

City Branding: Leveraging Historical Heritage with Kyrenia Castle

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Abstract

In this research, as cities fight to draw businesses, investors, and visitors, city branding has grown in significance in the global environment. The ancient site of Kyrenia Castle is a major historical treasure for Kyrenia, a charming seaside city in Cyprus. With origins in the Byzantine era, this ancient iconic structure has been influenced by several different civilizations, notably the Lusignans, Venetians, and Ottomans. Kyrenia Castle's architectural prominent status and rich history make it an underutilized asset in the city's current branding initiatives. The purpose of this study is to investigate how Kyrenia Castle may be used to improve the city brand of Kyrenia, which will increase tourism, promote pride among citizens, and stimulate economic growth. The goal of this study is to offer strategic insights and useful recommendations for stakeholders and municipal authorities through assessing the castle's historical relevance and potential as a key component of city branding.

Keywords: *City Branding, Historical Landmarks, Kyrenia Castle, Heritage Tourism, Cultural Identity.*

Introduction

In today's competitive global landscape, city branding has emerged as a critical urban development strategy Üzümcüoğlu, D., and Polay, M. (2024)[1]. Cities are looking for new and creative ways to stand out from the crowd and develop enticing identities that draw visitors, investors, and locals[2]. Developing a city's identity strategically to set it apart from competitors and project a positive image is a key component of effective municipal branding (Nursanty, E., Hassan, R. A., & Prastyadewi, M. I. 2023)[3]. Promoting distinctive historical, cultural, and architectural assets might help achieve this. Cyprus's Kyrenia is a charming seaside city steeped in culture and history, with Kyrenia Castle serving as a significant historical landmark (İpek, & Can. 2022)[4]. With origins in the Byzantine era, this ancient iconic structure has been influenced by several different civilizations, notably the Lusignans, Venetians, and Ottomans. The city's present branding initiatives don't make enough use of Kyrenia Castle, despite its architectural beauty and historical significance. Incorporating this historic location into the city's branding plan is vital in order to increase tourism and promote community pride Shirvani Dastgerdi, A., and De Luca, G. (2019)[5].

Aim of the Study

The purpose of this study is to determine how Kyrenia Castle may be used to improve the city brand of Kyrenia in order to increase tourism, promote civic pride, and stimulate economic growth Scott, J. (2002)[6]. Creating strategic recommendations for integrating Kyrenia Castle into Kyrenia's municipal branding initiatives is the main goal of this study Üzümcüoğlu, D., and Polay, M. (2022)[7]. The research project aims to offer insights and useful suggestions for local authorities and stakeholders by analysing the castle's historical relevance and potential as a key component of city branding Vehbi, B. O., Günçe, K., and Iranmanesh, A. (2021)[8].

Scope

This study aims to investigate the historical and architectural development of Kyrenia Castle, investigate current theories and practices related to city branding, and conduct a comparison analysis with other cities that have important cultural assets and have achieved success with city branding Taluğ, M., and Kurt, S.

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(2024)[9]. The project will concentrate on improving promotional tactics to draw attention to Kyrenia Castle's distinctive features and incorporating historical tales into municipal branding. The goal of this comprehensive approach is to give a full knowledge of how Kyrenia Castle may be positioned as a crucial component of Kyrenia's city branding initiatives. Incorporating historical and cultural elements into a city's branding strategy aims to preserve its legacy while also telling a compelling story that appeals to locals and tourists alike, strengthening the feeling of place and identity.

Research Questions

- "How can Kyrenia Castle be effectively integrated into Kyrenia's city branding efforts to boost tourism, foster local pride, and contribute to economic development?" is the main research question that directs this investigation. In order to provide a response, the study will focus on the following related sub questions:
- What is Kyrenia Castle's architectural and historical significance?
- In what ways have other cities effectively used historical monuments into their strategy for city branding?
- How may Kyrenia Castle be strategically used into the city's branding initiatives?

