly depends on tourism industry, these integrated ancient architecture monuments have a high potential to attract tourists and contribute to Northern Cyprus' growth domestic product. Cultural heritage organization must invest on protecting and maintaining these buildings and meet customers' needs and desires to enhance their revisit intention and positive WOM.

Keywords: Integrated ancient architecture; overall satisfaction; revisit intention; word of mouth; tourism

ÖZET

Mimarlık ve turizm arasındaki çok önemli ve değerli ilişki nedeniyle, bu tez, Kuzey Kıbrıs'taki bütünleşik antik mimari özelliklerinin rolünü değerlendirmeyi amaçlamaktadır. Başka bir deyişle, bu tez, bu özelliklerin turist memnuniyeti ve karar verme davranışı ve olumlu sözler (WOM) üzerindeki etkisini incelemeyi amaçlamaktadır. Bu nedenle, bu araştırmanın amacı, eski antik mimarlık özelliklerinin turistlerin genel memnuniyeti, tekrarlanan niyetler ve olumlu WOM üzerindeki doğrudan etkisini incelemektir. Ayrıca, turistlerin arabuluculuk rolünün incelenmesi bu ilişkinin genel memnuniyetini göstermektedir. Tez hipotezini test etmek için SPSS kullanılarak yapılan nicel araştırma yöntemi kullanılmıştır. Örnek grup, 2019'da verilen yerlerde 255 uluslararası turist ve ziyaretçiyi içermektedir. Sonuç tüm çalışma doğrudan etki hipotezi desteklenir. Ayrıca, arabuluculuk hipotezleri de desteklenmektedir. Kuzey Kıbrıs ekonomisi büyük ölçüde turizm endüstrisine bağlı olduğundan, bu entegre antik mimari anıtların turist çekme ve Kuzey Kıbrıs'taki büyümeye yerli ürüne katkıda bulunma potansiyeli yüksektir. Kültürel miras organizasyonu, bu binaların korunmasına ve korunmasına yatırım yapmalı ve tekrar ziyaret etme niyetlerini ve olumlu WOM'larını geliştirmek için müşterilerin ihtiyaçlarını ve isteklerini karşılamalıdır.

Anahtar Kelimeler: Bütünleşik antik mimari; genel memnuniyet; niyeti tekrar gözden geçirme; WOM; turizm

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LIST OF ABBREVIATIONS

WOM: Word of Mouth

GDP: Gross Domestic Product

IAAM: Integrated Ancient Architectural Monuments

TRNC: Turkish Republic of Northern Cyprus

SSPS: Statistical Package for Social Sciences

CHAPTER 1
INTRODUCTION

1.1 Research Background

Destination attributes are mixing of different variety of elements, which attract people to a destination. The destination attributes are important because tourists compare the destinations attributes when they want to select a particular destination. There are different criteria of destinations attributes to create destinations image (Mahdzar, Shuib, Ramachandran, & Afandi, 2015). Tourists' goal for travelling to different parts of the world is to take advantage of the touristic destination's attractions. In other words, there are attractions in the destination of tourism that attracts people to travel to different destinations. Considering the importance and increasing share of the tourism sector in the modern economy, planning to strengthen the tourism infrastructure and improve the quality of services and facilities of tourists is more and more necessary. Destination attributes is an important factor leading to tourists satisfaction. Generally, customer satisfaction is defined as an overall evaluation of performance according to the previous experience (Bitner & Hubbert, 1994). It is believed that the satisfaction of tourists makes the return and continuation of travel to the destination, on the one hand, and encouraging friends and acquaintances to visit the city of destination, thus contributing to the continuity and sustainability of tourism and economic prosperity in the area. Tourists overall satisfaction is crucial for destinations business survival (Pizam, Shapoval, & Ellis, 2016) because in most cases it leads to tourists revisit intention and word of mouth (Tsai & Chung, 2012). Behavioural intention is described as the likelihood to engage in behaviour (Oliver, 1997). When tourists are satisfied with a destination attributed most probably their revisit intention and word of mouth will increase.

Monuments as a primary man-made attraction are popular for those tourist and visitors who are interested in historical and cultural tourism. There are many monuments in Northern Cyprus. Among them, integrated ancient architectural monuments (IAAM) have special place in Northern Cyprus. The IAAM represent the history of a country, and the capital to attract those tourists who are interested in history. In spite of numerous investigations into the subject of the image of the destination of tourism in the last decade in Northern Cyprus, the subject of monuments in the

Northern Cyprus tourism studies has not been studied except for a few cases. Considering the past research, it has been argued that the impact of the destination image on the satisfaction and future inclination of tourists. Many researchers agree on the impact of destination attributes on tourists' behaviours. As destination image refers to the set of believers and knowledge of a destination will affect tourists' behaviour. In analysing the impact of destination image two outcome variables is highlighted in tourists' behaviours studies. These two main outcomes are revisit intention and word of mouth.

Therefore, the current thesis aims to introduce IAAM in Northern Cyprus. Also examine the attributes of these IAAM on tourist revisit intention and word of mouth. Moreover, this thesis aims to test the mediating role of overall satisfaction of the impact of destination attributes on tourist word of mouth and revisit intention.

1.2 Significance of the Study

Although the destination attributes have been popular for several decades among tourism planners, the limited academic studies paid attention to the architectural monuments in the tourism context (Vareiro, Remoaldo, & Ribeiro, 2018). The focus of the present thesis is to introduce and evaluate the IAAM in Northern Cyprus. However, there are some aims under that main purpose which are:

- The potential of integrated ancient architectural monuments for the cultural tourism
- The impact of integrated ancient architectural monuments attributes on tourist's overall satisfaction
- The impact of integrated ancient architectural monuments attributes on tourists' word of mouth
- The impact of integrated ancient architectural monuments attributes on tourists' revisit intention.

The results of the present thesis introduce Northern Cyprus integrated architectural monument, as well as presenting suggestions on Northern Cyprus supply tourism management. Northern Cyprus IAAMs have a high potential to show this island as a historical place to the world. It can

be a significant source of income for the Northern Cyprus, which its economy strongly supported by tourism system. Introducing Northern Cyprus as a cultural and historical touristic destination would be strategic decision to improve destinations' gross domestic product (GDP).

1.3 Research Objectives

1.3.1 Theoretical research

The lacks of studies indicate that there is a limit understanding of tourist behaviour within the IAAM attributes in Northern Cyprus. Therefore, there is a need to further examination regarding to the tourists' behaviour and attitude, such as experiences, satisfaction, and revisit intention, and word of mouth to better understanding the tourists' perception of the IAAM attributes. Therefore, the purpose of this research is to examine the role of IAAM attributes on tourists overall satisfaction, revisit intentions and positive word of mouth (WOM). The study aims to analysis the direct impact of destination attributes on tourists revisit intentions and WOM, in addition to examine the mediating role of tourists overall satisfaction in the mentioned relationship. In the other words, the second aim of the study is to test the indirect impact of integrated ancient architecture attributes on tourists revisit intentions and positive WOM through overall satisfaction (Fig: 1.1). Therefore:

H1: Integrated ancient architecture attributes positively affect tourists' positive WOM.

H2: Integrated ancient architecture attributes positively affect tourists' revisit intentions.

H3: Overall Satisfaction mediates the positive impact of integrated ancient architecture attributes on tourists' positive WOM.

H4: Overall Satisfaction mediates the positive impact of integrated ancient architecture attributes on tourists' revisit intentions.
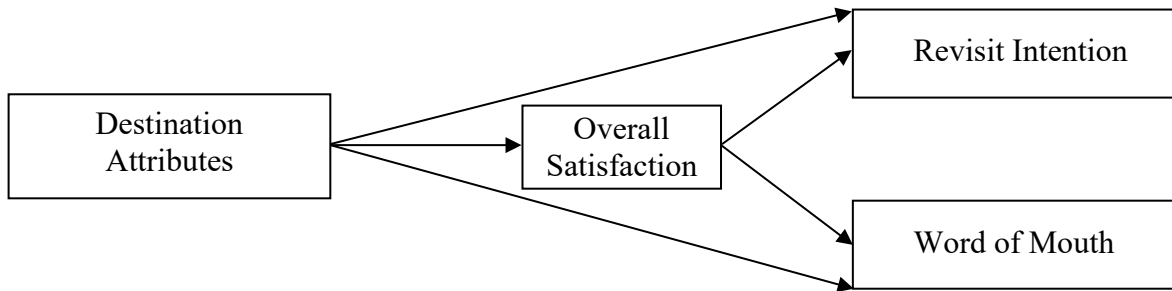
Figure 1.1: Proposed research model (Author, 2019)

1.3.2 Practical research

Tourism has become a significant economic and leisure activity due to its increasing acceptance and its benefits. Therefore, countries operate in numerous marketing and advertising activities to attract more domestic and international visitors/tourists, and improve their satisfactions. If destinations can recognize and meet the customers' needs and desires, these visitors/tourists are likely to revisit the designations and will recommend the destinations to others. Researchers have debated regarding to the close relationships between psychological constructs, such as motivations, attitudes, perceptions, and satisfactions.

Thus, it is valuable to use these variables to search about the tourists' behaviour. The main aim of this thesis is to examine the relationship between the tourists' perception of the destination attributes, their satisfaction, their behavioural intention (revisit intention), and recommended to others (WOM).

The cultural and natural heritage has attracted the attention of the world over the past half century. Many people around the world are interested in the protection of prominent monuments and traditional places. Tourism is expressed as a driving force for regional development. Successful tourism can increase government revenue, employment, and local incomes. How to attract tourists to visit destinations again or recommend destinations to others is crucial for developing a successful travel destination.

This thesis has focused on the economic dimension of architectural monuments. IAAM can have a specific economic value. As government invest to the maintenance and conservation of monuments, they can earn revenue from tourist and visitor who visit them. The current thesis has

managerial implications for the tourism planners in Northern Cyprus. There are unique IAAM with a high potential for creating cultural destination in this small island. Tourism suppliers by introducing these IAAM to the world can create a cultural and historical tourism in the island. Increasing tourism arrival in the island leads to higher revenue and income. Moreover, the contribution of tourism to GDP also will increase.

1.4 Definition of Terms

Destination attributes

It refers to the features of products and services as perceived by the consumers (the tourists), which satisfy/dissatisfy the tourists and strongly impacts on their future behavioural intention (Eusébio & Vieira, 2013).

Monuments

Monuments are built construct to confer dominant meanings. Monuments can be in a form of aesthetic objects presenting historical and artistic values or as political tools in the hand of politicians (Dwyer 2002; Till2003).

Monumental architecture

The term "monumental architecture" refers to large human-made structures of stone or earth which are used as public buildings or communal spaces, as opposed to everyday private residences. Examples include pyramids, large tombs and burial mounds, plazas, platform mounds, temples and churches, palaces and elite residences, astronomical observatories, and erected groups of standing stones (Hirst, 2018).

Overall satisfaction

Overall Satisfaction refers to a sum of positive effective status derive from customers' cumulative evaluation (Lam, Shankar, Erramilli, & Murthy, 2004). Customer overall satisfaction is a metric used to quantify the degree to which customers are cheerful with products, services, or experiences (Giese & Cote, 2000).

Revisit intention

Revisit intention is described as "the degree to which an individual has formulated conscious plans to perform or not perform some specified future behaviour" (Warshaw & Davis, 1985, p.214). In the current thesis, revisit intention refers to the likelihood, which tourists are coming back to the IAAM in the future.

Word of mouth

Word of mouth is defined as the face-to-face communication and speaking about the buying or experiencing special products and services (Allsop, Bassett, & Hoskins, 2007; Carl, 2006).

Northern Cyprus

North Cyprus, officially the Turkish Republic of Northern Cyprus (TRNC), is a de facto state that comprises the north and north east portion of the Cyprus Island. Thirty seven percent of the island is under Turkish occupation, which is covers 3,355 square kilometres. TRNC has traditionally been an attraction for 3S tourism (sea, sand, and sun), and also its reputation refers to its unspoiled area. TRNC has mild climate, rich history and unique nature. This small region recently has experienced a boom in the number of international students selecting TRNC's international universities as a destination for their educational goals (Shahgerdi, 2014). More than that, these days tourism providers have developed alternative types of tourism such as eco-tourism (bird watching, cycling, walking and observing wild flowers), medical tourism, and different types of niche tourism in TRNC. Casino tourism is one of the most famous types of tourism, which has a significant contribution to the economy in TRNC. TRNC has emerged as an educational tourism destination in last decade as well.

CHAPTER 2

INTEGRATED ANCIENT ARCHITECTURE

2.1 Cyprus

Cyprus is an island that is located in the Mediterranean. Also, it is the third largest island and most popular in the Mediterranean. It is located south of Turkey, west of Syria and Lebanon, northwest of Israel, north of Egypt, and southeast of Greece (Figure 2.1).

Figure 2.1: Neighbouring of Cyprus (loveluxleblog, 2019)

2.1.1 Geopolitically of Cyprus

Geopolitically, the island is including four main parts. The Republic of Cyprus occupies the southern two-thirds of the island and The Turkish Republic of Northern Cyprus occupies the one-third of Cyprus. The United Nations-controlled Green Line provides a buffer zone that separates the two and covers 2.67% of the island. Lastly, two bases under British sovereignty are located on the island: Akrotiri and Dhekelia, covering the remaining 2.74%. The Republic of Cyprus is divided into six districts: Kyrenia, Famagusta, Nicosia, Larnaca, Paphos, Limassol (Figure 2.2).

Figure 2.2: Cities of Cyprus (Jerusalemhouseministries, 2019)

2.1.2 Political situation

Mediterranean Sea is not the only place that according to political situation and its following problems is facing some issue on its hospitality and economical fields. The dispute between Northern and Southern part of Cyprus, unfortunately has a direct effect on its tourist attractions.

2.1.3 Byzantine castles of north Cyprus

The Northern Cyprus Island includes many castles that were formerly built for defence purposes in the ancient times. Protecting these monuments is obligatory. The monuments of a country expressing civilization, authenticity and integrity are the identities of a nation and will also be followed by many messages.

Since most of the historical monuments do not have uses, they can be protected by the proper and different use of these monuments. Selection of the most suitable function, given the structural and formal characteristics of the monuments, will help to attract tourists to a region.

In this thesis explores the monuments of Northern Cyprus. The monolithic castles built during the Byzantine times and the purpose of their construction was to defend the region against the Arabs. Including Kantara, Buffavento, St.Hilarion, and Kyrenia castle (Figure 2.3).

Figure 2.3: locations of Byzantine Castles in the map (Google, 2019)

2.2 History of Girne

The history of Girne can be traced back to the 10th century B.C.E. As the Center of one of the nine ancient kingdoms of Cyprus the town bears the traces of the various civilizations which have ruled over the island. The area around the old harbour was originally fortified by the Byzantines and then further developed by the Lusignan and Venetian who rebuilt the castle and its environs. The harbour became neglected during the Ottoman period but was revived during the British colonial administration. In this period, due to its charming and romantic atmosphere, the town became a popular summer resort for soldiers and their families travelling between the colonies of the Empire. Girne retains these characteristics to this very day.

It is believed that Girne was originally founded by the Achaeans and is named in Roman sources as 'Corineum'. Buildings constructed during the Byzantine period were developed and put to new use during the Lusignan and Venetian periods and further construction also took place. The traveler Oldenburg described Schernae (Girne) on a visit in 1211 during the reign of Lusignan King Hugh I AS, 'A small town of waterside residences which has city walls and bastions within it'. From these lines we can perhaps deduce that the name Schernae, meaning 'pleasant' or 'delightful' has evolved over time into the 'Girne' of today.

The remains of the fortification in and around Girne that we are able to see today were constructed during the Lusignan period as a means of protecting the people of the town against external attacks. With the advent of gunpowder during the Venetian period the fortifications lost their

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importance and were dismantled and used in the construction of Girne Castle and other buildings in the vicinity.

On 9th July 1570, Grine, which was one of the Venetians safest strongholds, surrendered without a struggle to the Ottoman forces and the town thus entered into Ottoman administration. During this period Girne became a port of call for sall trading vessels and the coastal area of the town was settled by people who obtained their living from the seas. This area became known as 'Lower Girne'. Later, inhabitants of the ton began to settle outside the city walls to the south known as upper Girne and this area gradually saw greater development whilst Lower Girne continued as a small and somewhat neglected haven for fishing boats.

