

# Pluri-Cultural Heritage of Nicosia: Actual Usage, Potentials and Constraints

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# Agenda

- 1) The situation of cypriot tourism as frame condition
- 2) Cultural tourism as an option for diversifying the cypriot product
- 3) Actual situation of heritage sites in Nicosia
- 4) Empirical findings from an visitor survey
  - Valorisation of existing sights
  - Cultural tourism potential
- 5) Conclusions and perspectives

# Cypus: crossroad of different civilizations



[userpage.fu-berlin.de](http://userpage.fu-berlin.de)

# External influence as a historic constant

- Bronze Age (2500-1050 B.C.) *Hyksos-Spain; Egyptians*
- Cypro-Archaic Period (725-475 B.C.) *Assyrians, Egyptians, Persians*
- Cypro-Classic Period (475-325 B.C.) *Persians*
- Hellenistic Period (325-58 B.C.)
- Roman Period (58 B.C.-326 )
- Byzantine Period (327-1191)
- Crusades (1191-1489)
- Venetian Period (1489-1571)
- Ottoman Period (1571-1878)
- British Regnancy (1878-1960)
- Independence (1960): *protecting powers GB, GR, TR*

# Cyprus: one island, two, three, four ..... territories



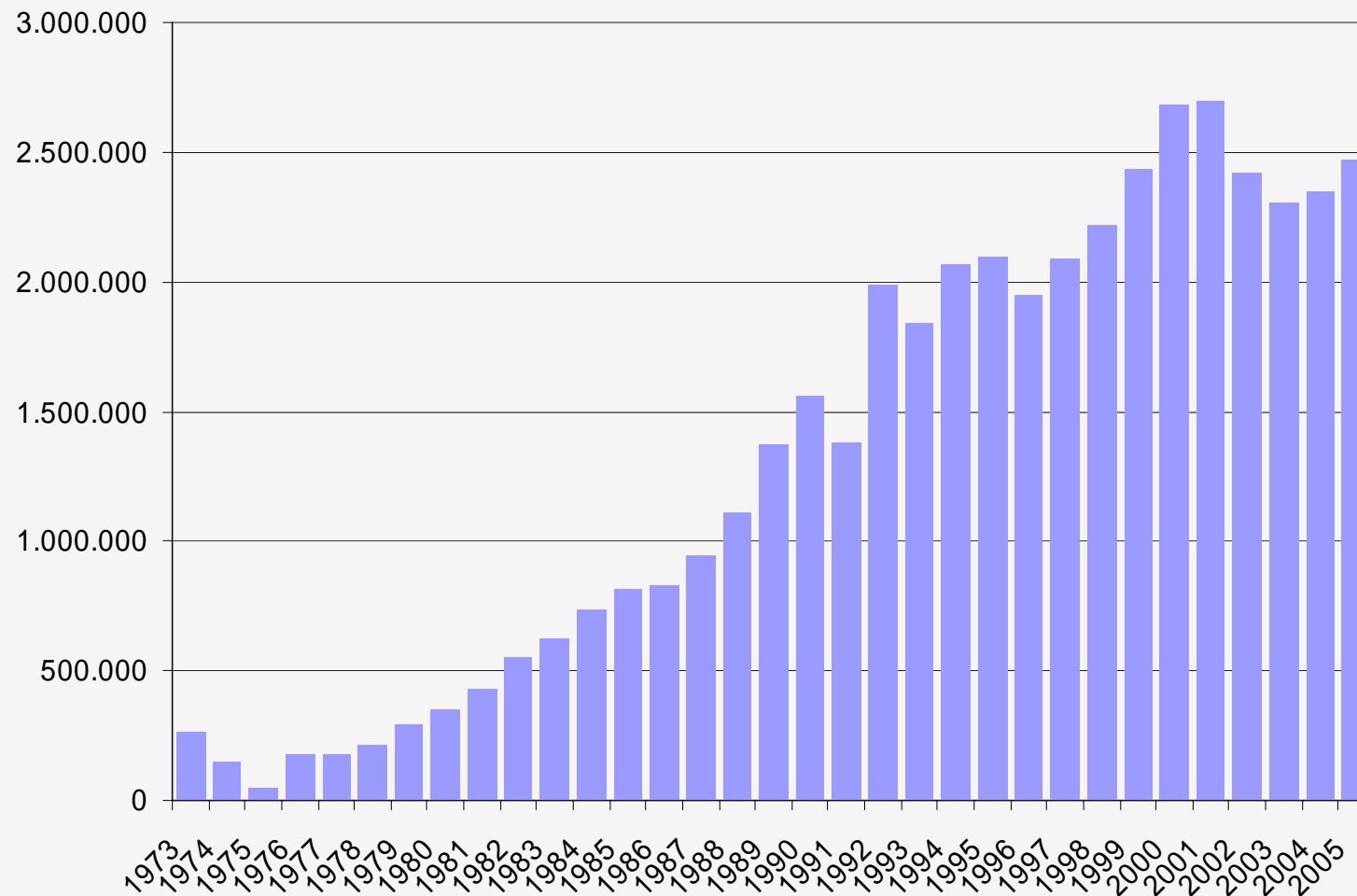


# Sun & Beach Segment a Cash Cow



[www.nenadivane.ru/images/stories/map/cyprus.jpg](http://www.nenadivane.ru/images/stories/map/cyprus.jpg)

# Greek Cypriot Area: International Arrivals



[www.mof.gov.cy/](http://www.mof.gov.cy/)

# Golf tourism as a „traditional“ strategie for diversification





# Agro- and nature oriented tourism as options



# Cultural heritage offers further potentials





# Nicosia Masterplan







## The actual situation for tourism in Nicosia´s walled city

- Nicosia serves mainly for day-trips from the “sun & beach” resorts
- Nicosia´s walled city was substantially upgraded in the recent years by the UN-Masterplan:
  - Rehabilitation of cultural heritage
  - Upgrading Ledra street (pedestrian area)
  - Financing renovation of traditional architecture, etc.