Significance of the Study

By answering these questions, this study seeks to close the knowledge gap in the literature on Kyrenia Castle's place in the city's branding strategy and offer a framework for utilizing the city's historical legacy in urban planning Üzümcüoğlu, D., and Polay, M. (2024)[1]. This study is especially noteworthy since it emphasizes the value of cultural preservation and community involvement in the context of city branding, in addition to the possible economic advantages of heritage tourism. This research seeks to further the knowledge of city branding by providing a thorough analysis and strategic recommendations, as well as useful solutions that cities with comparable historical assets may use to strengthen their identities.

Literature Review

The idea of city branding includes the deliberate cultivation of a city's identity to set it apart from competitors and cultivate a positive perception that draws visitors, investors, and locals AlShaalán, M. K., and Durugbo, C. M. (2024)[10]. A thorough framework for comprehending the numerous components of city branding, such as culture, tourism, exports, and government, may be found in (Simon Anholt's 2007)[11] Nation Brand Hexagon. Anholt stresses the value of authenticity and a city's distinctive features in building a powerful brand. Anholt claims that authenticity is attained by matching the identity of the city with its rich cultural and historical past, making sure that the branding initiatives are embraced by locals and tourists alike.

The need of integrating historical and cultural narratives with stakeholder participation is further emphasised by Keith Dinnie (2011)[12] in his discussion of city branding. According to Dinnie, the active involvement of local companies, government agencies, and communities is necessary for successful city branding. He contends that via including various parties, cities may create a unified and appealing brand that captures the ambitions and sense of community among its citizens. By using a participative approach, branding initiatives are certain to be accepted both within and outside[10].

The field of heritage tourism is closely associated with city branding, since it focuses on utilizing historical and cultural landmarks to draw tourists and produce economic advantages Giorgallis, A. (2024)[13]. Research shows that heritage assets boost local pride and identity in addition to attracting tourists. Timothy and Boyd (2003)[14] contend that by protecting cultural assets and generating income from visitors, heritage tourism may be a major factor in regional development. They draw attention to the fact that heritage sites

serve as both tourist destinations and representations of regional history and culture Giorgallis, A. (2024)[13].

Ashworth and Tunbridge (2000)[15] have explored the idea of "heritage commodification," which is especially pertinent to city branding. They contend that historical landmarks may still be commercialized and advertised to tourists while maintaining their historical relevance (Bui, H. T., & Lee, T. J. 2015)[16]. Cities can sustain their cultural integrity and draw tourists and income while maintaining and advertising these locations with care Güvenbaş, G., and Polay, M. (2021)[17]. Achieving a healthy balance between marketing and preservation is crucial for historic tourism (Bagus, S. I., Imade, S. U., Nyoman, S. I. A., and Putu, W. S. N. 2019)[18].

(Beattie, J. M., and Schneider, I. E., 2018)[19] Edinburgh, where Edinburgh Castle is essential to the city's character, and Athens, where the Acropolis is essential to the city's identity, are two cities that have effectively incorporated history into their branding. According to Ashworth and Graham (2005)[20], Beattie, J. M., and Schneider, I. E. (2018)[19] Edinburgh has developed a strong city brand that draws millions of visitors each year by making good use of its historical resources. They stress the relevance of having a clear narrative that accentuates the cultural site's distinctive qualities and historical significance. In the case of Edinburgh, the castle serves as both a prominent tourist destination and a representation of the historical and cultural legacy of the (city Cvijić, S., and Guzijan, J. 2013)[21].

The Acropolis in Athens is a global tourist destination that represents Greek tradition and pride, as Ioannidou, M., Moullou, D., and Egglezos, D. (2008)[22] emphasizes. Athens' reputation as a top cultural and historical destination has been greatly aided by the incorporation of the Acropolis into the municipal branding plan. According to Ioannidou, M., Moullou, D., and Egglezos, D. (2008)[22], the secret to Athens' branding success is the Acropolis's smooth transition into the city's larger cultural story, which highlights the monument's historical significance and ongoing legacy (Poulios, I., and Senteri, E. 2015)[23].