2.2.1 Kyrenia castle

According to its ruins, the castle is believed to have first been built in 7 A.D. in the byzantine period to provide the city protection from Arab raiders (Fig 2.4). A major part of the castle was built in 1208-1211 A.D. on the orders of King John Dibeline. For the Lusignan Kings, the castle was a place of rest in times of peace and a place of shelter in times of war. It was mostly destroyed during the Genoese raids in 1373 so that during the Venetian period, from 1489 to 1570 it was further developed and re- constructed to resist cannonball attacks. In 1570, it surrendered to the ottomans without resistance. During the British Colonial administration, from 1878-1960, the castle was used as a police academy and a jail (Figure 2.4).

Figure 2.4: Harbour of Kyrenia castle (Author, 2019)

2.2.1.1 Walls of Kyrenia castle

Stones are mainly limestone which are obtained from mountain area but at the entrance of the doors or gates, they used too sandstones (for gothic shape of arches) mortars lime water and ashes to joined each them (Figure 2.5). The walls of the castle were not damaged at the time of Ottoman invasion and remained in good condition up to the present day.

Figure 2.5: Walls of KyreniaCastle (Author, 2019)

There was some moat (fulfilled with water) around the external walls that there were used for the internal port during the war. The arch of internal gate was decorated and designed by Lusignan family (Fig 2.6). The small church of St. George which is close by the main entrance is estimated to be built by 1100 A.D.

1. The Castle of the **Early Byzantine Period** (VII - XIIA.D.)
2. The Castle of the Lusignan Period (1208 - 1211A.D.)
3. The Castle of the Venetian Period (1489 - 1570A.D.)

Figure 2.6: Church of St. George (Alamy, 2019)
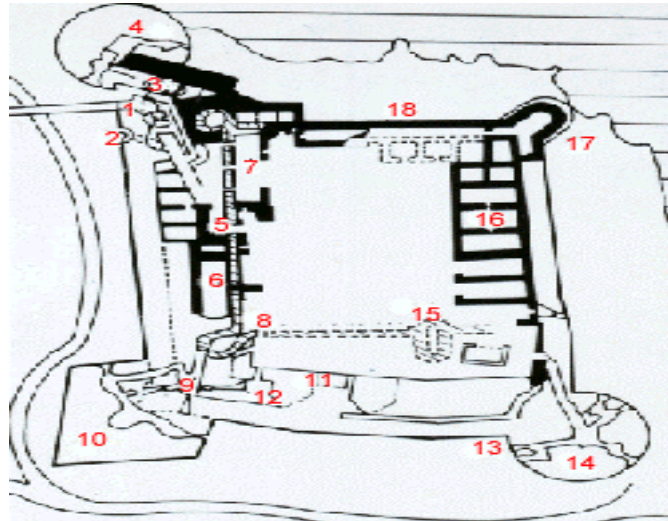
Figure 2.7: Plan of Kyrenia castle (Cypnet, 2019)

Table 2.1: Interior map of Kyrenia Castle

1- The Bridge (entrance)	**7**- Hall (Frankish)	**13**- South-east Tower (Venetian)
2- Sally port	**8**- Sth West Tower (Byzantine)	**14**- Powder-magazine and artillery platform (Venetian)
3- Church of St George	**9**- Artillery platform (Venetian)	**15**- Cistern
4- North-west Tower (Venetian)	**10**- South-west tower (Venetian)	**16**- Living quarters (ShipwreckMuseum)
5- Guard House (Lusignan)	**11**- Byzantine walls	**17**- North East Tower (Lusignan)
6- Rooms	**12**- Defence platform (Venetian)	**18**- North wall

2.2.2 St. Hilarion castle

The finest and best preserved of Byzantine/Crusader castles in North Cyprus. The castle was named after St. Hilarion, a hermit monk who fled from persecution in the Holy Land. Hilarion lived and died in cave in the Pentadactylos Mountain, somewhere around **the** present location of the castle. Church and monastery were built by byzantine in 10 century and dedicated them to St. Hilarion. From 7th to 10th century, St. Hilarion, Kantara and Buffavento castles were used as watch tower to protect island form Arab's attack. St. Hilarion castle is known as one of the strangest castles in Northern Cyprus Couse of the location and position. 400 years after construction of this castle, its usage was changed to summer residence for Lusignan nobility. When the power turned to Venetians in 1489, more importance was given to defending Kyrenia, Famagusta and Nicosia and St. Hilarion castle lost its importance in time.

St. Hilarion is one of the Five Finger Mountain Range's three mountaintop castles. It stands a proud 732meters above sea level and has a wealth of features for the visitor. Among these are; the Gate house, the Queen's Window, the Barbican, the Royal apartments, the Cistern, the Kitchens, the Belvedere, Prince John's Tower and the Byzantine Church (Figure 2.8).

Figure 2.8: View of St. Hilarion castle (Author,2019)

The castle has three parts. The parapets for the defence of the main entrance were fortified by the Byzantines in the 11th century. The lower section of the castle was used for military purposes.

The middle section contained the Royal Palace, the Kitchens, the church and a large cistern. At the entrance to the castle in the upper section there is the Lusignan Gate (Fig 2.8). Between the two hills there is a courtyard. The nobility resided in the Eastern section whilst the Kitchens and the other rooms for daily use were in the western section. The panoramic view through the Queen's Window, carved in the Gothic style, on the second floor of the royal apartments is outstanding. The Prince John Tower is at the very top of the castle.
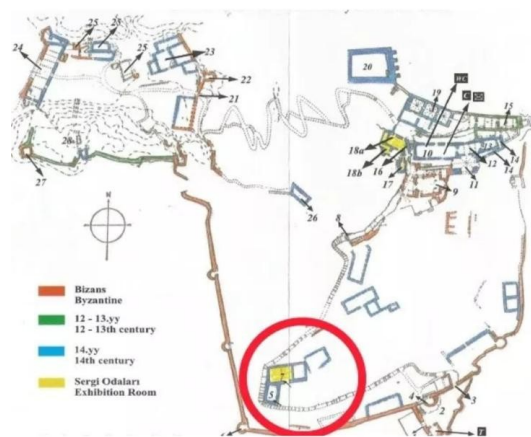
Figure 2.9: Built during different period of time (Cyprusscene, 2019)
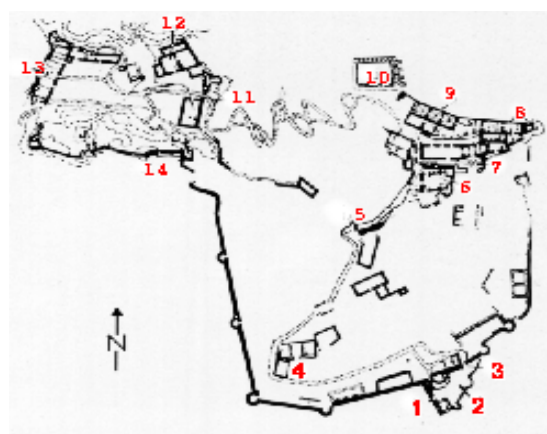
Figure 2.10: Plan of St. Hilarion castle (Cypnet, 2019)

Table 2.2: Interior map of St. Hilarion

1 - Entrance to barbican	8 - Royal Apartments
2 - Barbican	9 - Barrack rooms
3 - Entrance gate	10 - Cistern
4 - Stables	11 - Gate
5 - Gate House	12 - Kitchen
6 - St Hilarion's Chapel	13 - Royal apartments
7 - Belvedere	14 - Prince John'stower

2.2.3 Buffavento castle

Buffavento castle was built on the second highest peak of the Pentadactylos (five finger) mountains range, on a line almost just between the kantara castle and St. Hilarion castle. The name of the castle means (Definer of Winds). It was built for defensive purposes, most probably against the Arab raids. The summit on which it was built is the second highest peak on the Pentadactylos (five finger) mountain chain and is over 950 meters above the sea level (Fig 2.11). It has the largest view amongst all castles built on mountains; almost half of the entire island from west to east, and from north to south can be seen from this spot. Buffavento castle had signal connections with Kantara and St.Hilarion castle.
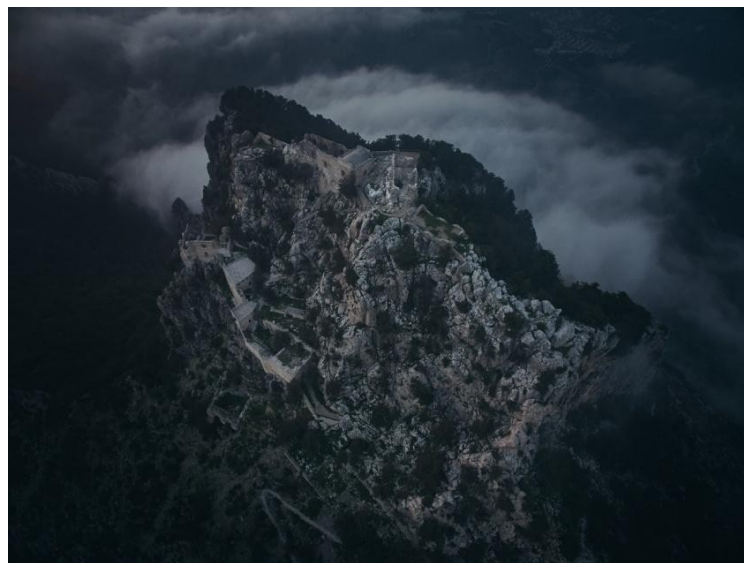
Figure 2.11: Buffavento castle (Author,2019)

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In 1191, when Richard the Lionheart conquered Cyprus, Isaac comnenos, the Byzantine King of Cyprus fled to Buffavento castle as it is extremely difficult to defeat this castle due to its position on top of the high hilltops.

Buffavento castle was used as a prison during the Lusignan and called Chateaudu Lion. During the venetian rule, the coastal fortresses such as Kyrenia and Famagusta have gained more importance for defence purposes and Buffavento lost its importance, and deserted after a while (Figure 2.12).

Figure 2.12: Buffavento castle (Northcyprusonline, 2019)

From this point of the castle, it is possible to see almost half of the entire island, and sunsets at this point are amazing (Figure 2.13).
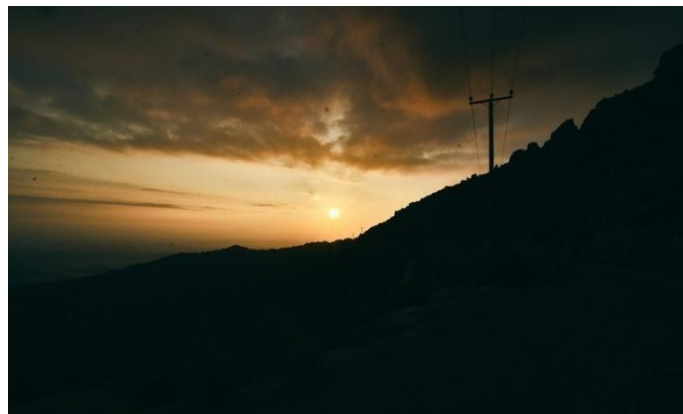
Figure 2.13: Sunset view of Buffavento (Author, 2019)

Material of Buffavento was limestone from coats of Cyprus. Stone was taken directly from mountain that it stands on.

Upper section of castle has rectangular byzantine cistern that for collecting and saved water was built that has Interconnected with 4 rectangular wards that including pipet. All rooms were multipurpose in nature because there was no storage of food and kitchen (Figure 2.14).
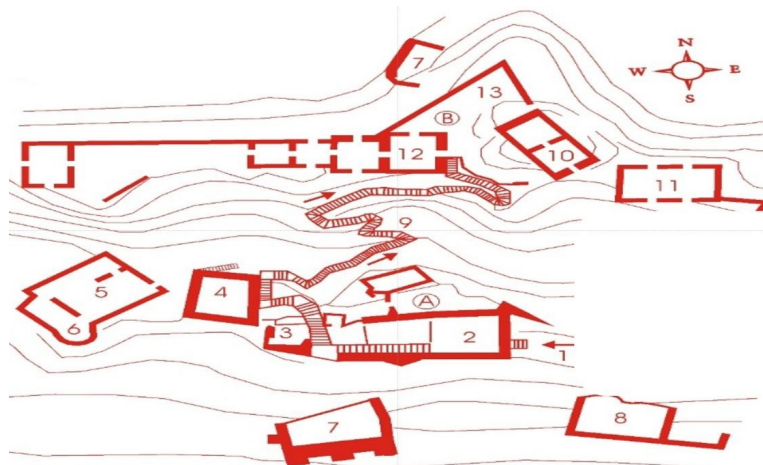
Figure 2.14: Plan of Buffavento castle (Commons.wikimedia,

2019) **Table 2.3:** Interior map of St. Hilarion

1 - Elngang	**8** - Stables
2 - Elngangsturm	**9** - Stairs to the upper castle
3 - Buildig with Balcony	**10** - Central Building
4 - Rough Building	**11** - Barracks
5 - Residential Building	**12** - Villas
6 - About Dungeon	**13** - North peak
7 - Cistern	**A:** Under castle **B**: Upper castle

2.2.4 Kantara castle

Kantara castle is located at the eastern side of Buffavento, aforementioned St. Hilarion and

kantara castle can be watch from Buffavento castle. For this reason, they were used for signal transactions. Kantara castle was built during Byzantine period. This castle is also known as stone bridge. It is located at the 600 m height above the sea, in a way that Buffavento castle at west, Taurus in turkey at north and mountain at Lebanon at east can be seen.

Figure 2.15: Kantara castle (Author, 2019)

Figure 2.16: View of Kantara (Author, 2019)

Kantara Castle result directly from a tactical model based on the Guerilla theory propounded by the Byzantine emperor Phokas II, at the end of the 10th century (Figure 2.17). That is shown below:

| Empire Byzantine (965-1192) | Lusignan (1193-1459) | Venice (1460-1571) | Empire ottoman (1572-1878) | Empire britannique (1879-1960) |

Figure 2.17: Tactical model (Author, 2019)

Three regular masonry strips were used for the construction of the walls. Because of its weak material, most part of the building was coated with plaster (Figure 2.18).

Figure 2.18: Walls of Kantara (Amazing3dworld, 2019)

Geraint and sandstone were used to build this castle (Figure 2.19). In order to prevent the rain fall, roof was built on the most part of the terraces water supplying was a difficult job in Kantara because of the lack of water in the Pentadactylos (five-fingers) mountains. The solution to this matter was using water which was saved in the tanks.

Figure 2.19: Material of wall (Author,2019)

2.3 Walls and Stone of Byzantine Castles

Stones are mainly limestones (Figure 2.20) which are obtained from mountain area but at the entrance of the doors or gates, they used too sandstones (for gothic shape of arches) mortars lime water and ashes to joined each them (Figure 2.21).

St. Hilarion, Kantara, Buffavento, Kyrenia castles, all of them were started to build same time and used almost same materials.
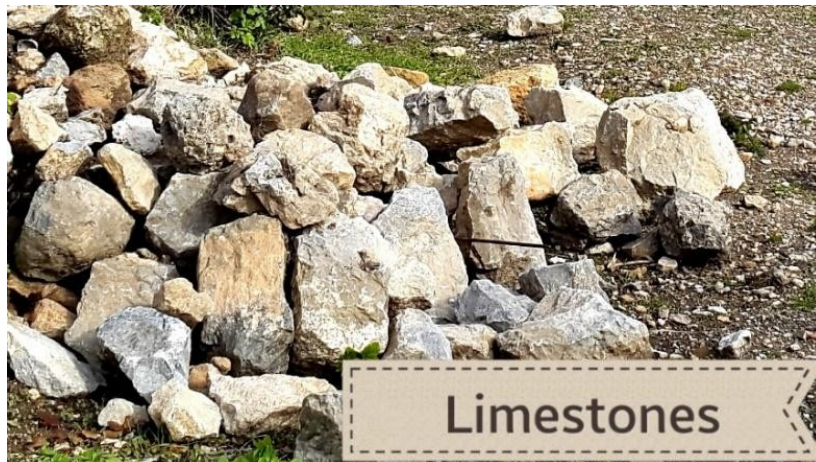
Figure 2.20: Limestone (Author, 2019)
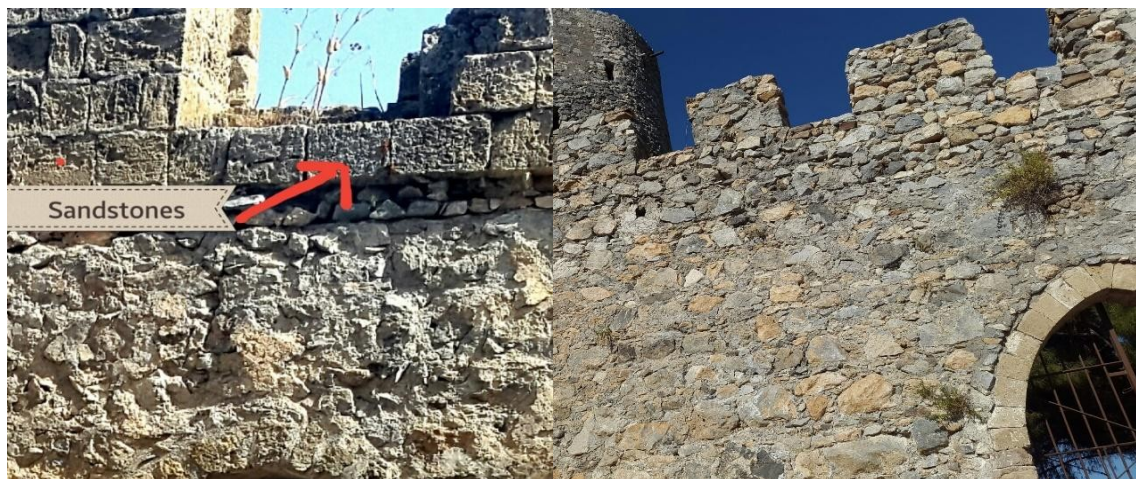
Figure 2.21: Sandstones (Author,2019)

2.4 Byzantine Architecture

Cyprus was under rule of byzantine at the time that Rome emperor was divided into two parts: Eastern and Western Rome. Council of Ephesus made autocephalous during that time. In year 650, Arabs invaded Cyprus, but in year 688, an agreement was written by the emperor Justinian II and the caliph Abd al-Malik. According to that agreement, Arabs and byzantine jointly could rule Cyprus for the next 300 years. The purpose of the Byzantine architecture was to spread the religion of Christianity. Byzantine archaeologists depicted the principles and the church in the form of mosaics, painting and sculpture, which is a feature of the Byzantine architecture (Figure 2.22).

