International Journal of Human Sciences
ISSN:1303-5134

Volume: 9 Issue: 1 Year: 2012

The popular resort port of cruise tourism in the Eastern Mediterranean Basin: Turkey

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Abstract

Cruise tourism is in most demand in Europe and North America. The Eastern Mediterranean, and consequently Turkey rank among the destinations that cruise ship tour companies prefer to travel. Part of the demand for cruise tourism, which has been displaying a constantly raising momentum in tourism movements in the world, is now being directed towards Turkey. Nonetheless, the cruise tourism trend is spreading and prompting domestic demand in Turkey as well. A significant boom in the domestic demand has led to the commencement of cruise tours to the Black Sea, the Greek Islands, the Dalmatian shores and Italy leaving from Istanbul, Izmir and Kusadasi harbors. Turkey's active foreign demand for cruise tourism mostly focuses on ports and its surrounding supply of services. Cruise tourism is now one of the predominant agendas within policies for diversifying and spreading tourism. Within one year Turkey managed to be ranked among the first ten countries in regard to the number of tourists and tourism revenues in the world.

Key Words: Cruise tourism; the Mediterranean Basin; Turkey; cruise tourism products; Istanbul and Kusadasi cruise ports

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Yaşar, O. (2012). The popular resort port of cruise tourism in the Eastern Mediterranean Basin: Turkey
International Journal of Human Sciences [Online]. 9:1. Available: http://www.insanbilimleri.com/en

Doğu Akdeniz Havzasında kruvaziyer turizminin gözde uğrak limanı: Türkiye

Okan Yaşar*

Özet

Kruvaziyer turizmine en çok Kuzey Amerika ve Avrupa'dan talep gelmektedir. Kruvaziyer gemi yolcularının seyahat etmeyi tercih ettikleri destinasyonlar arasında Doğu Akdeniz ve bu arada da Türkiye yer almaktadır. Dünya turizm hareketleri içinde hep yükselen bir ivme gösteren kruvaziyer turizm talebinin bir bölümü Türkiye'ye yönelmektedir. Bununla birlikte kruvaziyer turizm modasının Türkiye'de iç talebi de harekete geçirdiği anlaşılmaktadır. İç talepteki anlamlı artış, İstanbul, İzmir ve Kuşadası limanları çıkışlı Karadeniz, Yunan adaları, Dalmaçya kıyıları ve İtalya'ya kruvaziyer turların başlamasına yol açmıştır. Türkiye'nin dış aktif kruvaziyer turizm talebi çoğunlukla limanlar ve çevresindeki hizmet arzına odaklanmıştır. Türkiye'nin dış aktif kruvaziyer turizm talebi çoğunlukla limanlar ve çevresindeki hizmet arzına odaklanmıştır. Dünyada aldığı turist sayısı ve turizm gelirleri bakımından ilk on ülke arasına girmeyi başaran Türkiye'nin turizmi çeşitlendirme ve bütün bir yıla yayma politikaları içerisinde kruvaziyer turizm artık ağırlıklı konu başlıklarından biridir.

Anahtar Kelimeler: Kruvaziyer turizmi; Akdeniz Havzası; Türkiye; kruvaziyer turistik ürünleri; İstanbul ve Kuşadası kruvaziyer limanları

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Introduction

Seaway transportation, which was of great importance before the development of airways, was the only transportation sector in the world setting up the link between the New and Old World, the British Isles and the islands of Japan. Water transportation is essentially seen to undertake two roles within the current structure of tourism: the first is the transport of passengers with their motor vehicles by ferries on straits and similar sea passages, and the second one is the cruise based vacation on the sea, which to a great extent is called "cruising" (Ozguc, 2007:93).

Cruise tourism can be defined as a voyage for guests travelling on a ship, where the main goal is not to transport, but to host guests, thereby charging a fee for them to utilize their leisure time for the purpose of visiting different destinations on a specific route (Wild & Dearing, 2000:319-320).