Wang and Zhao's (2024)[24] recent research highlight the value of social media and digital marketing for municipal branding. They draw attention to how important digital platforms are for connecting with potential customers and reaching a worldwide audience. Heritage sites may greatly increase in exposure and appeal via the use of digital marketing tactics such as social media campaigns, virtual tours, and interactive websites. Cities can attract a varied audience and improve their brand by utilizing digital technologies to create immersive and engaging experiences. The idea of "digital storytelling," which entails utilizing digital media to communicate the tale of the background and value of heritage monuments, is another topic Wang and Zhao (2024)[24] cover. With this strategy, cities can tell captivating stories that appeal to both domestic and international audiences. When it comes to emphasizing the distinctive qualities of cultural places and building an emotional bond with visitors, digital storytelling may be very successful.

The literature that has been written on the castle in Kyrenia thus far has mostly concentrated on its architectural and historical value. A thorough history of Kyrenia Castle is given by Bounia, A., and Stylianou-Lambert, T. (2011)[25], who describes the Byzantine era of its construction and the Lusignan, Venetian, and Ottoman changes that followed. On its possible function in municipal branding, there is a research vacuum. By offering a thorough examination of Kynia Castle's historical story and investigating tactical ways to incorporate it into Kyrenia's city brand, this research aims to close this gap (Türksoy, N., and Toros, E. 2021)[26]. The goal of this research is to provide a framework for integrating Kyrenia Castle into Kyrenia's city branding initiatives by examining the tactics used by other towns with noteworthy historical buildings Güvenbaş, G., and Polay, M. (2021)[17]. Incorporating historical tales into city branding not only increases tourism appeal but also strengthens citizens' feeling of pride and identity. This approach supports the conclusions of Hospers (2011)[27], who contends that a thorough grasp of the city's distinctive qualities and the capacity to successfully convey them to a wide range of audiences are necessary for successful city branding.

Methodology

This research's methodology takes a broad approach, combining existing literature evaluation with onsite investigation to create a strong city branding plan centered around Kyrenia Castle. A literature review and a historical analysis are the two main stages of this methodological approach. All the phases are carefully planned to provide deep understandings of the historical relevance of Kyrenia Castle and how it may contribute to enhancing the city's reputation.

With its roots in the Byzantine era and its progression through changes by the Lusignans, Venetians, and Ottomans, Kyrenia Castle's architectural and cultural evolution will be explored in detail during the historical analysis phase. Archival research, reading historical materials, and careful on-site observations will all help with this examination. The aim is to create a complex story that highlights the castle's architectural uniqueness and historical significance. The process of doing archival research will entail a thorough investigation of historical records, manuscripts, and documents related to the building, renovations, and historical turning points of Kyrenia Castle. To get important insights into the castle's history, this project will draw on a wide range of sources, including scholarly archives and local archives.

Analysis of academic publications and historical materials will be conducted in conjunction with archival research to clarify the architectural styles and cultural influences that have shaped Kyrenia Castle over the ages. A thorough history of the castle's development will be provided by the works of renowned historians like Bounia, A., & Stylianou-Lambert, T. (2011)[25]. In addition to these efforts, on site observations will be conducted, which will involve a careful examination of the architectural elements, interior design, and current state of Kyrenia Castle. The goal of this practical method is to provide a concrete grasp of the historical and architectural context of the castle, supported by photographic data and architectural drawings.