Figure 2.22: Interior design of Byzantine archaeologists (Ancient, 2019)

The most prominent features of this period are dome-shaped roofs. The Byzantine central plan has a central squared square and four arm lengths equal (Figure 2.23).

Figure 2.23: Dome-shaped roofs of Byzantine design (Travel.earth, 2019)

The emergence of Byzantine architecture can be attributed to eastern Rome, as well as Mediterranean countries (Figure 2.24). Israel, Lebanon, Syria, Turkey, Albania, Croatia, Greece and for a period of parts of northern Italy Venice and parts of southern Italy.

Figure 2.24: Spread of Byzantine design (Jerusalemhouseministries, 2019)

The most famous monument of the Byzantine period, Hagia Sophia, was built between 532 and 537, eliminating the 5th-century church destroyed during the 523 revolts of Nika (Figure 2.25).

Figure 2.25: Hagia Sophia(Dreamstime, 2019)

2.5 Rate of Tourist Attraction of Byzantine Castles

That's all these castles, have 4.7 rates from tourist attraction. But the other castles that built in Byzantine period in other country doesn't have 4.7 rate. The list of examples of Byzantine castle that have lower rate of tourist attraction than castles of North Cyprus.

2.5.1 Ankara castle

Ankara Castle has 4.3 rate of tourist attraction that is lower rate than north Cyprus castles and was built in byzantine period (Figure 2.26).

Figure 2.26: Ankara Castle (Wikipedia, 2019)

2.5.2 Neposi post byzantine castle

Neposi post Byzantine Castle was built in the 5th century by Byzantine architects that is located in Greek. It was attacked in the 6th century. It was revived and repaired in the 10th century, around 915, but soon it was destroyed again. It remained in use as a fortified settlement until the 14th century that has 2.8 rate of tourist attraction (Figure 2.27).
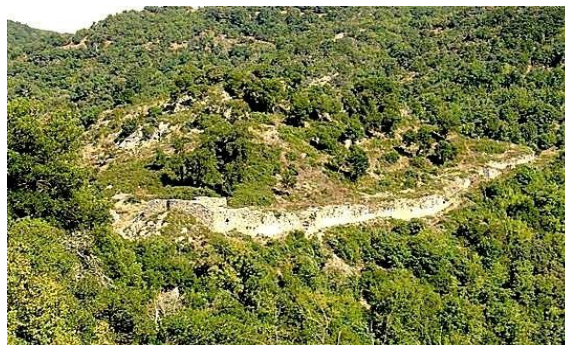
Figure 2.27: Neposi post Byzantine Castle (Kastra, 2019)

2.5.3 Kassiopi castle

The fort is 1,073 kilometres long and an area of 35,177 square meters (Figure 2.28). A four-tower tower with 19 strong towers has a circular, rectangular cross section that protects the wall and moves in the southwest towards the northeast. The castle has olive trees. Unfortunately, this castle has been abandoned for a long time. The rocks of this castle have been used as building materials for houses in this area. Due to the abandonment of this castle, it has lost its tourist attraction has 4 rate of tourist attraction.

Figure 2.28: Kassiopi Castle (Wikipedia, 2019)

2.5.4 Medieval castle of Paphos

Paphos Castle is located on the edge of Paphos harbour. It was originally built as a Byzantine fort to protect the harbour. It was then rebuilt by the Lusignan in the thirteenth century after being destroyed in the earthquake of 1222 (Figure 2.29). In 1570 it was dismantled by the Venetians.

Figure 2.29: Paphos Castle (Paphossegwaytour, 2019)

2.5.5 Bagras castle

Bagras castle that is located in turkey near Antalya city and was built byzantine architecture. This castle is made on a rocky summit and steep slopes. Now the ruins of the Baghras Castle are freely accessible. There are huge remains of the waterfall, which provides fortresses with water from the mountains, a large lounge, church, massive preservation, and a large number of rooms and underground passages (Figure 2.30). This is a great castle with 4.3 rate of tourist attraction.

Figure 2.30: Bagras castle (Flickr, 2019)

2.5.6 Edinburgh castle

In during this research, I realized that many factors can be effect on rate of tourist attraction for historical places in the world. One of the most famous castle that has highest rate of tourist attraction around more than a million visitors every year is Edinburgh castle that is located in Scotland. It is known as castle rock that's why it is so famous. This castle was built during romans period (Figure 2.31).

Figure 2.31: Edinburgh castle (Parliamenthouse-hotel, 2019)

Factors of tourist attraction

Many effectiveness factors that effects on rate of tourist attraction are shown below:

- *Parking:* it doesn't have public parking just for castle but castle terrace and john stone terrace have the nearest on-street parking zone. In the other hand parking. facility offers a discounted rate for visitors. Tourist should validate their parking taken at the castle's audio booth during year visit.

- *Tours and guides:* The other facility is tours and guides that is free and available for all people. Also, it has audio guides that can be translate for 8 languages of world. Visitors can pick up a free copy of map on arrival or download in advance.

- *Gift shop:* visitors can pop into the portcullis shop to browse largest range of souverains without paying for entry to the castle.

- *Cafe and restaurant:* Edinburgh castle have 2 cafes that has snacks, meals and different several of drinks.

Redcoat cafe: visitors can sit in for a hot meal or get a sandwich to take away. The tea rooms: tuck into afternoon tea or dishes made from fine Scottish produce.

- ***Toilet****:* Edinburgh castle has 4 toilets. Ticketing area the team rooms, redcoat cafe and David's tower that is located near 30 minutes before tower. Every toilet has baby changing facility. All toilets have accessible to visitors with disability except Divide's tower.

2.5.7 Othello castle

Othello castle is the internal castle on the corner of the northeast side of Famagusta. There used to be an old tower and fortification built in 1310. The current Famagusta castle was re-constructed by Venetian captain Nicolao Foscarino in 1492 with pure Italian renaissance style. One is greeted at the entrance to the castle by Venetian lions. The castle is said to have been the home of Lieutenant Christoforo Moro, Governo of Cyprus during 1505-1508, who has been the inspiration for Shakespeare's Othello who killed his love Desdemona in the castle. During the colonial times the castle was actually named after Shakespeare's Otello. The castle square hosts several activities around the year (Figure 2.32).

Figure 2.32: Othello castle (Ipernity, 2019)

Othello castle is other example that has many facilities with compare from other castles in North Cyprus that is list below:

- Parking: It has 3 public parking that has very comfortable access for visitors.
- Shops: Othello castle has many shops for visitors and tourists that they want buy gift or historical thing from Cyprus.
- Café and bar: in the camp of Othello castle has many cafe and bar that has beautiful view from castle and sea with different historical drinks and singer that they sing Turkish and international song. It has good option for any age.
- Tour and guides
- Taxi station
- Photographer

These facilities are very impressive for tourist attractions. St.hilarion, Buffavento and kantara castle do not have these facilities for visitors, which is why tourists prefer to visit the castle of Kyrenia and the Othello Castle, that is have similar situation and facility for visitors.

Table 2.4: Different between castles

Name	District	Was Built	Era	Image	Tourist attraction rate
Kyrenia Castle	Kyrenia (Girne)	Byzantine	7th century		4.6
Kantara Castle	Famagusta (İskele)	Byzantine	10th century		4.7

SaintHilarion Castle	Kyrenia (Girne)	Byzantine	10th century		4.7
Buffavento Castle	Kyrenia (Girne)	Byzantine	11th century		4.7
Othello Castle	Famagusta	lusignan	14th century		4.5

CHAPTER 3
LITERATURE REVIEW

This thesis intended to expand the existing literature by examining the impact of IAAM attributes on tourists' overall satisfaction, word of mouth and revisit intention in the Northern Cyprus. There are four parts in the literature review: (a) destination attributes; (b) overall satisfaction; (c) revisit intention; and (d) word of mouth.

3.1 Destination Attributes
3.1.1 Destination

Destination is defined as a place to which one is journeying or to which something is sent. A tourist's destination refers to a region, sub-region, state, or town that is created significant extent revenue from tourism. It is explained as a place visited by tourists/visitors and may be interpreted as a city, town, region, and country (Upadhaya, 2012). It can include one or more tourists' attributes or attractions and possibly some "tourist traps". Bodrum town, for example, is a famous tourist destination in Turkey. Old city in Famagusta is another popular tourist destination in Northern Cyprus, mainly owing to its proximity to The Mediterranean Sea and unique castle.

3.1.2 Destination image

Destinations in around the world are currently looking for becoming more unique in increasingly competitive tourism markets in which image is a decisive factor in visitors/tourists' destination selections (Melo, Moniz, Silva, & da Graça Batista, 2017). In today's competitive external environments, emerging and control a suitable destination's images has become necessary to have an effective tourism products/services positioning. In tourism context, destinations loyalty and satisfaction are a significant part of destination marketing and management due rinsed close competitions.

The notion of tourism destination image is very complex and subjective (Stepchenkova & Mills, 2010). By reviewing related literature, you can reach to this point that in spite of multiple descriptions have been developed for this notion, but there is no any consensus on its definition,

formation or measurement (Beerli & Martin, 2004; San Martín & Del Bosque, 2008; Wang & Hsu, 2010).

In the tourism field image is considered as a subject concept was first time applied by Hunt (1971). After that, image concept has become as one of the most significant discussed issues in the tourism field and literature (Stepchenkova & Mills, 2010). Hunt (1971) described tourism destination image as the set of impressions, which a person or a group of people have about a location (place) where they do not live. However, beyond the definitions of destination image, there are some relevant efforts. For example: Echtner and Ritchie (1993) have contributed significantly to define and forming image, by acknowledging the existence of three axes, which support the destination image. First refers to the functional/psychological aspect, second one refers to the common/ unique, and the last one refers to the holistic/attribute-based.

3.1.3 Destination attributes

The attraction of a tourist's destination strongly depends on tourists' feelings and opinions of the destination's ability to meet their needs. The more a destination is able to meet the tourists' needs and expectations, the more is understood that it is attractive and more likely to be chosen for the next destination. Destination attractiveness refers to the perceived ability of the destination to deliver people benefits and interests. This ability will boost by the features and attributes of a destination (Caber, Albayrak, & Matzler, 2012). Actually, destination attributes is one the elements in supply side of the destination. The quality of these features and attributes help individuals to assess the destination attractiveness and make the relevant choices.

The degrees of tourist destination attractiveness perused individuals to visit, enjoy, spend time, and pay expenditure at the destination. Accordingly, the major destination attractiveness value is refers to the pulling impacts on tourists. Without the attractiveness, tourism does not exist, since attractions are the one of the main pillars of supply side of the tourist destination. It is only when an individual is attracted to a particular destination that facilities and services follow (Crouch, 2011).

Destination attributes are defined as the characteristics, which satisfy the tourists and create

positive behavioural intention. Destination attributes is a combination of different factors, which attract people (Lew, 1987) to specific destinations. Destination attributes are significantly important for a number of reasons. Dann (1977) has described these characteristics as pull factors. the literature on pull factors of a destination demonstrated that these factors refer to the tourist's perceptions and criteria (Albayrak & Caber, 2013; Battour, Ismail, & Battor, 2011; Eusébio & Vieira, 2011; Kim, 2014).

For instance, good and acceptable images of destinations are shaped by a combination of different destination's attractions and attribute (e.g., good-looking landscapes, shopping centres and opportunity, cultural exchanges, infrastructures, safety and security, and activity) considerably impact on people' destination making (Chahal & Devi, 2015; Chi & Qu, 2008; Kim, et al., 2012). In addition, the destinations attribute affects tourists' satisfactions and next behaviour, such as revisit intentions and WOM. The quality level of destination attributes impact on tourists' decision to come back to the destination or promote positive word of mouth (Ozdemir, Ehtiyar, Çizel, Çizel, & İçigen, 2012). Visitors and tourist compare the destinations attractions and attribute when choosing a particular destination. Tourists select a destination according to the attributes, which they found are important (Meng, 2006).

3.1.4 Destinations attribute model and theories
3.1.4.1 Crouch and ritchie six factor model
The comprehensive model of destination attributes has developed by Crouch and Ritchie (Ritchie & Crouch, 2010), which include six dimensions: (1) core resource and significant attractions; (2) tourists service and facilities (3) quality of infrastructure; (4) supporting elements (5) strategic destination policies, planning, and development and improvement plans; (6) destinations management framework.
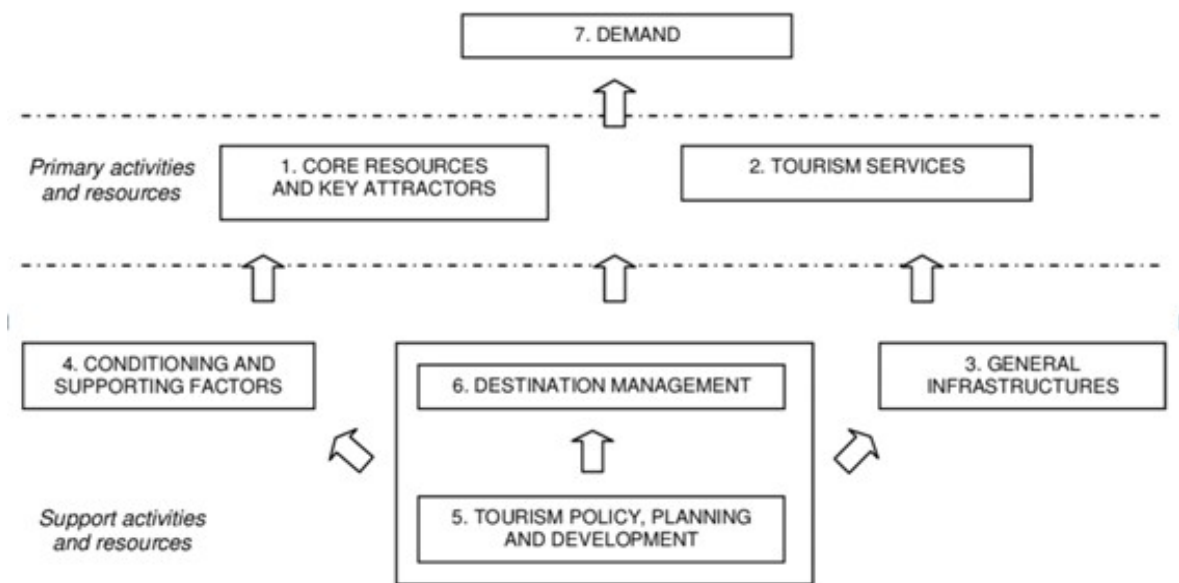
Figure 3.1: Six factor model (Crouch and Ritchie, 2003)

As can be shown in the (Figure 3.1) there is a difference among core resource and key attractions with service, which transfer the value directly to the tourists and activity supporting or stationing their performance. Infrastructure is another basic factor, which must be considered for developing a tourism destination. Supporting factors will generate competitive advantages for the destinations and make it different from other destinations. Tourism policies, planning and programs of development, and destination management are link together in the big box. Policy makers must make a proper plans plus alternative plans for the destination, and then through effective management implement these plans.