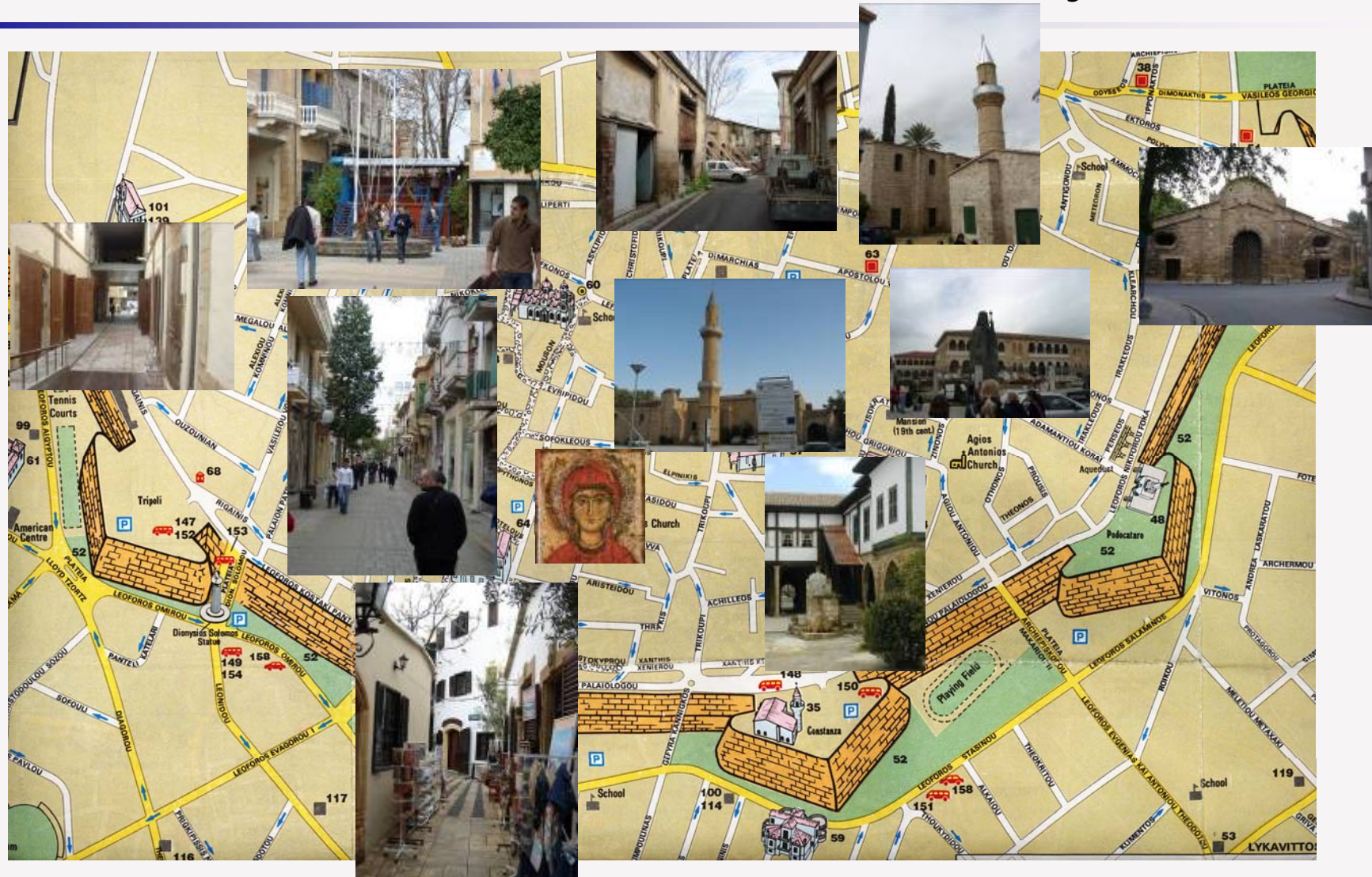
=> Nicosia is constantly upgrading its tourism attractiveness!