City branding, heritage tourism, and the significance of historical monuments in shaping urban identity will all be covered in the literature review phase Üzümcüoğlu, D., and Polay, M. (2024)[1]. This will offer a theoretical foundation for comprehending the essential elements of a successful city branding strategy as well as the untapped potential of historical places. The evaluation will also emphasize how historical sites and tourism are mutually beneficial, showing how legacy assets may be used to increase a city's attraction. This research intends to identify strategic imperatives for Kyrenia and extract best practices from successful case studies such as Beattie, J. M., and Schneider, I. E. (2018)[19] Edinburgh and Athens. The creation of strategic proposals targeted at augmenting Kyrenia Castle's position in city branding will ensue from the synthesis of findings. These suggestions will focus on improving tourist experiences, improving marketing tactics, encouraging community involvement, and maintaining the historical integrity of the castle. This research intends to build a complete city branding plan that enhances Kyrenia Castle's appeal, augments tourist potential, and promotes Kyrenia's worldwide identity by combining on site analysis with a thorough assessment of the existing literature.

Case Study: Kyrenia Castle

Known for its strategic location at the crossroads of several civilizations throughout history, Cyprus is the third biggest island in the Mediterranean. Greek, Roman, Byzantine, Lusignan, Venetian, Ottoman, and British dynasties, among others, have left a lasting cultural and architectural legacy on the island, resulting in a history that is a mosaic of varied cultural influences (Bounia, A., and Stylianou-Lambert, T. (2011)[25]. On the northern coast of Cyprus, Kyrenia also referred to as Girne in Turkish and Keryneia in Greek is a charming seaside city. Kyrenia is a popular travel destination because of its peaceful waterfront and quaint ancient town Üzümcüoğlu, D., and Polay, M. (2024)[28]. The most important historical site in the city is Kyrenia Castle, which serves as both a focus for modern tourism and a reservoir of rich historical narratives O'Connor, J., Gu, X., and Lim, M. K. (2020)[29], (Bounia, A., and Stylianou-Lambert, T., 2011)[25].

Historical Significance of Kyrenia Castle

Dating back to the Byzantine era, Kyrenia Castle is an architectural gem that stands guard over the eastern end of the city's bay. Built in the seventh century AD as a defense against Arab assaults, the castle has

undergone expansion and modification under the rule of several monarchs, each of whom left their architectural mark. Robust defensive constructions, large walls, and a prime site overlooking the harbor which provides both protection and control mark its Byzantine roots (Bounia, A., and Stylianos-Lambert, T., 2011)[25]. The castle underwent major renovations with Gothic architectural elements, such as pointed arches and reinforced walls, during the Lusignan period (1192–1489), reflecting the military requirements and artistic sensitivities of medieval Europe. The castle's dual use as a fortress and a noble dwelling was further demonstrated by the Lusignans' addition of a central keep, which served both defensive and residential objectives.

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As one of the best-preserved fortifications in the Mediterranean today, Kyrenia Castle is an important cultural and historical landmark due to its rich history and variety of architectural styles. Among the many museums housed in the castle is the Kyrenia Shipwreck Museum, which has one of the oldest shipwrecks ever found a well-preserved Greek commerce ship from the fourth century BC (Bounia, A., and Stylianos-Lambert, T., (2011)[25].

Kyrenia Castle and the Surroundings

Situated on a high promontory at the eastern end of Kyrenia's gorgeous port, Kyrenia Castle commands a strategic location. With its expansive views of the Mediterranean Sea and the surrounding coastline, this site was chosen for its defensive benefits Camiz, A., Khalil, S. I., Demir, S. C., and Nafa, H. (2016)[30]. The harbor is a deep-water port that has traditionally been important for commerce and military operations. Today, it is a busy place with many of eateries, cafés, and retail establishments that draw both residents and visitors Güvenbaşı, G., and Polay, M. (2021)[17]. Visitors interested in cultural history and current Cypriot life will find a unique atmosphere in Kyrenia's old town, which is close to the castle and features a fascinating combination of ancient buildings and contemporary conveniences Güvenbaşı, G., and Polay, M. (2021)[17].