3.1.4.2 Seven - stage theory

The Seven - Stage Theory consists of continuous image editing of information from non-organic or abnormal tourist information about the destination (for example, television, books, school lessons, and friends' stories), inducing or promoting information (For example, travel brochures, promotional materials) and modified induced image, which is the outcome of the individual experiences of the particular destinations (Gunn, 1972). Seven - Stage Theory asserts that an image, which is shaped by possible travellers, non-travellers and coming back travellers, is dissimilar from each other. Existing literature has been supported Seven - Stage theory by showing that the image that is shaped by returned tourists are more actual, natural and distinct

(Jenkins, 1999). The seven-stage model has three categories:

First is organic image, which refers to the first stage: accumulation of mental images of a place through life. Second category contains four stages. Stage two refers to the modification of images through research before travelling. Stage three refers to the decision to travel based on image efficiency but kept within time, money and other constraints. Stage four refers to the attraction may condition the image (for example road-sign, landscapes, guides. Finally, third category is modified – induced image, which contains last three stages. Stage five mentions to the participation or experience at the destination (activities and services that influence image). Stage six mentions to the return travel allow reflection and evaluation. Stage seven refers to the new accumulation occurs after the visit (circular process). (Please see Figure: 3.2 and 3.3)
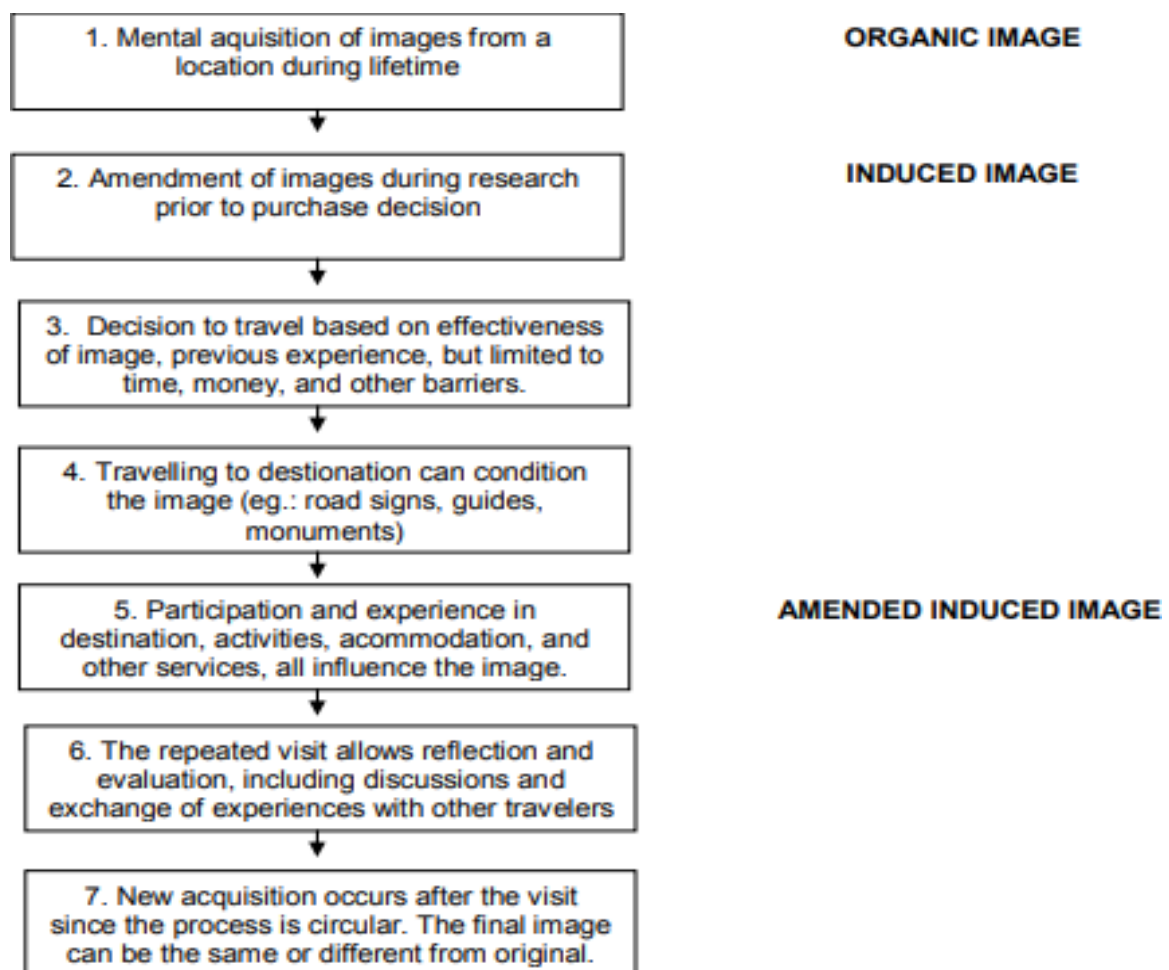
Figure 3.2: Theory on the stages of the destination image (Gunn, 1972)
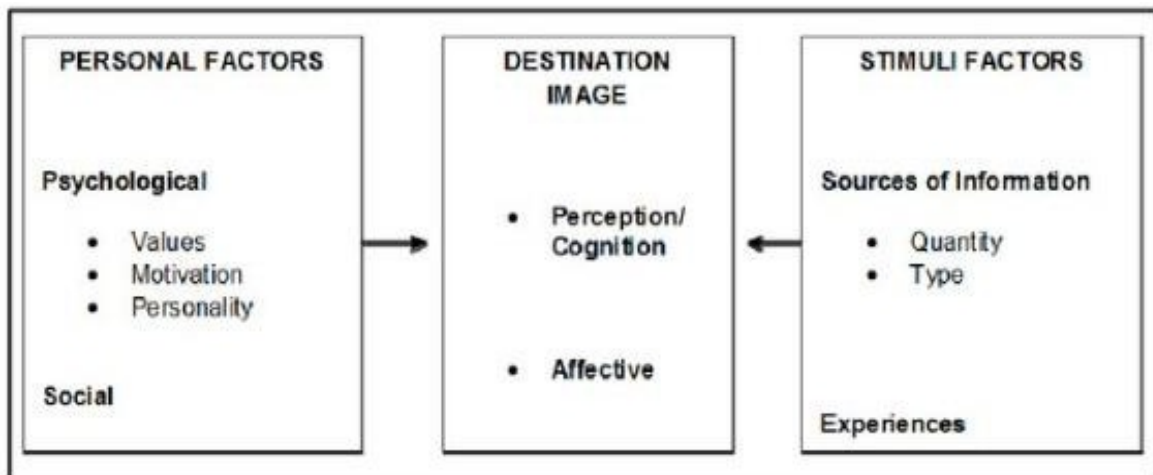
Figure 3.3: Factors of image formation in tourist destination (Baloglu& McCleary, 1999)

3.1.4.3 Self - congruity theory

This theory is an accepted theory, which assertes an efficient basis for researching about destination image. This theory is a psychological theory in which an individual (customer or tourist) compares his/her perception of an image with his/her own self-concept (e.g. actual self, ideal self, social self). This theory explains a process, which is directly associated with the customers identification with a destination. In another words, it refers to the comparison between the destination image (or any products or services) and individuals self-concept. Self- congruity refers to the degree to which customers recognize with the product or services. Customer self-concept involves at least four, namely real self-images, perfect self-images, societal self-image, and ideal public self-images (Sirgy, 2014). The actual or real self-images are described as how customers truly see themselves. The real self refers to a sign of images attraction and attribute, which reflect individual's personal identities. The perfect or ideal self-images are how consumers like to see themselves or what they like to be. The perfect self refers to the set of images attribute, which people wish or hope to be. The social self-images refer to how customer believes he/she is seen by significant other people in the society. The last one refers to the ideal social self-images. Ideal social self-images are how customers would like to be seen by significant other people. These 4 components of the customer self-concepts are evoked when customers make assessment regarding to the good and service in the marketplaces. The 4 components of customers' self-concepts serve as standard comparisons or referent point in assessing the comparative beauty of products and services. Self-congruity theory asserts that products with their image activates a self-

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schema, which is associated with the self-concepts that leads to the customers' tastes, preferences of particular products or brands that have alike image to their own self-images. In travel and tour field, self-congruity is described as the extent to which travellers or tourists' self-images match with the destinations images, or the degree of matching between tourist perception of the destination and the destination image. Destination self-congruity has been using as a dimension and of personality characteristics in order to looking for self-image. Some scholars have focused on people characteristics to apprise self-congruity according to the tourism destinations (Berli, Meneses, & Gil, 2007; Muphy, Benckendorff, & Moscardo, 2007). Scholars are using of self-congruity theory to evaluate pre-trips visitations interests, satisfactions, cultural diversity of self-congruity, destinations loyalty.

3.2 Overall Satisfaction

3.2.1 Satisfaction

Satisfaction is an emotion or feeling that is very significant in people life. The philosophy of happiness is based on the limitation of demand and satisfaction. Satisfaction is defined as fulfilment of individuals' wishes, expectations, needs, or the pleasure derived from them. Kotler and Keller (2012) define the notion of satisfactions as a reflection of customers' idea toward the experience of a special product or service. if the perception be equal to the tourist expectation, satisfaction will be created. In Cambridge dictionary satisfaction is defined as a pleasant feeling that individuals get when they receive something they wanted, or when they have done something they wanted to do. Satisfaction is the act of fulfilling a wish, desire, need, appetite, or the feeling obtained from such fulfilment. Satisfaction means an individual has had enough in a fine way (Goffi, 2013).

Customer satisfaction is explained as individuals' evaluation of their satisfaction with the products and services they buy and the services they use and enjoy. Customer satisfaction' level depends on the relationship between their expectations of the services/products and their actual consumption experiences. Customer satisfaction is an index of how a particular product or services supplied by a supplier meet customer expectations (Foster, 1999).

3.2.2 Overall satisfaction

A state of satisfaction is a subjective feeling and is a consequence of particular experience of people perceptions and emotions. Satisfaction reflects a feeling connected with the completed expectations in relation to a specific products or services. The satisfaction perceived by the customers, is related with the experiences of their positive impressions (Fečiková, 2004). The measurements of overall satisfaction have been searched from different ways. For example, Hoffman and Bateson (1997) measured overall satisfaction by the comparison of customers' expectation to perceptions and the actual services encounter. Engel, Blackwell, and Miniard (1990) evaluate overall satisfaction by the post- consumption evaluation, which a chosen alternative at least meets customers' expectation (Engel, Blackwell, & Miniard, 1990).

3.2.3 Overall satisfaction in tourism industry

In the tourism context the concept of tourists' satisfaction is complicated as the tourism products and services are "complex" by definition (Smith, 1998). Satisfaction refers to a positive effective status derive from customers' cumulative evaluation (Lam, Shankar, Erramilli, & Murthy, 2004). Customer satisfaction is important in all markets due to its significant influence on future customer intention, loyalty and WOM communications. Customer satisfaction is very important and complicated in the field of tourism, since the products are mixing of tangible, intangible, and experiences. There are a plenty of studies related to the tourist satisfaction on the destination, which most of them have focused on destination image (Della Corte, Sciarelli, Cascella, & Del Gaudio, 2015). Figure 3.4 has shown some items affecting tourist satisfaction.

In tourism context, different methods have been applied for evaluating tourists' satisfaction. One of them is expectancy disconfirmation model, which refers to discrepancies between the tourists' experiences and expectations (Oliver, 1980). Next model is the importance-satisfaction analysis. This model analyse the gap between the significance for attributes and individuals satisfactions with them (Tonge & Moore, 2007). Another model is performance-only model, which measure satisfaction based on tourists perception of performance or experiences of the particular destination (Pizam, Neumann, & Reichel, 1978). All these models have been widely applied to measure tourists overall satisfaction with destinations.
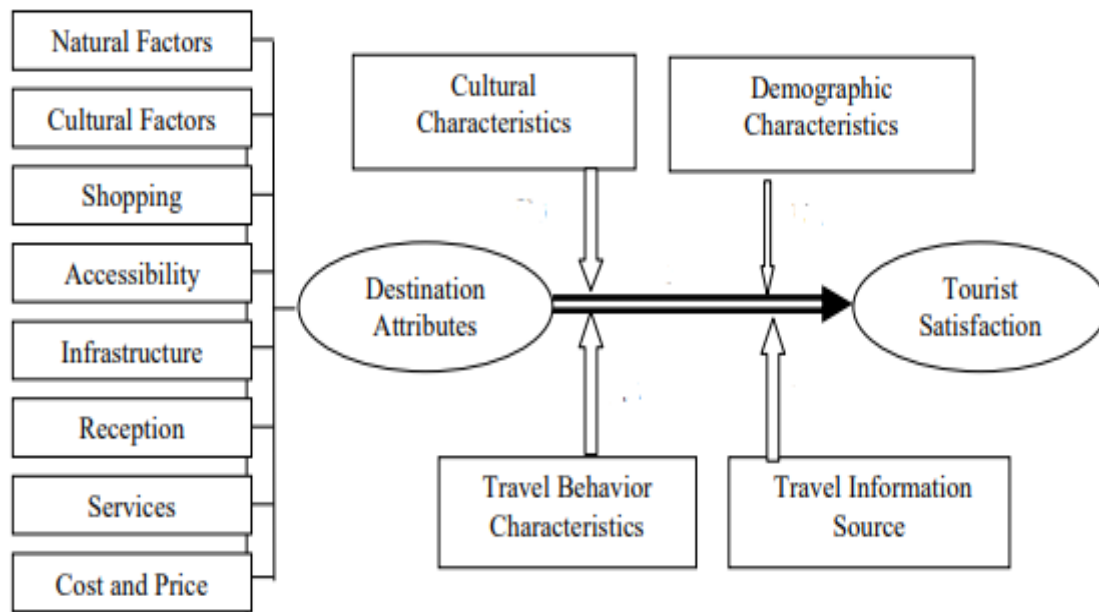
Figure 3.4: Tourist satisfaction (Shahrivar, 2012)

3.2.4 Overall satisfaction with architecture

Tourists Satisfaction is very important for destination marketing, since it affects the choice of destination, utilizing of products and services, and the decision to re-visit (Kozark & Rimmington, 2000). The results of Kozak and Rimington (2000) study showed that the destination attributes are critical to the different levels of tourists overall satisfaction. It is crucial to evaluate customers satisfaction with each destination attributes, because customers satisfaction with one of the attributes leads to satisfaction with the overall destination and vice versa (Huh, Uysal, & McCleary, 2006; Pizam, Neumann, & Reichel, 1978). In a quantitative study by Vong (2013), destination's cultural image was studied, as well its impact on visitors' satisfaction. The results show that visitors were satisfied with heritage site attributes. These attributes include fourteen items such as cleanliness, authenticity, staff attitude or accessibility to the site.

3.2.5 Related theories
3.2.5.1 The equity theory

Based on this theory, individuals satisfaction creates when customer realize their input/output ratio as being fair. Input-output ratio of the equity theory plays a significant and key role in customer satisfaction. based on equity theory, buyers and sellers will feel equitably treated to an

exchange and consequently satisfied, if they realize, the ratio of their outputs to input are fair (Adams, 1963; Olivr and DeSarbo, 1988; Swan & Oliver, 1989; Oliver & Swan, 1989).

The feeling of equitably treated strongly depends on some factors such as the price paid, the amount of benefits received, the time and attempt put for the transaction and the former transactions experiences (Woodruff, Cadotte, & Jenkins, 1983).

Equity theory in tourism proposes that visitors/tourist evaluate perceived inputs-outputs, which they have received in social exchanges.

If visitors/tourists realize that the amount of output they have gained is lower than the inputs (monetary and nonmonetary cost), dissatisfactions will result (Reisnger & Turner, 1997).

According to equity theory, satisfaction is considered as a relative judgment, which includes both the quality and benefit of the purchases, as well as the cost and effort of the customer to gain the purchases. Customers constantly compare themselves with others. For example, if customers perceive their output is less than others output based on the time, effort, money, therefore they will be a little satisfied and don't have positive attitudes toward products and services.

In another word, consumer perception of reasonable treatments by the supplier is translated into their satisfactions. This fact is very important and vital, since it can affect their future expectations, recommended to others, and future buying behaviour (Fisk & Young, 1985).