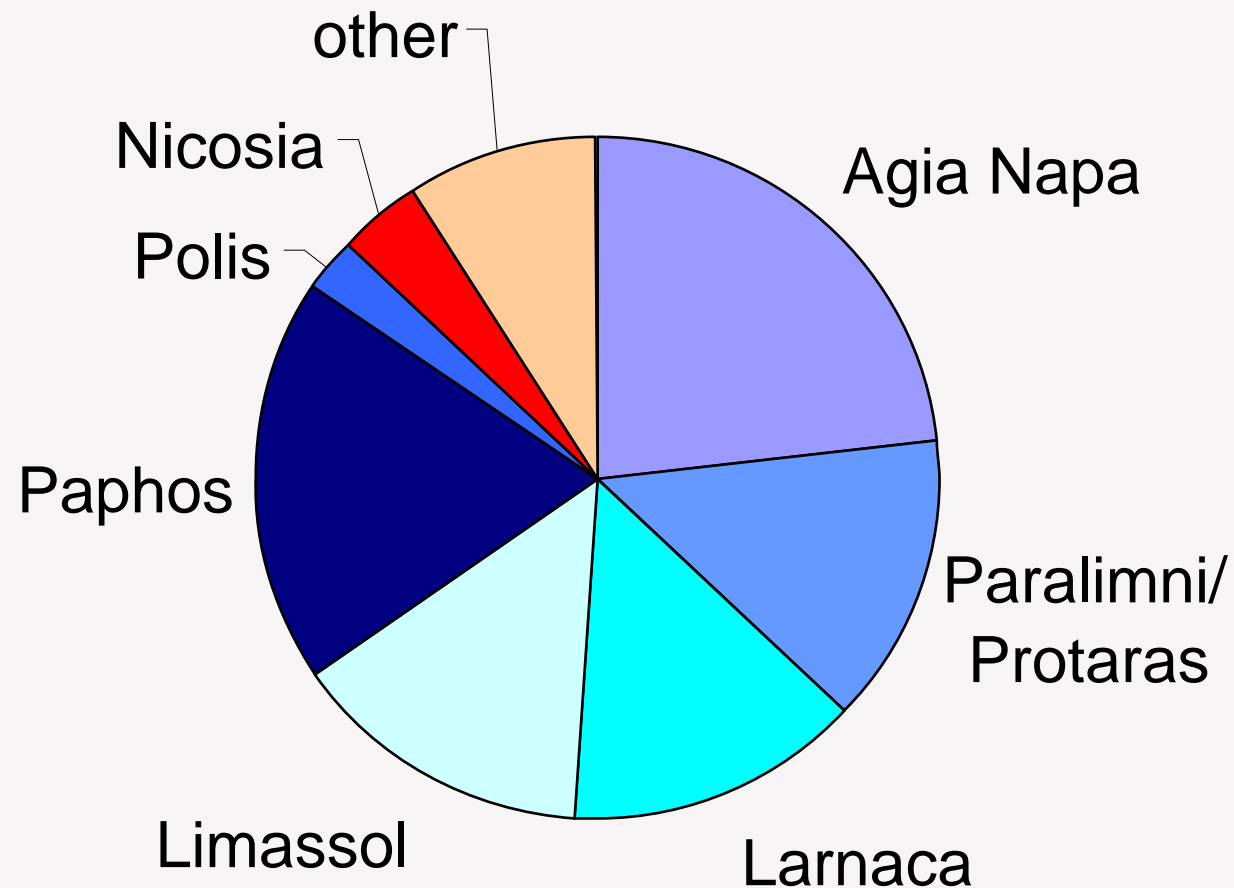
# Tourism attractions in the walled city



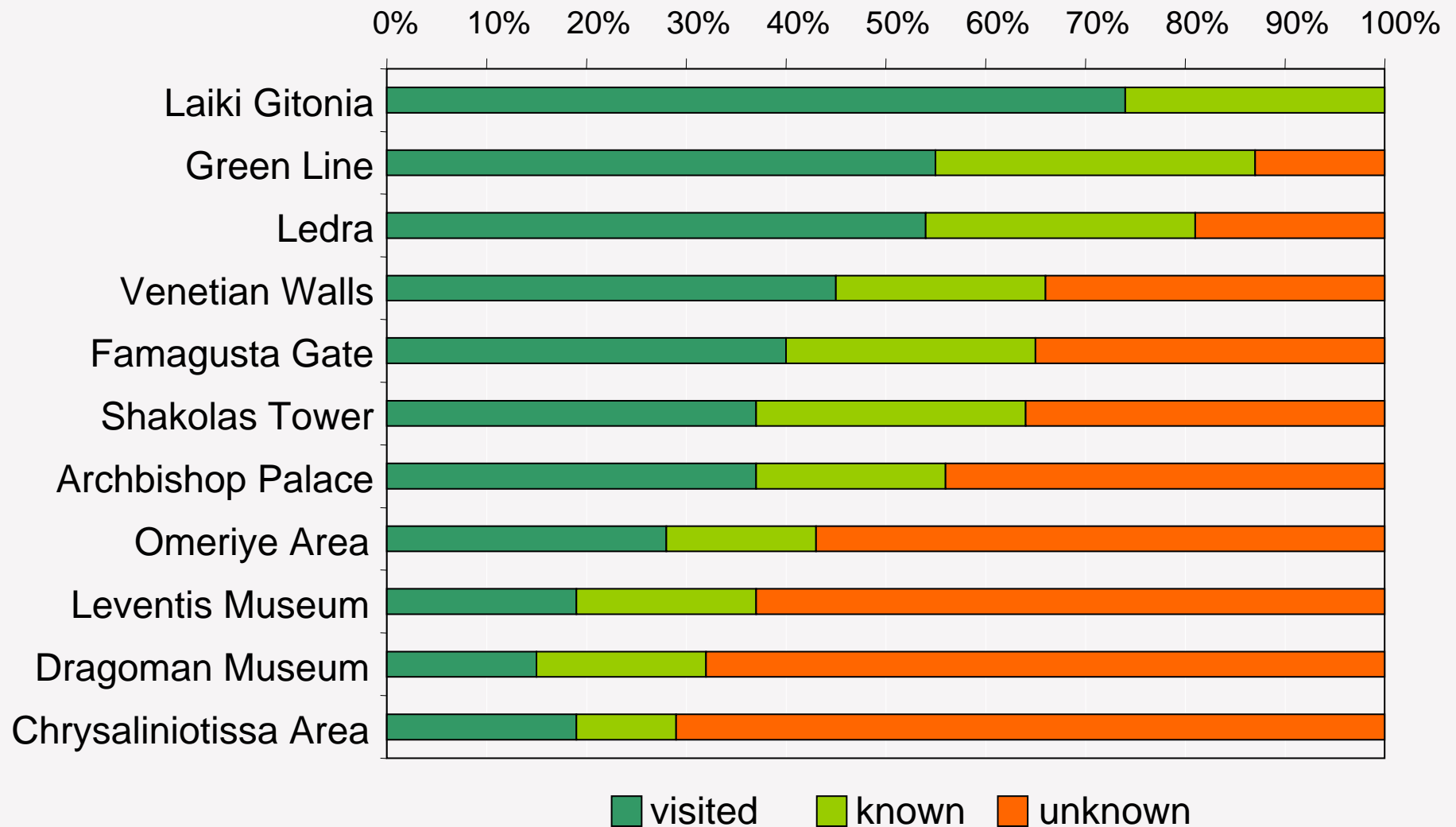
## Empirical findings from an visitor survey