There are many of historical and cultural sites in the Kyrenia Castle area. The area's ancient ambience is enhanced by the typical Cypriot buildings around the castle and the area's winding cobblestone lanes. Remarkable sites in the vicinity are Bellapais Abbey, a 13th Century Gothic monastery situated in the village of Bellapais, and the Kyrenia Gate, which was formerly a component of Nicosia's Venetian defenses (Bounia, A., and Stylianos-Lambert, T. (2011)[25]. These locations, in addition to Kyrenia Castle, form a network of historical sites that tell the story of the region's varied past. In addition, there are verdant gardens and open spaces all around the castle, offering guests a peaceful setting to explore. The castle's function as a communal and cultural center is strengthened by the frequent usage of these areas for cultural events including concerts, medieval festivals, and historical reenactments.

Kyrenia Castle is a priceless asset for Kyrenia's municipal branding strategy because of its advantageous position, historical value, and the vibrant surrounding area. Kyrenia has the potential to greatly increase

tourism, promote community pride, and encourage economic progress by utilising these qualities. By incorporating Kyrenia Castle into the city's branding plan, it may become a key component of the city's identity, attracting a wide range of visitors and enhancing Kyrenia's general cultural and economic vibrancy (Dinnie, 2011)[12].

Analysis

Historical Significance of Kyrenia Castle

With its well-preserved architecture, expansive views, and historical exhibitions, Kyrenia Castle is currently a popular tourist destination (Bounia, A., and Stylianou-Lambert, T. (2011)[25]. Its promise as a key component of Kyrenia's city branding plan, however, is yet mostly untapped. The castle has a number of noteworthy features, such as a shipwreck museum with artifacts from a Greek merchant ship from the fourth century BC, historical displays, and sweeping views of the city and port from its battlements (Bounia, A., and Stylianou-Lambert, T. (2011)[25]. Despite these advantages, Kyrenia's identity and attractiveness are not fully enhanced by the castle's inadequate integration into a larger city branding story, which misses opportunities to capitalize on its historical and cultural relevance (Dinnie, 2011)[12].

Although instructive, Kyrenia Castle's tourist experience lacks the immersive and engaging qualities of effective heritage tourism destinations (Timothy & Boyd, 2003)[14]. There isn't much being done in the way of promotion right now, and social media, virtual tours, and interactive websites aren't used very often. These online channels have the potential to greatly raise the castle's profile and draw in more visitors, both domestically and abroad (Wang and Zhao, 2024)[24]. Moreover, the potential influence of the castle on Kyrenia's city branding endeavors is diminished due to the absence of a logical narrative that links its historical significance with the city's wider cultural legacy (Anholt, 2007)[11].

Historical Significance of Kyrenia Castle

Reviewing successful case studies from other towns that have made good use of their historical sites will help Kyrenia better understand how Kyrenia Castle might fit into its city branding plan. The Acropolis in Athens and Scotland's Edinburgh Castle are prime examples. A major component of the city's character, Edinburgh Castle welcomes millions of tourists each year (Ashworth and Graham, 2005)[20]. Well planned guided tours, historical reenactments, and a heavy reliance on internet marketing are all part of the castle's integration into the city's branding strategy (Anholt, 2007)[11]. Edinburgh Castle is now a popular tourist destination and a representation of the historical and cultural legacy of the city because to this all-encompassing strategy (Ashworth and Graham, 2005)[20]. Every year, more than two million tourists visit Edinburgh Castle, one of the most popular tourist destinations in the UK. Travelers from all over the world are drawn to the castle by its prominent position in the skyline of the city and its extensive historical legacy. Held annually on the castle esplanade, the Edinburgh Military Tattoo draws an estimated 220,000 people and contributes £77 million to the Scottish economy. The castle promotes regional companies, generating employment and a boost to the local economy. Its use as a venue for festivals and other cultural events amplifies its economic influence Chan, C. S., & Marafa, L. M. (2016)[31].