Tourists/visitors have different type of consumption expenditure including: final consumption expenditure in cash and in kind, Tourism social transfers in kind and Tourism business expenses. They pay all this cost (input), and in return they expect to be satisfied (output) with the destination products, services, and experiences. If input<output with the services and products, in most cases, it leads to positive word of mouth and positive behavioural intention (Please see table 3.1).

Table 3.1: The Equity Theory (Adams, 1963)

	Individual		Compared with others
Equity	Output/Input	=	Output/Input
Negative Inequity	Output/Input	<	Output/Input
Positive Inequity	Output/Input	>	Output/Input

3.2.5.2 The expectancy disconfirmation paradigm

Oliver (1980) suggested the Expectancy-Disconfirmation Paradigm as the most promising theoretical framework for the evaluating customer satisfactions. The framework proposed that customers buy product, services, and experiences with pre- purchase expectation regarding the expected performance. The expectation levels then become a standard against which the products or services are judged (Oliver, 1980). In other words, it is a comparison against expectation. If the outcomes be matched with the expectation's confirmation will occur. Disconfirmation will occur where there are differences between customers' expectation and outcome. Customers are either happy or unhappy because of positive or negative differences among expectation and perception. Therefore, when products or services performance are better and higher than customers initially expectations, there is a positive disconfirmation between their expectation and service performance which result in satisfaction. It is true that customers they don't want unwanted surprising, but if this surprising be consistent with the customer expectations will lead to satisfaction. In contrast, if goods or services are not as acceptable as what the customers expected, there is a negative disconfirmation between their expectation and perception which lead to dissatisfaction (Figure 3.5).

In tourism context, when visitors/tourists they decide to travel to one tourism destination, mostly they have a primitive mindset of the destination. They have an expectation of the destination supply, which created by previous experiences, advertising and promotion, or others

recommendation (word of mouth). They arrive to the destination with a fix expectation and primitive mindset. If the services and products, which tourism providers supply to them, be matched with their expectations they will be happy and satisfied. Customer satisfaction will lead to positive word of mouth and positive behavioural intention such as revisit intention. But if they feel that the destination attributes, facilities and services, infrastructure (all necessary items in supply side) are not same with their expectations, they will be dissatisfied. Customer dissatisfaction may lead to negative intention behaviours such negative word of mouth, no experience economy and prevent of revisit intention (Lorenzo, Avilés, & Centeno, 2010).
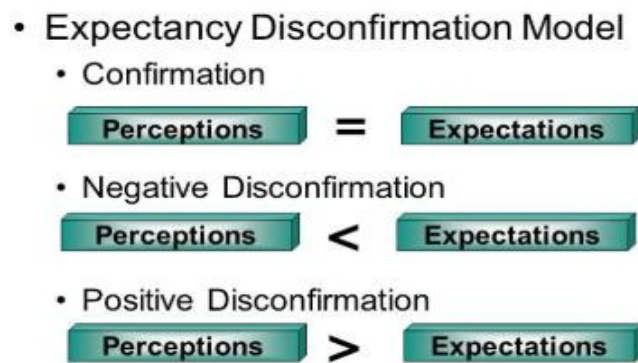
Figure 3.5: The Expectancy Disconfirmation Paradigm (Oliver, 1980)

3.3 Revisit Intention

3.3.1 Introduction

Selecting destinations for travel and visiting intention has always been one of the mainconcernsandadebatabletopicforbothtourismdestinationandresearchersin this area as well (Chi and Qu, 2008). since past to present, the reality of recognizing the items that impact on individuals' decision makings to choose destinations has been difficult and challenging (Vasiliadis, Priporas, and Androikidis, 2013). Visitors and tourist' decision to select a destination usually has affected by previous experiences during the visit and staying in the destination, the quality of the destination, overall satisfaction, word of mouth, and destinations promotion (Chen & Tsai, 2007).

3.3.2 Intention

In the Cambridge dictionary, the intention is defined as what an individual wants and plans to do

it. The original inference of the planned behaviour theory explained intention as effort to show a given behaviour rather than in relation to factual performance (Ajzen, 1985). Meantime, the real behaviour must be explained according to its target, action, context, and time (TACT) components. Given the close association between intention and behaviour, it is possible to describe intention by applying the same components (Ajzen, 2014). Considering the theme of the current master thesis, visiting IAAM is obviously the planned action component. Visiting the monument can be considered as the target component and the IAAM can be considered as the context. The time component mentions to when the behaviour will be performed.

3.3.3 Visit intention

Behavioural intention described as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behaviour" (Ajzen & Fishbein as cited in Liu & Jang, 2009, p. 339). Thus, behavioural intention is a logical default to predict future behaviour. In this way, understanding the determinants of behavioural intention may provide valuable information for tourism planners in the destination to make a better plan to boost destination tourism. The results of a study by González, Comesañaa, and Berea (2007) indicate that customers' next behavioural intention is affected by the incidents he/ she previous experiences while receiving the services. The results extra reveal that more than 50 % of the buying intentions are depend on happiness and quality. "Service quality, perceived values, and overall satisfactions have all shown to be significant antecedents of behavioural intention" (Chen & Chen, 2010). Positive behavioural intentions of visitors, travellers, and tourists are a crucial aim in the tourism system as it is directly related to customer overall satisfactions and their revisit. In the research done in related to the Hong Kong hotels showed that the service encounters are a main determinant impacting travellers' perception in related to the services quality that result in their overall satisfactions/dissatisfactions, and the likelihood of coming back to the same hotel (Choi & Chu, 2001). In today's growing competitive travel and tour market, countries with high revisit intention may receive more competitive advantages over other countries.

3.3.4 Re-visit intention

Studies on tourists and visitors' re-visit intention of particular destination have became very popular topic among researchers (Lam & Hsu, 2006), since individuals' re-visit intention is a

worth concept in predicting the future of the destination. Revisit a destination is a very sophisticated decision because it involves several factors, such as previous experiences, tourist incentives and satisfaction (Alegre & Cladera, 2009). Finding of Choi and Chu (2001) study shows that the tourists overall satisfaction and their return relationship is significantly correlated. Therefore, finding revisit intention determinants is very crucial to manage the destination tourism supply (Choi & Chu, 2001).

3.3.5 Theories related to the visit intention

3.3.5.1 Reasoned action theory

Reasoned action theory refers to the predicting of behavioural intention, forecasting the attitude and decision-making behaviour. Analysing of tourists' behavioural intention will reveal some elements which determine individuals' behaviour (Fig 3.6). Reasoned action theory found these elements as: individuals' attitude, their behavioural intentions, and individuals' subjective norms (Ajzen, Albaracín, and Hornik, 2007).
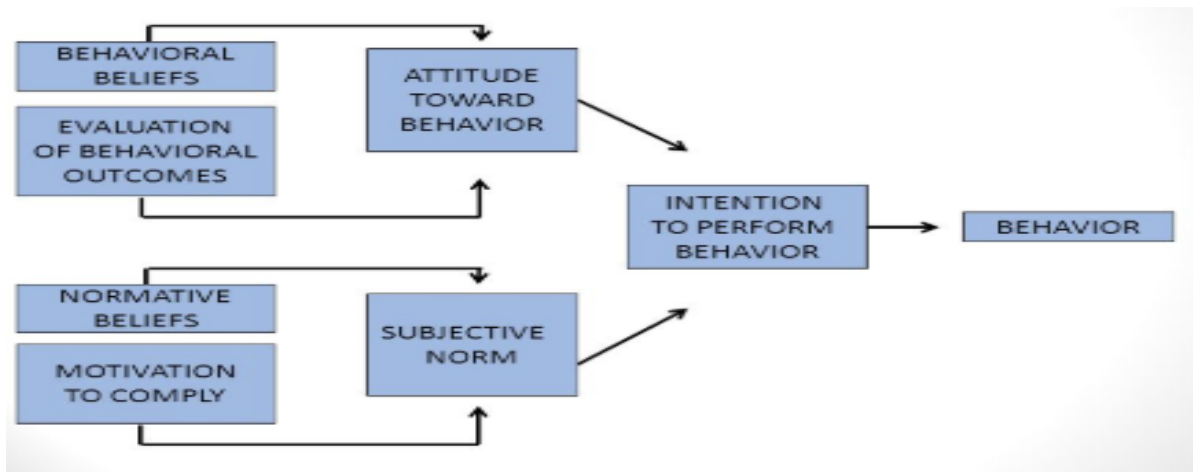
Figure 3.6: Reasoned Action Theory (Ajzen, Albaracín, and Hornik, 2007)

Another scholar, Miller (2005) has described reasoned action theory by three components as follow: Attitudes: An individual enduring favourable/unfavourable cognitive evaluation, opinion, beliefs, feelings and action regarding to a special behaviour, object, or an idea. Subjective norms: impacts of one's social opinions on another one behavioural intention. It is the perceived social pressure to engage or not to engage in behaviour. Behavioural intention: is defined as individuals'

perceived likelihood or subjective probability, which they will engage in a given behaviour (Miller, 2005).

3.3.5.2 Planned behaviour theory

It is a theory of psychology that links beliefs and behaviour. This theory is important theory, since discusses about the impact of individuals opinions, beliefs, attitudes, tendencies on their behavioural intentions. According to Planned Behaviour Theory individuals' behavioural intention are shaped based on their believes, subjective norms, and perceived behaviour (Fig 3.7). "Behavioural thinking" generates a favourable/unfavourable "views into the behaviour"; "normative believe" generate "subjective norms"; and "control belief" raise "perceived behavioural controls." Individuals' behavioural intention will be formed according to the combination of these three components (Ajzen, 2002). Planned Behaviour Theory is based on social factor and psychological elements. Subjective norms or attitudes are significant in the individuals' behavioural formation process (Buttle & Bok, 1996), destination selection (Lam & Hsu, 2006), and social studies (Conner, Kirk, Cade, & Barrett, 2001).
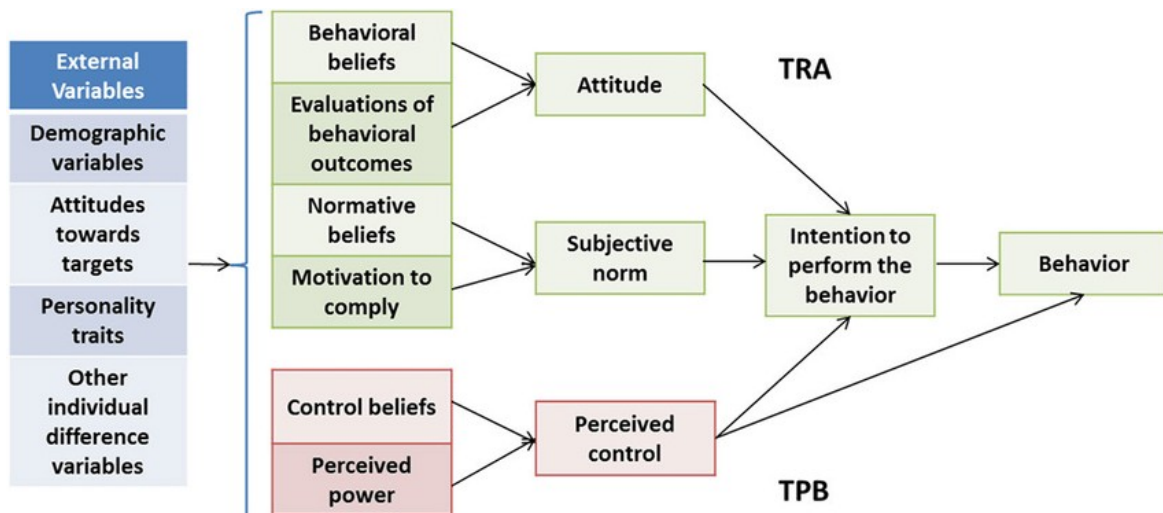
Figure 3.7: Planned Behaviour Theory (Ajzen, 2002)

3.3.5.3 The motivation-opportunity-abilities

It is a model of consumer behaviour. Ölander and Thøgersens (1995) hypothesised the progress to analytical and forecasting power reachable through incorporating 'abilities' concept and a

concept of facilitate situation or 'opportunities' to advance the behaviour into the models. These components of the model (motivations, abilities and opportunities) are shown in Figure 6 (Hughes, 2013).

The Motivation-Opportunities-Ability Model hypothesizes that employee performance can be influenced by an organization's ability to leverage these three concepts in a win-win capacity. By win- win we mean that both the employee and the organization benefit from efforts to apply the Motivation-Opportunities-Ability model in the workplace.

What is M, O, and A?

Motivation: The need and want of individuals may force them to act in certain ways. Motive is the reason for behaviour. A cat is stimulated to sit, since the gift or treat it wants to gain as results. The rewards motivate the cat to act in desired ways.

Opportunity: Related limitations, like the availability of time and resources shape the behaviour. Normally, people look for opportunity to full fill a task, which will results in benefits to themselves.

Ability: Abilities are the level of cognitive, emotional, financial, physical, or social resources a person can apply to perform a specific behaviour.

The Impact of M, O, and A

For the employee, motivations are provided by incentive and reward for the special kind of behaviour and results that benefit the organization. Opportunity, like engaging an employee in an activity, which makes him/her feel be fond of he/she is assessing the organization be successful, may result in new capacities via preparation and growing knowledge and skills using in the job.

Researchers have shown that organizations are able to concentrate on these three things get increased organizational output and performance in the type of augmented:

- o profitability
- o productivity

- o customer satisfaction
- o quality of deliverables
- o growth of market share

It's easy to imagine that all business owners would be interested in experiencing any or all of the increases implementing these three concepts can achieve (Figure 3.8).
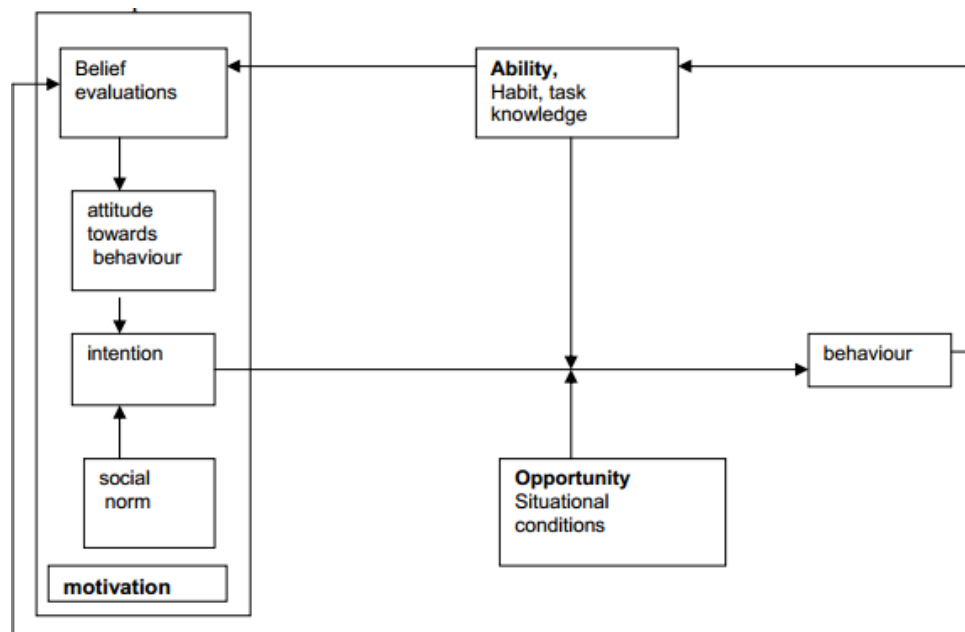
Figure 3.8: The Motivations- Opportunities- Abilities Model: (Olander &Thogersen, 1995)

3.4 Word of Mouth

3.4.1 Introduction

Word of mouth (WOM) is described as an unofficial method of communications between individuals regarding products, experince and service (Vogt and Kaplandou, 2003). WOM as a type of communications allows customers and consumers to share their memories, experience, and information with others. Also refers to the customers' recommendations to stimulate purchaser toward or away from particular product or service according to their previous experience (Hawkins, Best, & Coney, 2004).

3.4.2 Definition

WOM in marketing context back to the more than fifteen years ago (1960s), and during this time the notion of WOM has been completed. Carl (2006) defined WOM as the face-to-face communication and speaking about the buying or experiencing special products and service (Carl, 2006). Another popular scholar, Westbrook (1987) has explained a vast explanation of WOM, which refers to the all unofficial communications that recommend and lead other potential buyers to buy particular products or services. The significant and secret point of WOM' features is the free perceptions of the messages sources.