- Identification of the tourism situation
  - Orientation of tourists within the walled city
  - Interests of tourists within the walled city
  - Cognition of tourists on attractions within the walled city
  - Satisfaction of tourists within the walled city in relation to their interest
- => Identification of the tourism potential of the walled city of Nicosia.
- Methodology
  - Cooperation between the CTO, the Municipality of Nicosia, the University of Trier and the Intercollege, a survey based using a standardized questionnaire was performed in September 2006
  - 250 face to face interviews were performed by German students on 6 different locations within the walled city

## Location of stay in Cyprus

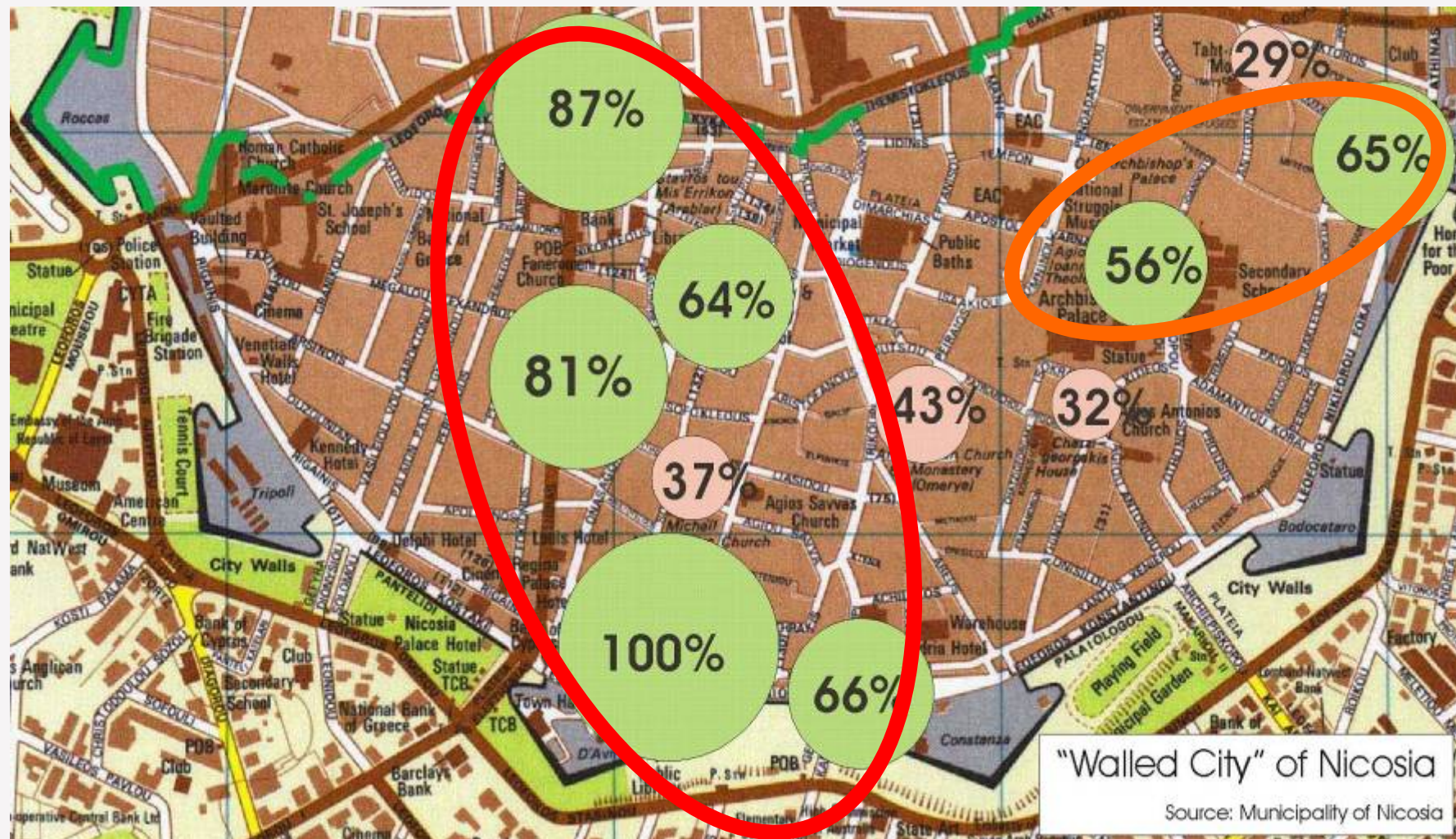


# Cognition of sights

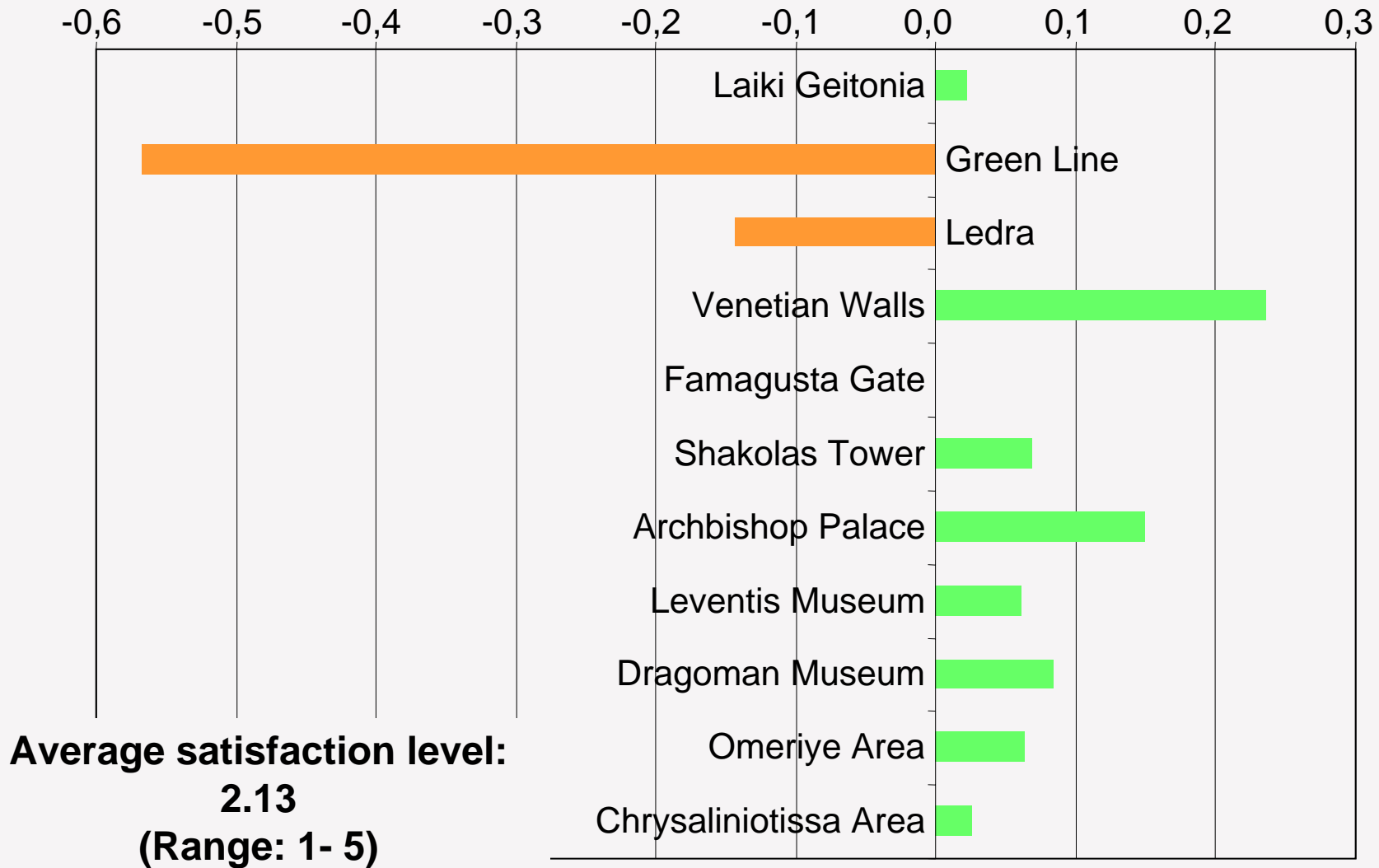




## Concentration of tourism activity



# Attractivity of sights



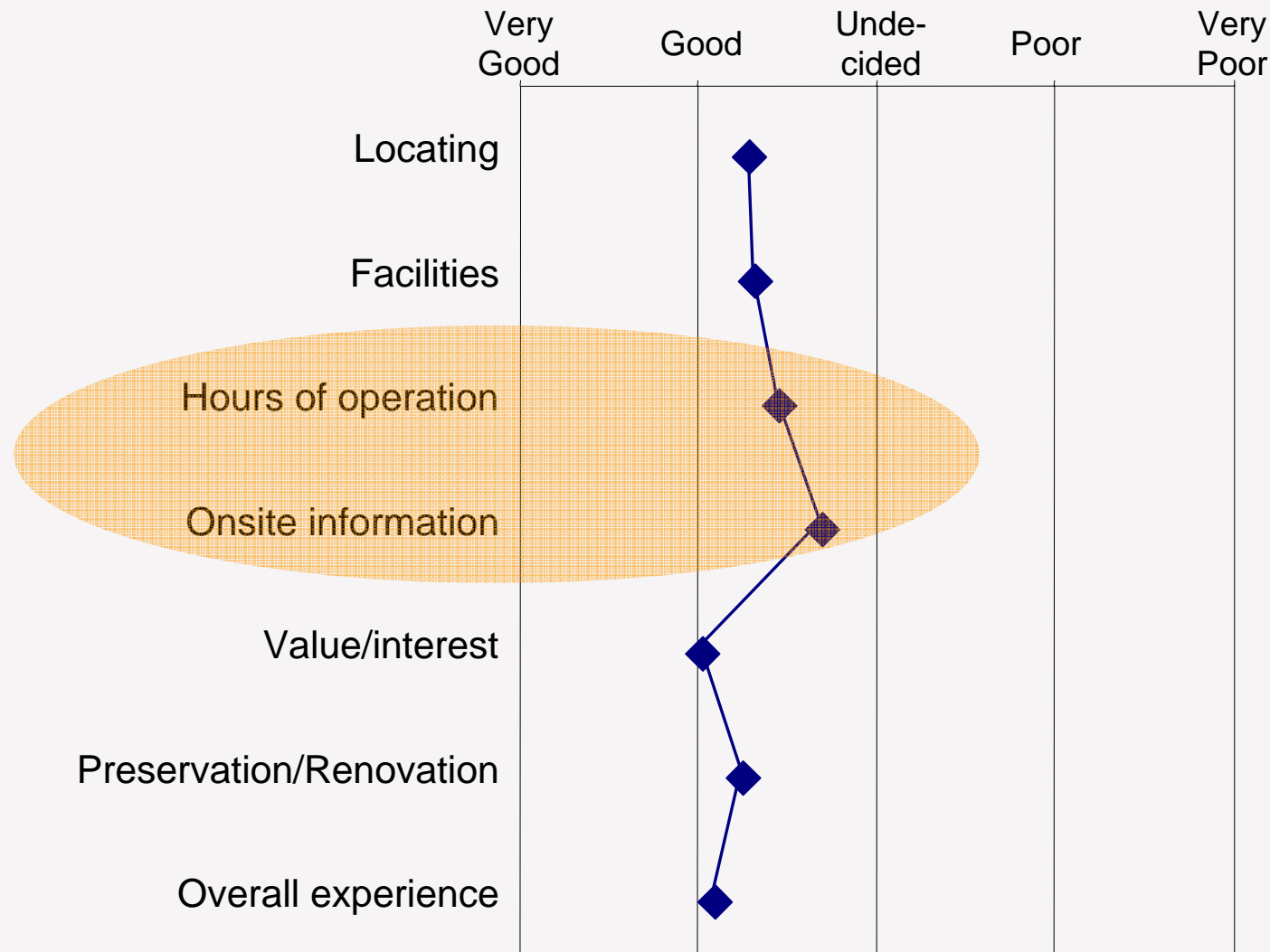
## Summary: valorisation of sights

- High attractiveness of the sights in general
  - Strong spatial concentration of tourists within the city
  - Low awareness of the existing sights of the walled city
- => High potential due to attractive but rarely known/visited sights