Beattie, J. M., & Schneider, I. E. (2018)[19] Edinburgh Castle is included into the city's identity by means of a number of marketing techniques. In advertising brochures, the castle is emphasized for its historical significance and breathtaking panoramic views. Utilizing the castle's iconic position, digital marketing and social media efforts draw in a worldwide audience. The castle has a sizable fan base on social media, with over 200,000 Instagram followers and 250,000 Facebook fans. The castle's accessibility and attractiveness are improved via virtual tours and interactive experiences made available through digital platforms. The story of the castle is interwoven with more general cultural themes that the city promotes, such its thriving arts scene, festivals, and literary legacy. By presenting Edinburgh as a vibrant, modern city with a rich history, culture, and tradition, this all-encompassing strategy guarantees that the castle is a key component of the city's cultural and historical narrative O'Connor, J., Gu, X., and Lim, M. K. (2020)[29] (Karvelyte, K., and Chiu, J. H. 2011)[32].

Comparably, the Acropolis in Athens, which represents Greek pride and tradition, is essential to the city's identity (Ioannidou, M., Moullou, D., and Egglezos, D. (2008)[22]. A combination of traditional and modern advertising techniques is used to highlight the Acropolis' historical significance and continuing cultural influence as part of Athens' branding strategy (Ioannidou, M., Moullou, D., and Egglezos, D. (2008)[22], 2016). Athens' capacity to tell a gripping story that appeals to both residents and visitors accounts for its success in utilizing the Acropolis (Ioannidou, M., Moullou, D., and Egglezos, D. (2008)[22], 2016). In depth marketing initiatives draw attention to the importance of the Acropolis and combine digital and on-site media to reach a worldwide audience (Wang and Zhao, 2024)[24]. With millions of tourists visiting each year, the Acropolis in Athens is a major tourist destination. In 2019, the Acropolis Museum alone welcomed approximately 1.8 million tourists, which has a substantial impact on the local economy. It is one of the most visited ancient monuments in the world, drawing large crowds to the larger Acropolis complex.

The flood of visitors brings in money for nearby companies, lodging facilities, dining establishments, and other services (Güvenbaş, G., and Polay, M. (2021)[17]. Additionally, the Acropolis draws major conferences and cultural events that raise the city's prestige internationally and stimulate its economy. Utilizing the Acropolis as a representation of ongoing cultural and historical continuity, Athens has incorporated it into its municipal branding initiatives. Promotional advertisements emphasize the Acropolis's importance as a reminder of Greek civilization and its influence on contemporary culture. Social media is used in digital marketing initiatives. To engage potential visitors, digital marketing strategies make use of social media platforms, virtual tours, and interactive web material. Additionally, the Acropolis is included in larger cultural narratives that highlight concepts of democracy, philosophy, and ancient art. This strategy presents Athens as a culturally rich historical city.

By comparison, Kyrenia Castle's present branding efforts are disoriented and lacking of the strategic coherence observed in Edinburgh and Athens (Bounia, A., and Stylianos-Lambert, T. (2011)[25]. Kyrenia Castle has to be included into the city's broader branding plan in a way that is more dynamic and harmonious. According to Dinnie (2011)[12], this entails strengthening digital marketing initiatives, creating a cohesive historical narrative, and interacting with the neighborhood to promote a feeling of pride and ownership.

Findings

Regarding Kyrenia Castle's present status and future potential in the city's branding initiatives, the report presents a number of significant conclusions. First off, there is an enormous gap in the under-use of digital marketing (Wang and Zhao, 2024)[24]. In contrast to Edinburgh and Athens, Kyrenia Castle is not as well represented online, making little use of social media, virtual tours, and interactive websites that may draw visitors from all over the world (Anholt, 2007)[11]. Secondly, unified storytelling is absent. Kyrenia Castle's historical past is not well integrated into the city's larger branding strategy, which is a wasted chance to provide a gripping and cogent tale that emphasizes the castle's relevance over time (Dinnie, 2011)[12].