WOM refers to the information and previous experiences of individuals transmitted through an individual. The simple type is WOM Storytelling, in which a person tells others about stories about real events or experiences. Oral tradition is the cultural material and traditions that are expressed through generations through the mouth. Storytelling and the oral tradition are two forms of WOM, which plays an important role in folklore and mythology. In the marketing literature, word of mouth (WOM) is not a new phenomenon, and it is always one of the topics was considered in the analysis of consumer behaviour. Similarly, today, with the development of this concept, researchers have come to the conclusion that they must develop their focus on WOM and consider it comprehensively in a complete set of social interactions among consumers (Oetting & Jacob, 2007). For this reason, WOM studies have been introduced as the most powerful force in business as well as one of the components of marketing mix (Arndt, 1967) (Buttle, 1998)(Arndt, 1967; Buttle, 1998). WOM is seen as a reliable and valid method. Oral advertisements are a way for customers (tourists) to exchange and disseminate information about products and services throughout the market. (Balter & Butman, 2005)Batler and Butman (2005) describes oral advertising as "a message about an organization, credibility and reliability of it, how its activities and services are transmitted from one person to another". WOM is a conversation between one individual and another, using a letter or a direct connection or communication with electronic media about excellence or experience when buying or using a product or service (Kotler & Keller, 2008). WOM is described as oral, unofficial, individual-to-individual communications among perceived non-commercial communicators (Eisingrich, Chun, Liu, Jia, & Bell, 2015; Hige, Feick, & Price, 1987). Thus, WOM is the procedure of chatting regarding a brand, product or service, and interconnects among people without the actual business

purposes. WOM is described as communications about products and services information among non-marketing and business staff (Solomon, 2010).so, using the WOM is an efficient marketing method comparing to the traditional methods.

3.4.3 The importance of WOM

A great deal of research reveals that WOM is more effective than other types of marketing strategies. The question is why WOM is more effective? Some reasons are:

1. WOM is reliable and valid source of information.
2. Not surprisingly, we trust our friends more than we trust advertising. Advertising always say the products and services are great. But because advertising always say the products and services are wonderful and perfect, usually buyers tend not to believe them. Family and friends, however, will say it straight. They will share their ideas in a real way about the products and services. Therefore, buyers more likely to believe their friends and family recommendation.
3. WOM is much effective element, because WOM gives the straight experiences concerning to the destinations, particular product or service through experience of relatives.
4. WOM is more targeted and much more focused. Individuals only tell others about things that they think are at least somewhat relevant to their listeners' interests. WOM is like a searchlight, which goes through a social network, finding the most interested receivers for a given piece of information.
5. WOM is not costly or time consuming. Individuals willingly share their experiences about special product or services.

3.4.4 Types of word of mouth

Word of mouth is the social process of sharing information, opinions and experiences. It is an extremely common form of information exchange that carries a lot of weight as people tend to trust information, which obtain through social connections such as family, friends, co-workers and acquaintances. The following are common types of word of mouth.

- Conversation: Oral communication like conversations between friends and families.

- Communications: Communications like message and email.

- Media: Media creation like a blog or video post.

- Social Media: Tools, which allow individuals to share content, and post information. Communities: Communities like a topic-based electronic messageboard.

- Reviews: Reviews of products, services and experiences. For example, a travel site allows individuals to check hotels 'website.

Another category of WOM is e-word of mouth and divided to four categories:

- First type is known as Many-to-one e-WOM. Example: the number of votes.

- Second type is known as One-to-many e-WOM. Example: product reviews

- Their type is known as Many-to-many e-WOM. Example: online discussion groups.

- And the fourth type is known as One-to-one e-WOM. Example: instant messaging

Please see Fig3.9.
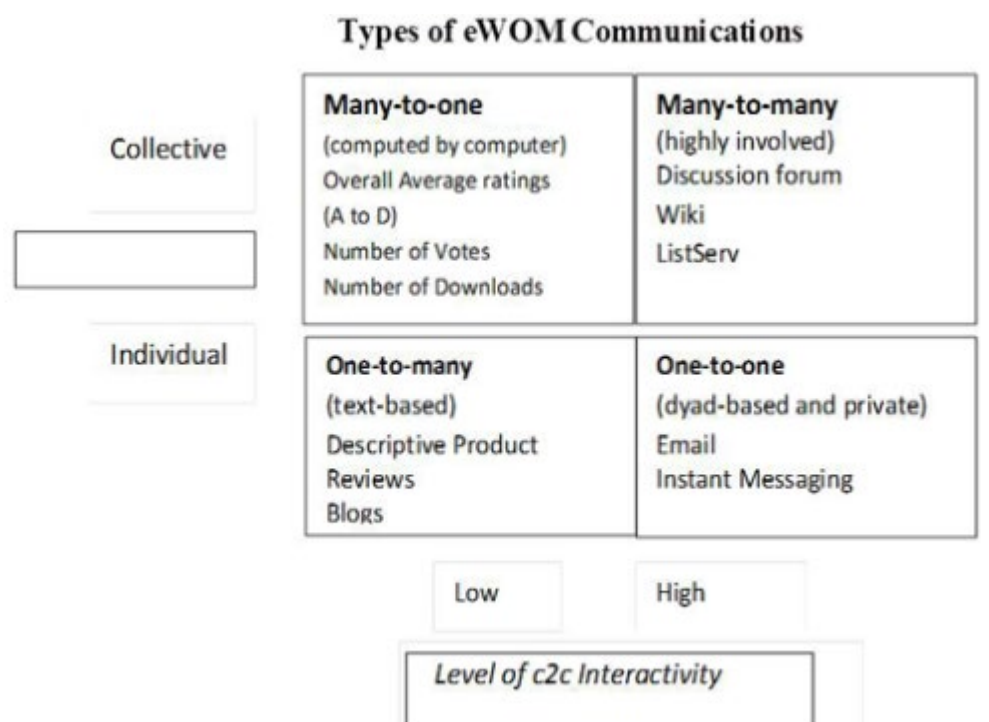
Figure 3.9: Types of e-WOM Communication (Weisfeld-Spolter, Sussan, & Gould, 2014)

3.4.5 WOM in tourism system

Word of mouth has a very important and significant role in tourism industry. Word of mouth as interpersonal communications to exchange information is popular as a strong factor and element in travel and tour industry. When your friend or family had a holiday in a destination, after come back they share their ideas about the products and services in the given destination. If the tourism destination could meet their need, they are satisfied and most probably will recommend to others to visit that destination. So, positive word of mouth is very significant and vital in the tourism industry. The importance of word of mouth can be seen in the tourism and hospitality studies (Abubakar &Ilkan, 2016; Jalilvand & Samiei, 2012; Chen, Dwyer, & Firth, 2018Phillips, Wolfe, Hodur, &Leistritz, 2013). In these studies authors have tried to show the significant role of word of mouth in tourism industry, particularly in their purchasing behaviour. They believe that word of mouth can be competitive strategy tool in attracting customers to the special destination (Please see Figure 3.10).
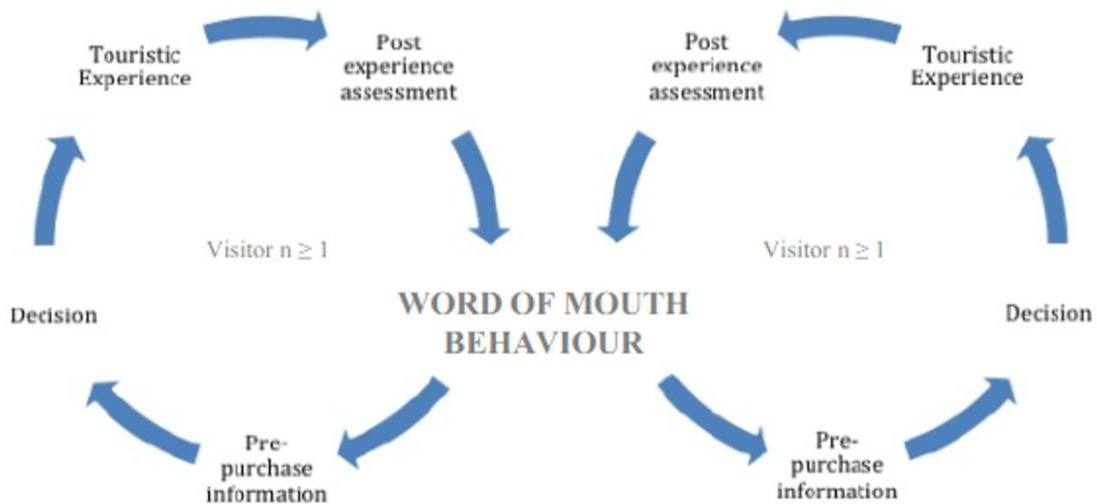
Figure 3.10: Cycle of tourist WOM (Harris, 2014)

CHAPTER 4
HYPOTHESIS DEVELOPMENT

4.1 Destination Attributes and Word of Mouth

Destination marketers are interested in the future behaviour of tourists. In existing literature, future behaviours are recognized by intentions to revisit the destinations and / or the eagerness to advise the destinations to other people (Papadimitriou, Kaplanidou, & Apostolopoulou, 2018; Vareiro, Remoaldo, & Ribeiro, 2018; Vong, 2013). The intent to participate in positive WOM that may be a very influential tool to attract new visitors and tourists is strongly depend on general positive assessment of destinations and a high level of destination attributes (Konecnik & Gartner, 2007). WOM has a significant impact on others' desision behaviour. WOM is important, since all tourists may not come back to the same destinations, even be completely happy with the destination but they can promote positive word of mouth (Simpson & Siguaw, 2008). In a quantitative study by Khuong and Bao (2017) factors affecting foreign tourists' word-of-Mouth were studies. The results show that destination image positively impacts on foreign tourists' WOM. Through path analysis, other factors such as culture, history and art; local cuisine; recreation and entertainment; safety and security; natural environment; and infrastructures impact on tourists WOM as well. In another quantitative work, by Papadimitriou, Kaplanidou, & Apostolopoulou (2018) examined the effect of cognitive, affective, and overall image of a city destination and their impacts on tourist future behaviour. Analysis of data confirmed the impacts of cognitive and affective images, and general destination images on WOM intention. Tourist show more interest in overall image of the destination (Papadimitriou, Kaplanidou, & Apostolopoulou, 2018). The impact of the destination image and attributes is very important in choosing the favourite destination for tourist, as well as impact on their future decision behaviour and advice to others for the particular places (Mehmood, Liang, & Gu, 2018). The identification of the most relevant factors that influence tourist satisfaction in the destination could help to find and classify target markets. However, the literature is still very limited, and emphasizes the architectural monuments of the destination affecting the development of travel intention toward cultural heritage and positive.

Word of mouth (Mehmood, Liang, & Gu, 2018). Destination attributes attract tourist to the destination. Attributes are measured by different factors. Heritage/cultural attraction atmosphere are measure by ambient environmental factors, Layout and design environmental factors, and Social environmental factors (Bonn, Joseph- Mathews, Dai, Hayes, & Cave, 2007). This Stimulus-Organism-Response paradigm o heritage/cultural attraction positively impact on attitude toward a heritage attraction, visitor's intention to revisit, and word-of-mouth intentions (Bonn, et al., 2007).

In the study by Boukas (2013) the youth tourists and visitors' satisfaction level of cultural destination attractions of the archaeological sites of Delphi in Greece was measured. The result shows that Youth visitors are pleased with the fundamental attribute like monument, landscapes, and accumulated experiences. Overall, these results show that the central properties to develop cultural heritage tourism in Greece, such as the site and their monument, are existent and satisfying youth visitors (Boukas, 2013).

Northern Cyprus is rich in terms of cultural heritage. To promote cultural tourism in Northern Cyprus, this thesis aims to examine the impact of IAAM attributes of Northern Cyprus on foreign tourists' word of mouth. Therefore:

H1: IAAM positively impact on tourist word of mouth in Northern Cyprus.

4.2 Destination Attributes and Revisit Intention

Researchers have consensus regarding the significant impact of destination image and attributes on tourists' behaviour (O"Leary and Deegan, 2003). Destination's image as a sum of opinions and viewpoints of tourists' evaluation strongly impact on their behaviour. Reviewing different studies has revealed that the destination attributes impact not only the tourists decision making but also it will impact on their revisit behaviour (Ragavan, Subramonian, & Sharif, 2014). Chen and Lu (2013), and Zhang, Fu, Cai, and Lu (2014) asserted that destination attributes positively impact on tourists' re-visit intentions. Some scholars such as Sahin and Baloglu (2011) showed that, the more tourists and visitors optimistic and positive perception of the destination will leads to the more positive cognitive evaluation, which strongly impact on their revisit intention.

Regarding the significant of the destination attributes, Vareiro, Remoaldo, and Ribeiro (2018), have conducted a case study research in Guimarães (city in Portugal). Guimarães is city located in the northwest par of Portugal. This city in terms of historical features is very rich destination. They have concluded that Guimarães historical attributes positively impact on tourist revisit intention. The thesis by Likoum (2015), has focused on the impact of destination attributes and overall images of Sanaga-Maritime (Edea, Camroon) on the potential next behaviour of tourists such as re-visit intentions and intent to recommend others. The result demonstrated that cognitive image is related to the overall image, intent to recommend others and intent to revisit a given destination directly and positively (Likoum, 2015). unique attributes images are the fundamental element in destination positioning that will remain in tourists and visitors' mind. Current thesis states that the integrated architectural monument can create a unique image on tourists mind and influence on overall perceptions of the destinations. The IAAM as a destination image have a potential to meet the tourists expectations and delight them by providing a unique and unforgivable experience, which encourage them to revisit the place. Little research could be found investigating how IAAM influence on tourist behavioural intention (e.g. revisit intention). Therefore this thesis aims to examine the impacts on North Cyprus' IAAM attributes on international tourists revisit intention.

H2: IAAM attributes positively impact on tourist revisit intention in Northern Cyprus.

4.3 Overall Satisfaction as a Mediator

A lot of research has been done on customer satisfaction. Basically, the customer satisfaction refers to customer evaluation of goods and services; whether these goods and services are able to persuade and satisfy customer or not?

Customer satisfaction is a very significant variable, which frequently is the focus of marketing and strategic management studies (Anjalika & Priyanath, 2018; Gong & Yi, 2018; Nobar & Rostamzadeh, 2018; Ruiz, González, & Zamora, 2018). Different studies have shown that Customer satisfaction is a major contributor to guarantee an organization's long-run profitability, customer retention behaviour, positive word of mouth and loyalty.

The findings of a quantitative study from 303 domestic tourists indicated that destination quality

significantly impact on tourists' satisfaction; and word of mouth is positively affected by destination quality and tourists satisfaction (Wang, Tran, & Tran, 2017). This research has significant practical implications for tourism planners and marketers of destination, such as the destination quality, tourists satisfaction, recommended to others, and competing with other destinations (Wang, Tran, & Tran, 2017). Researchers believe that destination image, destination perceived quality, and destination perceive value positively related to the customer satisfaction (Aliman, Hashim, Wahid, & Harudin, 2016). Moreover, they believe that the customer satisfaction will increase customers' positive behavioural intention. Teng and Shen (2014) in their quantitative study have revealed that satisfaction fully mediates the impact of WOM on four predictor variables of event destination: non- monetary, social and cultural values, economy expenditures and services expenditures system. Moreover, satisfaction partially mediates the impact of WOM on emotional values and beliefs (Teng & Shen, 2014).The results of a study on one hundred fifty domestic tourists in on one the main touristic destinations in Bali have shown that tourist satisfaction mediates the impact of destination image on tourist loyalty (Setiawan, 2014). The results reveal that destination attributes create a wonderful image of a destination in tourist mind, which increase their satisfaction and consequently their loyalty. The research on cruise tourism has examined the cruise passengers' destination image perception, their satisfaction with the destination and destination loyalty. the result show that cruise passengers who were evaluate destination image with the high quality they were more satisfied and be loyal to the destination. This study has emphasised on the success of the touristic destination, which is based on a systematic relationship between travel agents, passengers, crew, residents and tourists/ visitors satisfaction (Ruiz, González, & Zamora, 2018).

H3: Overall satisfaction mediates the impact of IAAM attributes on tourist word of mouth in Northern Cyprus.

H4: Overall satisfaction mediates the impact of IAAM attributes on tourist revisit intention in Northern Cyprus.

CHAPTER 5

METHODOLOGY

5.1 Introduction

This thesis measured destination attributes, tourists' overall satisfaction, revisit intention, and WOM in the Northern Cyprus. Direct impact of destination attributes on international tourists/visitors satisfaction, revisit intention and WOM have measured. Finally, the thesis has tested the mediatory role of international tourists/visitors overall satisfaction on the causal relationship between destination' attributes with their revisit intention and word of mouth. The researcher has done (a) design questionnaire, (b) collect data, and (c) analyze the data using SPSS via multiple-linear-regression analysis to evaluate study hypothesis. The following are the details of the study methodology.