# Cultural tourism sights

- Unique character due to the blend of cultures
  - Steadily growing number of rehabilitated architecture
  - Existence of several attractive museums within the walled city (Leventis, Dragoman, etc.)
- => Necessary basic infrastructure is existent

# Rating of different aspects for cultural sights





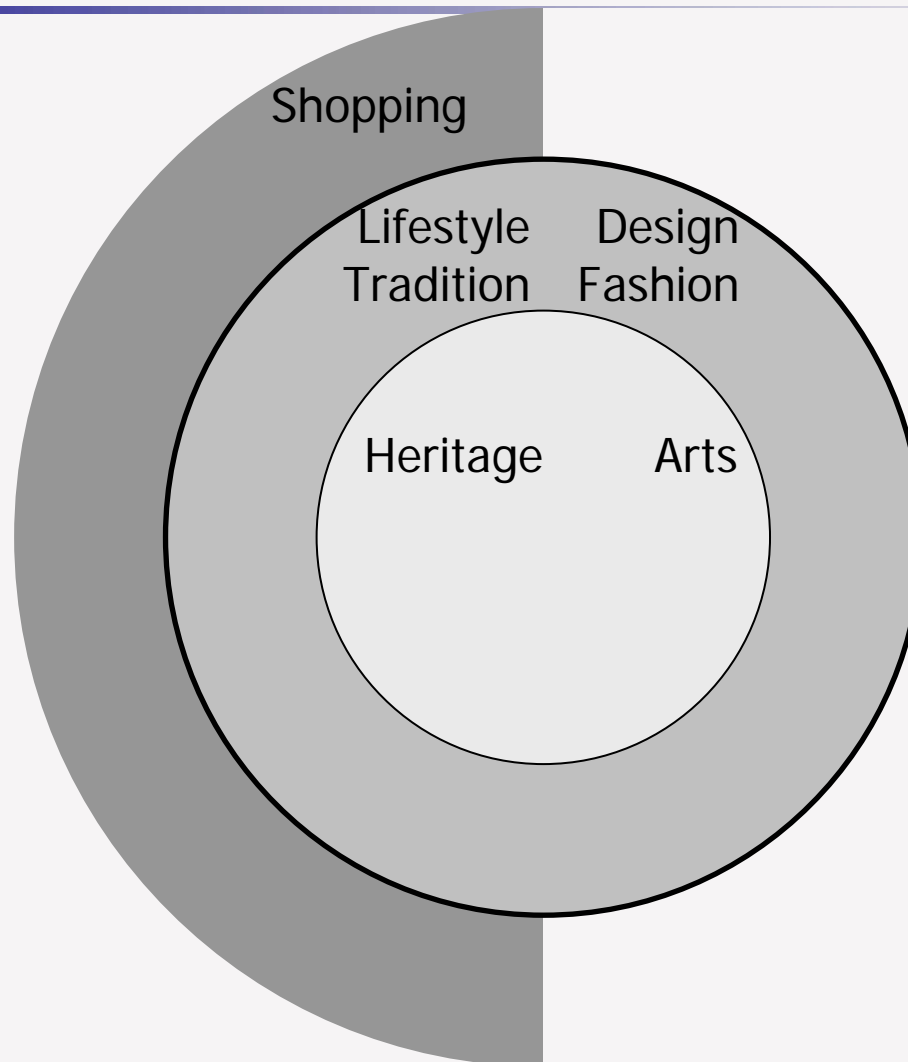
# Information policy

- Only 1/5 of the (individual) visitors passed by an information centre of the CTO
- Value of information given and friendliness of personal are rated positive
- Locating the information centres and their appearance show less satisfaction
- Internet is (after guide books) second source of information for pre-visit information
- Only a small portion used CTO brochures

## Secondary aspects of urban tourism

- Shopping
  - Culinary arts
  - Experiences
- 
- Only 1/3 did shopping (incl. souvenir shops)
    - Rating of value for money and quality of products quite poor
  
  - Only 1/3 visited restaurants
    - Authenticity and role of traditional food got worst ratings

# consuming cultural urban spaces



Source: own design with referece to DTV 2006, ETC/UNWTO 2005

# Actual elements of staging in cultural urban tourism

## Established/Mainstream:

- Historical sites as a setting
- Appearance (aesthetic dimension)
- Authenticity
- High quality of the offer
- Branding



## New:

→ e.g. Event & Adventure performances, Events

- Performances in urban historic sites as new forms of cultural experience
- Combination with experience of traditional food, crafts etc.

# Adventure performance: Secrets of the Porta Nigra

## The story ...

- A centurion – in the splendor of his parade armament – will abduct us into a time when Rome ruled the world – and the Emperor in Trier decided the fate of the Empire. Suddenly the audience is standing in the midst of that eventful time – ***and not just as passive observers!***
- In his thrilling, entertaining, and humorous manner, the centurion takes us on an eventful journey back in time. He wrests the many different secrets from the walls of the Porta Nigra: priceless and puzzling, delightful and dismal.
- Suddenly, all those people ***come to life*** who have gone in and out through this gate: Emperor and warrior, bishops and barbarians, those walled up alive, and devilish demons. And little by little, the suspicion arises that not only does the Porta Nigra have a great surprising secret – so does the centurion ...