Thirdly, Kyrenia Castle has a significant yet untapped tourism potential (Timothy & Boyd, 2003)[14]. Even though the castle draws crowds of people, there is still opportunity to improve the visitor experience with better signage, educational guided tours, and cultural events that are centered on the castle. Finally, more community involvement in the branding process is required (Dinnie, 2011)[12]. Involving local companies, artists, and citizens in castle related activities and projects may promote a feeling of pride and ownership, strengthening the castle's place in the neighborhood and drawing in more visitors.

Discussion

Several strategic recommendations may be made based on the findings to improve the role of Kyrenia Castle in Kyrenia's municipal branding initiatives. First and foremost, it is imperative that Kyrenia Castle's online presence be improved (Wang and Zhao, 2024)[24]. The exposure and attraction of the castle may be greatly increased by creating a complete digital marketing plan that include social media advertising, virtual

reality tours, and an interactive website (Wang and Zhao, 2024)[24]. Visitors can have a more interesting and immersive experience when the rich history of the castle and its significance to Kyrenia's cultural identity are told through digital storytelling (Anholt, 2007)[11].

According to Dinnie (2011)[12], developing an integrated narrative strategy is crucial. Kyrenia Castle's prominence in the city's branding strategy may be increased by creating a cohesive narrative that links it to the city's larger historical and cultural legacy (Anholt, 2007)[11]. A captivating narrative that appeals to both residents and visitors may be created by working with historians and regional artists to create multimedia content for advertising materials (Ashworth and Graham, 2005)[20].

Enhancing the Kyrenia Castle tourist experience should be the main goal of tourism development plans (Timothy and Boyd, 2003)[14]. The visitor experience can be greatly improved and more tourists can be drawn by implementing themed guided tours that highlight the various historical periods of the castle, planning cultural events like historical reenactments and medieval festivals, and upgrading informational signage (Bounia, A., and Stylianou-Lambert, T. (2011)[25].

Ultimately, the success of Kyrenia's municipal branding initiatives depends on cultivating community involvement (Dinnie, 2011)[12]. A sense of pride and ownership among the locals may be promoted by including local businesses and craftsmen in castle related events and promotions and by forming an organization called "Friends of Kyrenia Castle" to encourage community involvement and funding for preservation initiatives (Anholt, 2007)[11]. This will increase the castle's attraction to tourists as well as its place in the community (Dinnie, 2011)[12].

Conclusion

With its illustrious past and magnificent architecture, Kyrenia Castle is a key component of the city's branding strategy. Kyrenia can successfully incorporate the castle into its city brand to boost tourism, promote local pride, and spur economic progress by taking inspiration from successful case studies such as Edinburgh and Athens. The study's strategic suggestions emphasize the necessity of integrated storytelling, community participation, tourist development, and a complete digital marketing plan. By putting these tactics into practice, Kyrenia Castle may be positioned as a key component of the city's identity, drawing a wide range of visitors and enhancing the city's general economic and cultural vibrancy. Kyrenia can establish a strong city brand that appeals to both locals and tourists by embracing the historical significance of the castle and utilizing contemporary marketing strategies. This will guarantee that the castle's legacy will be an inspiration and source of pride for future generations.

Author Contributions: For research articles with several authors, a short paragraph specifying their individual contributions must be provided. The following statements should be used “Conceptualization, X.X. and Y.Y.; methodology, X.X.; software, X.X.; validation, X.X., Y.Y. and Z.Z.; formal analysis, X.X.; investigation, X.X.; resources, X.X.; data curation, X.X.; writing—original draft preparation, X.X.; writing—review and editing, X.X.; visualization, X.X.; supervision, X.X.; project administration, X.X.; funding acquisition, Y.Y. All authors have read and agreed to the published version of the manuscript.” Please turn to the CRediT taxonomy for the term explanation. Authorship must be limited to those who have contributed substantially to the work reported.

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