This chapter provide information including research design, survey measurements, the sampling procedures and data collection, and data analysis.

5.2 Thesis Design

The current thesis is designed as quantitative research method, employing a survey approach based on deductive reasoning. Data collection is done by questionnaire. In particular, the thesis employed causal-relationship and mediating model to test study variables (destination attributes, overall satisfaction, revisit intention, and WOM) among a sample of international visitors and tourists who have visited integrated ancient architectural monuments in Northern Cyprus.

5.3 Sample and Data Collection

The population of this study is all international visitors and tourists who have visited integrated ancient architectural monuments in Northern Cyprus. Convenience sampling was utilized to select the study target sample. The sample includes 255 international tourist and visitors in 2019. The questionnaire was containing of a cover letter with an introduction and the purpose of the research, items related to thesis variables and demographic information.

5.4 Measurements

The questionnaire includes items to measure four study variables. All items have been used in previous studies. Eleven items will measure tourist motivation to travel North Cyprus, which is adapted from Vareiro, Remoaldo, and Ribeiro (2018). Sample: (a) Architectural heritage; (b) North Cyprus culture. Three items will measure destination cultural image, which is adapted from Vong (2013). Sample: (a) North Cyprus cultural heritage can demonstrate the history of byzantine culture; (b) North Cyprus has a depth of culture. Fifteen items will measure heritage site attributes and overall satisfaction with them, which is adapted from Boukas (2007) and Vong (2013). Sample: (a) Information about the sites; (b) Site interpretation and guiding service. Two items measure revisit intention and word of mouth, which is adapted from Vong (2013) and Vareiro, Remoaldo, and Ribeiro (2018). Sample: (a) intentions to return to visit other historical monument; (b) recommend to others. Finally, visitors will inquire about their demographic information.

5.5 Analysis Method

This is a quantitative research that uses structural equation modelling analysis of information gathered through questionnaire from the international tourist visiting North Cyprus. SPSS version 24 was applied to analysis the data. Once the data collection period was over, all data were entered in the statistical software. In the first step, reliability and validity of the measurement were tested. The analysis was based on descriptive statistics-tests and multiple linear regression analysis. First direct impact has been tested. Then the mediating analysis based on multiple linear regression analysis has been tested.

5.5.1 Descriptive statistics

The descriptive statistics were applied to measure central tendency, dispersion, shape, and distribution of data values. The mean and standard deviation (SD) were tested for all study variables (destination attributes, overall satisfaction, word of mouth, and revisit intention). Demographic information was analysed using frequency tables.

5.5.2 Multiple linear regression analysis

Multiple-linear-regression-analysis is the main popular type of linear-regressions-analysis. The multiple-linear-regression-analysis is a predictive analysis, which uses to describe the

relationships between a dependent variable and two or three independent variables. The independent variables may be in a form of continuous or categorical variables (Keith, 2014).

Multiple regression analysis was used to test the mediating hypothesis (H3 & H4). Multiple regression analysis can provide step by step the analysis process with the reliable and valid results. In current thesis, multiple regression analysis was applied to test the mediatory role of overall satisfactions in the causal relationship of destination attributes and word of mouth (H3), and revisit intention (H4). The process is as follow: in the first step demographic information (e.g. age, education, and income) enters to the analysis. In the second step, predictor (destination attributes) will enter to the analysis, and in the third step the mediator (overall satisfaction will enter the analysis to measure two outcome variables (revisit intention and word of mouth).

CHAPTER 6
RESULT

6.1 Introduction

The purpose of current thesis is to evaluate the causal relationships between study variables. The current thesis aims to evaluate the direct impact of architectural integrated monument attributes on tourists/visitors overall satisfaction, their re-visit intentions, and their WOM. In addition, this thesis aims to evaluate the direct impact of tourists/visitors overall satisfaction on their WOM and re-visit intentions. The main focus of this thesis is on mediating role of overall satisfaction. This thesis evaluates the mediatory role of tourists/visitors overall satisfaction in the causal relationships of destination attributes with their re-visit intentions and WOM (please see Figure 6.1).
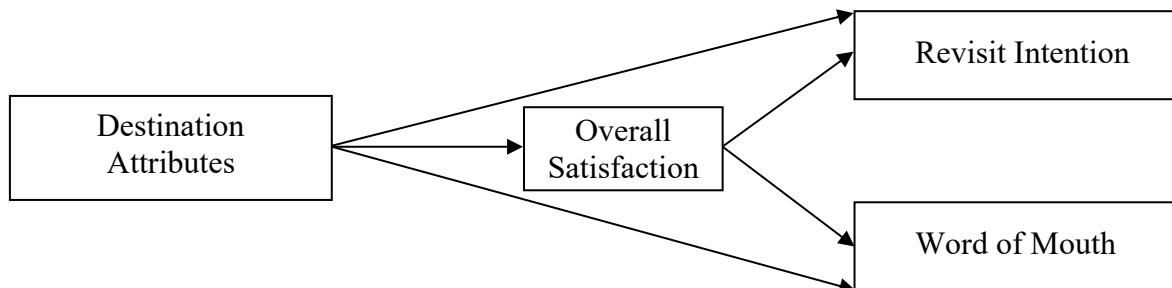
Figure 6.1: Proposed Research Model (Author, 2019)

6.2 Descriptive Analysis

The mean and standard deviation (SD) were tested for all study variables (destination attributes, overall satisfaction, word of mouth, and revisit intention). Demographic information was analyzed using frequency tables. The results demonstrate considerable correlations for all variables (Please see appendix 2).

Table 6.1: Inter-scale correlation

Constructs	Age	Education	Marital	Destination attributes	Overall Satisfaction	WOM	Revisit Intention
Age	1						
Education	-.293**	1					
Marital	.563**	-.160*	1				
Destination attributes	-.036	-.104	-.073	1			
Overall Satisfaction	.009	-.059	-.113	.370**	1		
WOM	.013	-.015	-.056	.290*	.285*	1	
Revisit Intention	-.040	.003	-.111	.235**	.344*	.657*	1
Mean	2.964	4.627	.497	2.949	3.449	3.791	4.147
SD	1.547	1.547	.510	.555	.870	.838	.688

Note: SD= standard deviation. * Probability-value < .001, ** Probability-value < .05 (2-tailed test).

6.3 Hypothesis Test Results

Integrated ancient architecture attributes as an independent variable; WOM and re-visit intentions as dependent variables and overall satisfaction as a mediator were entered in the analysis.

As can be seen in (Table 6.1) the result shows that Integrated architectural monuments attributes have a positive direct effect on tourist overall satisfaction (β =.370; p<.001), revisit intention (β =.235; p<.001), and word of mouth (β =.290; p< .001). In addition, the results show that overall satisfaction positively and significantly effects on tourists re-visit intentions (β =.344; p<.001) and word of mouth (β =.285; p<. 001). In support of H3, mediating analysis result confirms our hypothesis that overall satisfaction mediates positive impacts of IAAM attributes on tourists word of mouth (β= .205; p<.01). Moreover, In support of H4, mediating analysis result confirms our hypothesis that overall satisfaction mediate positive impacts of integrated architectural monuments attributes on tourists revisit intention (β = .297; p<.001).

Table 6.2: Regression Results: direct and indirect effects

Variable	Word of Mouth			
	β	t	β	t
Step1				
Int. Arch. Mon. attributes	.290*	4.522	.214	3.156**
Step 2				
Overall satisfaction			.205	3.032**
F	*20.448**		*15.198**	
R^2 at each step	.084		.120	
$\triangle^2$			.036	

*Note:*** Probability-value<.05,** Probability-value<.01,* Probability-value<.0001 (2-tailed test).

Table 6.3: Regression Result: direct and indirect impacts

Variable	Revisit Intention			
	β	t	β	t
Step1				
Int. Arch. Mon. attributes	.235*	3.615	.125	1.862****
Step 2				
Overall satisfaction			.297	4.414*
F	*13.067**		*16.816**	
R^2 at each step	.055		.132	
$\triangle^2$			.077	

*Note:**** Probability-value<0.10, ***Probability-value<0.05,** Probability-value<0.01,* Probability-value<0.0001 (2-tailed test).

6.4 Summary of Results

H1: IAAM positively impact on tourist word of mouth in Northern Cyprus. Accepted
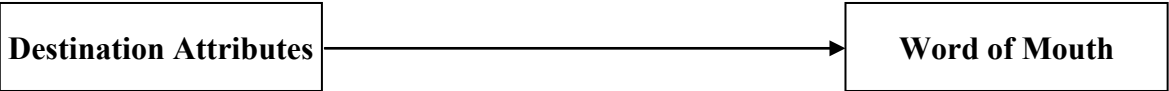
| Destination Attributes | ⟶ | Word of Mouth |

H2: IAAM attributes positively impact on tourist revisit intention in Northern Cyprus. Accepted

| Destination Attributes | ⟶ | Revisit Intention |
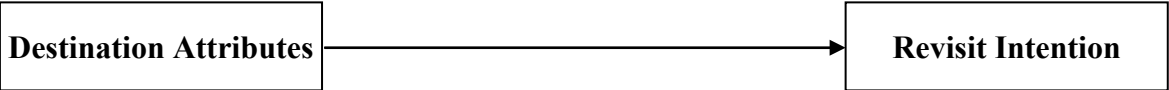
H3: The impact of IAAM attributes on tourist word of mouth mediates by tourists/visitors' overall satisfaction in Northern Cyprus. Accepted

H4: The impact of IAAM attributes on tourist revisit intention mediates by tourists/visitors' overall satisfaction in Northern Cyprus. Accepted
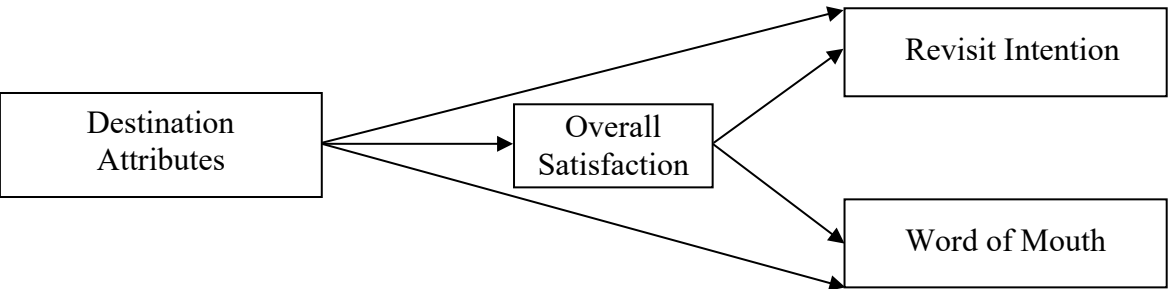
CHAPTER 7
CONCLUSION

7.1 Introduction

This thesis measured destination attributes, international visitors and tourists' overall satisfactions, their re-visit intention, and WOM in Northern Cyprus. Direct impact of destination attributes on international visitors and tourists satisfaction, re-visit intentions and WOM have measured. Finally, the thesis has tested the mediatory role of visitors and tourists overall satisfactions on the causal relationships between destination' attributes with their re-visit intentions and WOM. The current thesis is designed as quantitative research method, employing a survey approach based on deductive reasoning. The population of this study is all international visitors and tourists who have visited integrated ancient architectural monuments in Northern Cyprus. Convenience sampling was utilized to select the study target sample. The sample includes 255 international tourist and visitors in June 2019. The Statistical Packages for Social Science (SPSS) version 24 was applied to analysis thesis data. The analysis was based on descriptive statistics-tests and multiple linear regression analysis. First direct impact has tested. Then the mediating analysis based on multiple linear regression analysis has been tested. Multiple-regressions-analysis is used to evaluate the mediating hypotheses (H3 & H4). In current thesis, this analysis is used to evaluate the mediatory role of overall satisfaction in the causal relationships of destination attributes and word of mouth (H3), and revisit intention (H4).

7.2 Discussion

As proposed before hypothesis 1 is supported. This hypothesis asserts that integrated ancient architectures positively impact on tourist word of mouth in Northern Cyprus. This result is consistent with Khuong and Bao (2017) and Papadimitriou, Kaplanidou, & Apostolopouloun (2018), which found destination image positively impacts on tourists' word of mouth. The intention to participate in positive word of mouth, which can be a very powerful tool to attract new tourists strongly, depends on overall positive assessment of a destination and a high level of destination attributes (Konecnik & Gartner, 2007). The impact of the destination image and attributes is very important in choosing the favourite destination for tourist; as well advise to

others for the particular places (Mehmood, Liang, & Gu, 2018). The recognition and classification of the most related factors, which affect tourist satisfaction in the destination, may assist to discover and categorize target markets. Heritage/cultural attraction atmosphere are measure by ambient environmental elements, blueprint and designed environmental factors, and social environmental elements (Bonn et al., 2007). This Stimulus- Organism-Response paradigm o heritage/cultural attraction positively impact on feelings toward a cultural heritage attraction and WOM intentions (Bonn, et al., 2007). Northern Cyprus is rich in terms of cultural heritage. The results show that integrated ancient architectures attributes of Northern Cyprus positively impact on foreign tourists' word of mouth, which is significant in promoting cultural tourism in northern Cyprus.

As proposed before, hypothesis 2 is supported. This hypothesis asserts that integrated ancient architectures attributes positively impact on tourist revisit intention in Northern Cyprus. This result is consistent with Vareiro, Remoaldo, and Ribeiro (2018), Likoum (2015) and Sahin and Baloglu (2011) that examine the destination attributes effects on tourists/visitors revisit intention. The results show the same positive impacts. Researchers have consensus regarding the significant impact of destination image and attributes on tourists' behaviour (O''Leary and Deegan, 2003). Destinations' images as a collection of values and information of tourists' evaluation strongly impact on their behaviour. Reviewing different studies has revealed that the destination attributes impact not only the tourists decision making but also itwill impact on their revisit behaviour (Ragavan, Subramonian, & Sharif, 2014). This thesis states that the integrated architectural monument can create a unique image on tourists mind and influence on overall perception of the destination. The integrated ancient architectures as a destination image have a potential to meet the tourists expectations and delight them by providing a unique and unforgivable experience, which encourage them to revisit the place.

The results show that integrated ancient architectures attributes of northern Cyprus positively impacts on foreign tourists' revisit intention, which is significant in promoting cultural tourism in northern Cyprus.

As proposed before, hypothesis 3 and 4 are supported. These hypotheses assert that overall

satisfaction mediates the impact of integrated ancient architectures attributes on tourist WOM and re-visit intentions in Northern Cyprus. The results of these results are in a line with the results of (Wang, Tran, & Tran, 2017), Teng and Shen (2014) and (Ruiz, González, & Zamora, 2018) studies. Researchers believe that destination image, destination perceived quality, and destination perceive value positively related to the customer satisfaction (Aliman, Hashim, Wahid, & Harudin, 2016). Moreover, they believe that the customer satisfaction will increase customers' positive behavioural intention and their positive word of mouth about the given destination. There are many monuments in Northern Cyprus. Among them, integrated ancient architectures have special place in Northern Cyprus. The integrated ancient architectures represent the history of a country, and the capital to attract those tourists who are interested in history. Many researchers agree on the impact of destination attributes on tourists' behaviours. Destination attributes are mixing of different variety of elements, which attract people to a destination. The destination attributes are important because tourists compare the destinations attributes when they want to select a particular destination. There are different criteria of destinations attributes to create destinations image (Mahdzar, Shuib, Ramachandran, & Afandi, 2015). Tourists' goal for travelling to different parts of the world is to take advantage of the touristic destinations attractions. It is believed that the satisfaction of tourists makes the return and continuation of travel to the destination, on the one hand, and encouraging friends and acquaintances to visit the city of destination, thus contributing to the continuity and sustainability of tourism and economic prosperity in the area. Tourists overall satisfaction is crucial for destinations business survival (Pizam, Shapoval, & Ellis, 2016) because in most cases it leads to visitors and tourists re-visit intentions and WOM (Tsai & Chung, 2012). When tourists are satisfied with a destination attributed most probably their re-visit intentions and WOM will increase.

7.3 Theoretical Contribution

Although the destination attributes have been popular for several decades among tourism planners, the limited academic studies paid attention to the architectural monuments in the tourism context (Vareiro, Remoaldo, & Ribeiro, 2018). The focus of the present thesis is to introduce and evaluate the integrated ancient architectures in Northern Cyprus. The results of these study contribute in related literature since, there is a limit understanding of tourist behaviour within the integrated ancient architectures attributes in Northern Cyprus. Therefore, the findings of this study

meet the need to further examination regarding to the tourists' behaviour and attitude, such as experiences, satisfaction, and behavioural reaction such as re-visit intentions, and WOM to better understanding the tourists' perception of the integrated ancient architectures attributes.