**You will be delighted with this eventful journey through the centuries: sometimes haunting, often pleasurable – and always thrilling.**



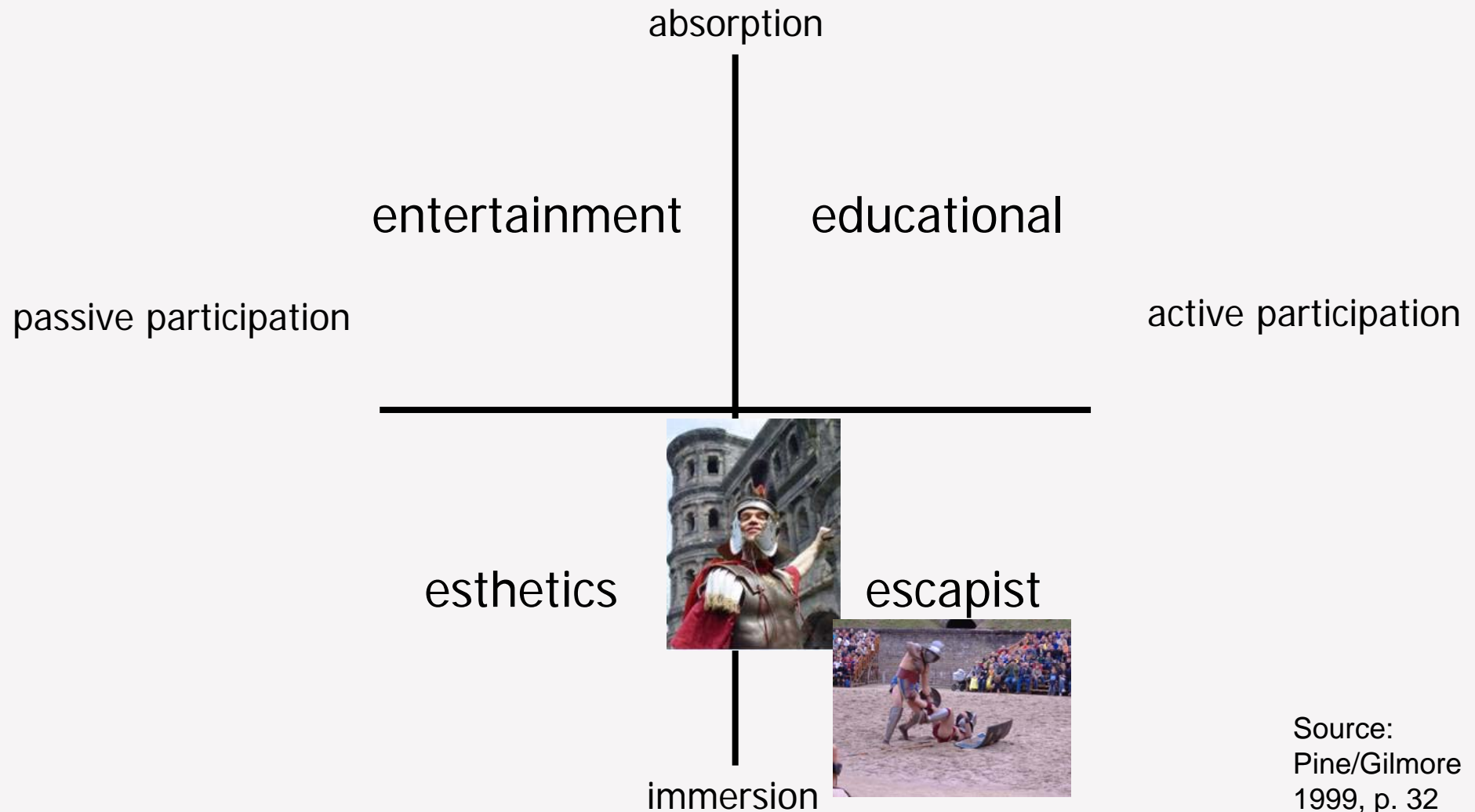


# Rules for the Stage Management

Give the visitor an added value.	Give him a non exchangeable adventure.	Give him wow-effects as much as possible.
Combine high tech with high touch.	<b>Use staff and people of your town as an attraction.</b>	Even if people cannot understand the historical background of your performances, they should enjoy the entertaining components.
<b>The visitor should fill a role.</b>	Effect should be transmitted to the visitor immediately.	<b>Combine smells, music, eating and drinking with information.</b>
Illustrate the rooms by functions not by explications.	Integrate ceremonies, rites and folklore in the city.	<b>Invite people to a time travel at authentic places.</b>
Integrate animals.	Use unusual transport systems.	Use information systems by iPod and Mobile.
<b>Give the buildings a chance to tell their stories themselves.</b>	Give visitors from other cultures the chance to understand the local history (of the past and the present).	Give visitors a reason to stay overnight.