7.4 Practical Contribution

The findings of this thesis have a very significant managerial implication. The results of the present thesis introduce Northern Cyprus integrated architectural monument, as well as presenting suggestions on Northern Cyprus supply tourism management. Northern Cyprus integrated ancient architectures have a high potential to show this island as a historical place to the world. It can be a significant source of income for the Northern Cyprus, which its economy strongly supported by tourism system. Introducing Northern Cyprus as a cultural and historical touristic destination would be strategic decision to improve destinations GDP. Integrated ancient architectures can have a specific economic value. As government invest to the maintenance and conservation of monuments, they can earn revenue from tourist and visitor who visit them. There are unique integrated ancient architectures with a high potential for creating cultural destination in this small island. Tourism suppliers by introducing these integrated ancient architectures to the world can create a cultural and historical tourism in the island. Increasing tourism arrival in the island leads to higher revenue and income. This research has significant practical implications for tourism planners and marketers of destination, such as the destination quality, tourists' satisfaction, recommended to others,   and competing with other destinations.

Tourism has become a significant economic and leisure activity due to its increasing acceptance and its benefits. Therefore, countries operate in numerous marketing and advertising activities to attract more domestic and international visitors/tourists, and improve their satisfactions. If destinations can recognize and meet the customers' needs and desires, these visitors/tourists are likely to revisit the designations and will recommend the destinations to others. Researchers have debated regarding to the close relationships between psychological constructs, such as motivations, attitudes, perceptions, and satisfactions.

The cultural and natural heritage has attracted the attention of the world over the past half century. Many people around the world are interested in the protection of prominent monuments and

traditional places. Tourism industry is expressed as a driving power for regional and sub-regional growth and development. Flourishing tourism may add to government revenue, rise employment rate, and increase local income. How to attract visitors and tourists to visit destinations again or recommend destinations to others is crucial for developing a successful travel destination. We hope this thesis could be contributed to introduce Northern Cyprus as a historical tourism destination to the world.

7.5 Limitation and Future Research

This thesis has some limitations. First the sample size is small. Therefore, it is proposed to researchers for future studies select a larger sample. Second, the sample was including international tourists; it is proposed to choose mix international and domestic tourists and visitors for future studies. Third, the study has focused on four integrated ancient architecture in Northern Cyprus, it is proposed to introduce and study on more historical places in this island. Fourths, this study has focused on integrated ancient architecture, it is proposed for future studies to introduce and study on other types of unique natural and man-made architecture in Northern Cyprus.

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APPENDICES

APPENDIX 1

ANALYSIS

CORRELATION

Descriptive Statistics

	Mean	Std. Deviation	N
OS1	3,4489	,87030	225
RI1	3,7911	,83768	225
WOM1	4,1467	,68842	225
DA	2,9494	,55521	225

Correlations

		OS1	RI1	WOM1	DA
OS1	Pearson Correlation	1	,344[**]	,285[**]	,370[**]
	Sig. (2-tailed)		,000	,000	,000
	N	225	225	225	225
RI1	Pearson Correlation	,344[**]	1	,657[**]	,235[**]
	Sig. (2-tailed)	,000		,000	,000
	N	225	225	225	225
WOM1	Pearson Correlation	,285[**]	,657[**]	1	,290[**]
	Sig. (2-tailed)	,000	,000		,000
	N	225	225	225	225
DA	Pearson Correlation	,370[**]	,235[**]	,290[**]	1
	Sig. (2-tailed)	,000	,000	,000	
	N	225	225	225	225

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

H1

Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	,290[a]	,084	,080	,66035

a. Predictors: (Constant), DA

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,917	1	8,917	20,448	,000[a]
	Residual	97,243	223	,436		
	Total	106,160	224			

a. Predictors: (Constant),DA

b. Dependent Variable:WOM1

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,087	,238		12,944	,000
	DA	,359	,079		4,522	,000
				,290		

a. Dependent Variable: WOM1

H2

Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	,235ª	,055	,051	,81599

a. Predictors: (Constant), DA

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,701	1	8,701	13,067	,000ª
	Residual	148,482	223	,666		
	Total	157,182	224			

a. Predictors: (Constant),DA

b. Dependent Variable:RI1

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,744	,295		9,312	,000
	DA	,355	,098	,235	3,615	,000

a. Dependent Variable: RI1

H3

Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	,290ᵃ	,084	,080	,66035
2	,347ᵇ	,120	,112	,64855

a. Predictors: (Constant),DA

b. Predictors: (Constant), DA,OS1

ANOVAᶜ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	n	8,917	1	8,917	20,448	,000ᵃ
	Residual	97,243	223	,436		
	Total	106,160	224			
2	Regression	12,784	2	6,392	15,197	,000ᵇ
	Residual	93,376	222	,421		
	Total	106,160	224			

a. Predictors: (Constant),DA

b. Predictors: (Constant), DA,OS1

c. Dependent Variable:WOM1

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,087	,238		12,944	,000
	DA	,359	,079		4,522	,000
				,290		
2	(Constant)	2,804	,252		11,125	,000
	DA	,265	,084	,214	3,156	,002
	OS1	,163	,054	,205	3,032	,003

a. Dependent Variable: WOM1

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	,235[a]	,055	,051	,81599
2	,363[b]	,132	,124	,78414

Model Summary

a. Predictors: (Constant),DA

b. Predictors: (Constant), DA,OS1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,701	1	8,701	13,067	,000[a]
	Residual	148,482	223	,666		
	Total	157,182	224			
2	Regression	20,680	2	10,340	16,816	,000[b]
	Residual	136,502	222	,615		
	Total	157,182	224			

H4

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,744	,295		9,312	,000
	DA	,355	,098	,235	3,615	,000
2	(Constant)	2,247	,305		7,372	,000
	DA	,189	,102	,125	1,862	,064
	OS1	,286	,065	,297	4,414	,000

TM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	181	62,2	80,4	80,4
	First Visit	37	12,7	16,4	96,9
	Repit	7	2,4	3,1	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	100	34,4	44,4	44,4
	First Visit	113	38,8	50,2	94,7
	Repit	12	4,1	5,3	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	210	72,2	93,3	93,3
	First Visit	12	4,1	5,3	98,7
	Repit	3	1,0	1,3	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	214	73,5	95,1	95,1
	First Visit	8	2,7	3,6	98,7
	Repit	3	1,0	1,3	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

85

TM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	216	74,2	96,0	96,0
	First Visit	8	2,7	3,6	99,6
	Repit	1	,3	,4	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	218	74,9	96,9	96,9
	First Visit	7	2,4	3,1	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	192	66,0	85,3	85,3
	First Visit	29	10,0	12,9	98,2
	Repit	4	1,4	1,8	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	217	74,6	96,4	96,4
	First Visit	3	1,0	1,3	97,8
	Repit	4	1,4	1,8	99,6
	3	1	,3	,4	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	175	60,1	77,8	77,8
	First Visit	29	10,0	12,9	90,7
	Repit	21	7,2	9,3	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	146	50,2	64,9	64,9
	First Visit	68	23,4	30,2	95,1
	Repit	11	3,8	4,9	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

TM11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No motivation	159	54,6	70,7	70,7
	First Visit	59	20,3	26,2	96,9
	Repit	7	2,4	3,1	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

CI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1,0	1,3	1,3
	Disagree	17	5,8	7,6	8,9
	Neutral	62	21,3	27,6	36,4
	Agree	108	37,1	48,0	84,4
	Strongly Agree	35	12,0	15,6	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

CI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1,7	2,2	2,2
	Disagree	4	1,4	1,8	4,0
	Neutral	26	8,9	11,6	15,6
	Agree	126	43,3	56,0	71,6
	Strongly Agree	64	22,0	28,4	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

CI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3,4	4,4	4,4
	Disagree	24	8,2	10,7	15,1
	Neutral	44	15,1	19,6	34,7
	Agree	85	29,2	37,8	72,4
	Strongly Agree	62	21,3	27,6	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1,0	1,3	1,3
	Disagree	54	18,6	24,0	25,3
	Neutral	133	45,7	59,1	84,4
	Agree	24	8,2	10,7	95,1
	Strongly Agree	11	3,8	4,9	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	4,8	6,2	6,2
	Disagree	76	26,1	33,8	40,0
	Neutral	87	29,9	38,7	78,7
	Agree	37	12,7	16,4	95,1
	Strongly Agree	11	3,8	4,9	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	5,8	7,6	7,6
	Disagree	33	11,3	14,7	22,3
	Neutral	136	46,7	60,7	83,0
	Agree	27	9,3	12,1	95,1
	Strongly Agree	11	3,8	4,9	100,0
	Total	224	77,0	100,0	
Missing	System	67	23,0		
Total		291	100,0		

DA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3,4	4,4	4,4
	Disagree	51	17,5	22,7	27,1
	Neutral	130	44,7	57,8	84,9
	Agree	26	8,9	11,6	96,4
	Strongly Agree	8	2,7	3,6	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	4,8	6,2	6,2
	Disagree	57	19,6	25,3	31,6
	Neutral	115	39,5	51,1	82,7
	Agree	22	7,6	9,8	92,4
	Strongly Agree	17	5,8	7,6	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1,0	1,3	1,3
	Disagree	20	6,9	8,9	10,2
	Neutral	55	18,9	24,4	34,7
	Agree	71	24,4	31,6	66,2
	Strongly Agree	76	26,1	33,8	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

92

DA7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	,7	,9	,9
	Disagree	23	7,9	10,2	11,1
	Neutral	103	35,4	45,8	56,9
	Agree	71	24,4	31,6	88,4
	Strongly Agree	25	8,6	11,1	99,6
	6	1	,3	,4	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	7,2	9,3	9,3
	Disagree	55	18,9	24,4	33,8
	Neutral	94	32,3	41,8	75,6
	Agree	44	15,1	19,6	95,1
	Strongly Agree	11	3,8	4,9	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

93

DA9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	5,8	7,6	7,6
	Disagree	34	11,7	15,1	22,7
	Neutral	89	30,6	39,6	62,2
	Agree	58	19,9	25,8	88,0
	Strongly Agree	27	9,3	12,0	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	58	19,9	25,8	25,8
	Disagree	60	20,6	26,7	52,4
	Neutral	63	21,6	28,0	80,4
	Agree	29	10,0	12,9	93,3
	Strongly Agree	15	5,2	6,7	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	59	20,3	26,2	26,2
	Disagree	76	26,1	33,8	60,0
	Neutral	55	18,9	24,4	84,4
	Agree	26	8,9	11,6	96,0
	Strongly Agree	9	3,1	4,0	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	7,6	9,8	9,8
	Disagree	46	15,8	20,4	30,2
	Neutral	84	28,9	37,3	67,6
	Agree	56	19,2	24,9	92,4
	Strongly Agree	17	5,8	7,6	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	6,5	8,4	8,4
	Disagree	48	16,5	21,3	29,8
	Neutral	113	38,8	50,2	80,0
	Agree	36	12,4	16,0	96,0
	Strongly Agree	9	3,1	4,0	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

DA14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2,7	3,6	3,6
	Disagree	32	11,0	14,2	17,8
	Neutral	118	40,5	52,4	70,2
	Agree	49	16,8	21,8	92,0
	Strongly Agree	18	6,2	8,0	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

OS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	,7	,9	,9
	Disagree	16	5,5	7,1	8,0
	Neutral	121	41,6	53,8	61,8
	Agree	51	17,5	22,7	84,4
	Strongly Agree	35	12,0	15,6	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

RI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	,3	,4	,4
	Disagree	18	6,2	8,0	8,4
	Neutral	47	16,2	20,9	29,3
	Agree	120	41,2	53,3	82,7
	Strongly Agree	39	13,4	17,3	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

WOM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	2,4	3,1	3,1
	Neutral	18	6,2	8,0	11,1
	Agree	135	46,4	60,0	71,1
	Strongly Agree	65	22,3	28,9	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	58	19,9	25,9	25,9
	28-37	40	13,7	17,9	43,8
	38-47	35	12,0	15,6	59,4
	48-57	34	11,7	15,2	74,6
	58 and Above	57	19,6	25,4	100,0
	Total	224	77,0	100,0	
Missing	System	67	23,0		
Total		291	100,0		

EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary school	1	,3	,4	,4
	high school	26	8,9	11,6	12,0
	college	28	9,6	12,4	24,4
	university	170	58,4	75,6	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	117	40,2	52,0	52,0
	famale	105	36,1	46,7	98,7
	2	2	,7	,9	99,6
	4	1	,3	,4	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

MARITIAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	114	39,2	50,7	50,7
	married	110	37,8	48,9	99,6
	2	1	,3	,4	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

NOMBERTR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	monthly	24	8,2	10,7	10,7
	seasonally	107	36,8	47,6	58,2
	yearly	94	32,3	41,8	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

BIRTHPLACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asia	28	9,6	12,4	12,4
	Asia Pasific	2	,7	,9	13,3
	Eroupe	149	51,2	66,2	79,6
	Africa	16	5,5	7,1	86,7
	Middle East	26	8,9	11,6	98,2
	Australia	2	,7	,9	99,1
	America	2	,7	,9	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

salary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1000	53	18,2	23,6	23,6
	1000-2000	74	25,4	32,9	56,4
	2000-3000	52	17,9	23,1	79,6
	3000 and above	46	15,8	20,4	100,0
	Total	225	77,3	100,0	
Missing	System	66	22,7		
Total		291	100,0		

APPENDIX 2
SURVEY QUESTION

Dear Participant,

As part of my M.A. thesis at the Near East University, faculty of architecture in North Cyprus, I am conducting a survey to explore the tourists' satisfactions with integrated ancient architecture attributes in North Cyprus. This scale is part of my research study in order to examine the role of integrated ancient architecture attributes on tourists overall satisfaction, revisit intentions and positive word of mouth (WOM). By filling in the following scale, you agree to participate in this study.

Please note that your participation in the study is voluntary. Your identity will not be revealed in any case to third parties. No need to reveal your name. The data collected during the course of this study will be used for academic master research purposes only and may be presented at national/international academic meetings and/or publications. In case you have any questions or concerns, please contact us using the information below.

Your kind participation is highly appreciated.

Shika Shayegan
Architecture Department
Near East University
shikashayegan@yahoo.com

Part1. Listed below are tourists' motivations to travel to North Cyprus. Please by placing a tick indicate your motivations.

	First visit	Repeat
Being World Heritage Site		
Touring, visiting cities in the region		
Business		
Religious motivation		
Gastronomy and wines		
Conferences and seminars		
Cultural activities		
Sports events		
Visiting family and friends		
North Cyprus culture		
Architectural heritage		

Part2. Listed below are destination cultural image items. For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
North Cyprus cultural heritage can demonstrate the history of byzantine culture					
North Cyprus has a depth of culture					
North Cyprus' history and culture is one of the reasons for my visit					

Part 3. Listed below are heritage site attributes items and overall satisfaction with them

	Poor	Fair	Good	Very Good	Excellent
Signage within the sites					
Cleanliness					
Accessibility to and from the sites					
Site maintenance					
Signposting to and from site					
Scenery along the way					
Authenticity					
Information about the sites					
Staff attitude					
Resting areas for visitors					
Uniqueness of souvenirs					
Site interpretation and guiding service					
Variety of exhibits and displays					
Crowdedness					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Overall Satisfaction					

Part 4. Listed below is intention to revisit and recommend items. Please rate them.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Intention to return to visit other historical monument					
Recommend to others					

Part 5.

	Educational Level		*Gender*		*Marital Status*

Age

18-27 ( )	Primary school	( )	Male	(	Single ()
28-37 ( )	Middle school	( )	Female	(	Married ()
38-47 ( )	High school	( )			
48-57 ( )	College	( )			
58- Above ( )	University	( )			

How often have you been travelling?

Monthly   ()

Seasonally ()

Yearly   ()

Birth Place

Asia ( )   Asia Pacific ( )   Europe ( ) Africa ()   Middle East ( )

Australia ( ) America ()

Your average salary (Per month/in Dollars):

0 up to 1000$ ()   1000 up to 2000$ ( )   2000 up to 3000$ ()   3000$ and more( )

Thank You for your Valuable Contribution

APPENDIX 3

ETHIC COMISION APPROVAL PAPER

YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

30.05.2019

Dear Shika Shayegan

Your application titled **"The role of integrated ancient architecture attributes in promoting tourism destination Case study: North Cyprus"** with the application number YDÜ/FB/2019/65 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this documen

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