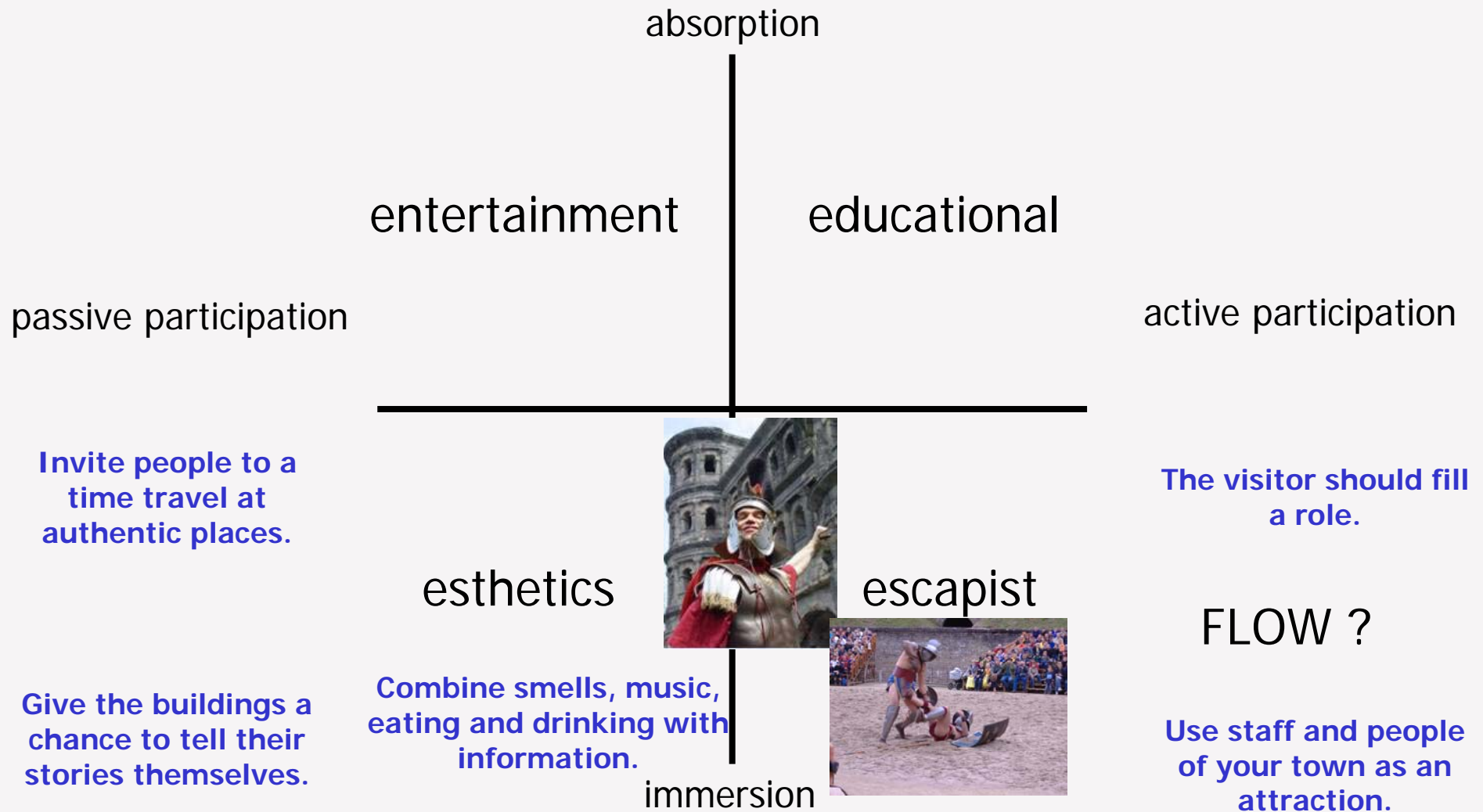
Source: HODES 2006, p. 89

# Visitor involvement in urban cultural spaces



Source:  
Pine/Gilmore  
1999, p. 32

# Visitor involvement in urban cultural spaces



# Results (cultural tourism potential)

Rough potential (sights) exists

■ but until know

- Lack of communicating the potentials
- Only basic presentation
- Deficits in shopping facilities and restaurants
- Deficits in staging the potential to make it an unique experience

=> Further action is necessary!



NICOSIA TURKISH MUNICIPALITY

# NICOSIA WALLED CITY



NICOSIA MASTER PLAN

## LEGEND



Project Areas



Places of Interest



Moat Area



Walking Route



Information Centres



Car Parks



Police Station



WC

- 1 Akisli Mosque
- 2 Akisli Fountain
- 3 Akisli Fountain
- 4 Akisli Fountain
- 5 Akisli Fountain
- 6 Akisli Fountain
- 7 Church of St. George (St. George's Church)
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WALKING ROUTE  
MAP







**NORTH  
CYPRUS**













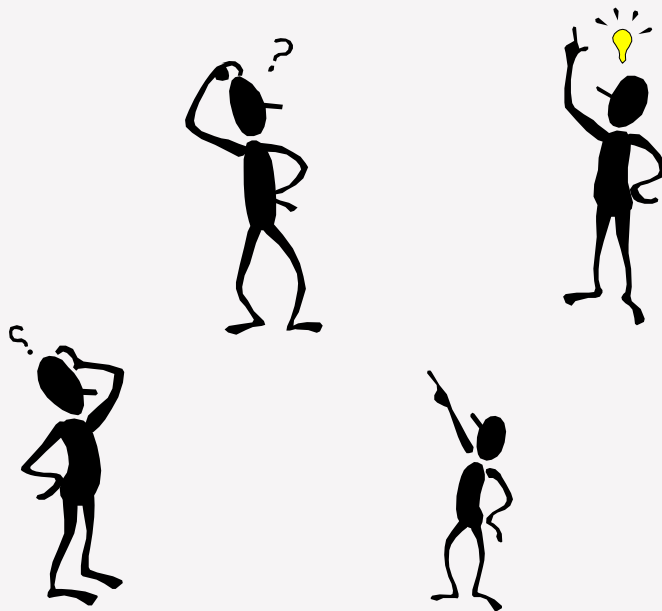




## Conclusion

- Nicosia is attractive for tourists, but it can become even more attractive if its unknown potential is promoted!
- Nicosia satisfies the needs of the actual “sun & beach” tourists quite well!
- BUT at the moment it is not able to fulfil the needs of higher quality tourists such as cultural tourists, although there is a lot of potential for the future!
- A combination of the offers in North and South Nicosia would definitely further increase the attractiveness

# I want to thank you for your attention



... and I am looking  
forward to a lively  
discussion!