Cruise tourism falls into the sea-based tourism category. Activities consisting of port visits, visits to proximate destinations to ports and shopping areas are present in cruise tourism. Touristic services offered in harbors that cruise ships stop at, constitute the areas in which host countries predominantly invest. However, voyage and cruise underlie cruise tourism. As a touristic commodity comprised of all sorts of services offered on the ship and port visits, cruise tourism also draws on other transportation and accommodation services. Cruise ship travel kicks off in certain harbors. It consists of visits to various harbors as part of a specified schedule and route, and diverse activities within these harbors. Cruise ships are designed in the form of 4-6 star "floating holiday villages" that are able to provide all kinds of social activities and carry 3.000-4.000 passengers. Hotel and sea management is encapsulated into a buoyant structure. In other words, the understanding of business is limited to ship management in passenger transportation by cruise (İncekara & Yilmaz, 2002:9-27).

Cruising carried great weight before the Second World War. Therefore, famous worldwide seaway companies emerged: companies like Cunard Line (United Kingdom), Companie Gēnerale Transatlantique (France), Holland American Line and North German Lloyd launched their luxurious cruise sheep fleets. Subsequent voyages of these companies' ships were practically forming the "*Blue Riband of the Atlantic*". The first regular voyages by steam ships were launched by Sir Samuel Cunard in 1840. "Cruising" type travel, which intertwined with concepts like "*floating hotel*", "*water hotel*", have mostly turned into a form of "vacationing" today; for a long time mostly served elderly, upper middle class tourists. But, major changes have occurred in recent years. Among these changes, are the ones participating in such voyages are gradually becoming younger, and have come to the forefront. The majority of cruises consisting of affluent people, today have been passed on as an activity for elderly people and individuals with an average sized income. Another change is the gradual shortening of cruising periods. Still, the most favorite journeys are the ones between 3-4 and 6-8 days (Ozguc, 2007:93).

Voyager transportation via cruise ships, which is considered as sea tourism, was first carried out by Albert Balin in 1890. Due to the fact that there was not a complete compatibility with cruise ships and freighters in those years, this method sparked great interest in the world. In 1930, Germany facilitated which was providing subsidies for cruise voyages, facilitated vast improvements in cruise tourism. The state started to spread the slogan "Have fun, gain strength" to be able to achieve intensive participation in these voyages. In the immediate aftermath of the Second World War, Greek riggers launched cruise voyages in the Aegean Sea (Kadioglu & Guler, 1998:44).

World tourism really started to take off after the Second World War. In the wake of the war, required conditions emerged for mass tourism with the European economy regaining momentum. The augmentation of participation in world tourism movements beginning from the 1950's enabled the spawn of modern cruise tourism. However, business pools of cruise ships, which were conducting intercontinental passenger transportation, shrank a fair amount with transoceanic air transportation coming into prominence. Liner companies ensured the birth of cruise tours to reverse the negative market conditions by creating a new concept to be able to survive and putting into practice the idea of the use of ships for travel and vacation purposes.

The development starting from 1950's in cruise tourism gathered speed after 1980. According to the Cruise Lines International Association (CLIA), the Caribbean, Alaska, the Bahamas, Hawaii and the Mediterranean (Greek Islands and Turkey in particular) rank among the five regions in which world cruise tourism leans. While participation in the cruise industry throughout the world was about 600.000 at the beginning of the 1970's, this figure reached 3.7 millions in 1990, 9.7 millions in 2000, 14.3 millions in 2005, 17.6 millions in 2009 and 18.8 millions in 2010 (www.cruising.org).

As a result of a regional analysis of markets that demand the touristic commodity of cruising, the USA, Canada and some European countries (United Kingdom, Germany, Italy, Spain and France) have been recognized as being the leading countries in the world. According to 2001 data, the share of North America in the demand for world cruise dropped to 59%. Should this ratio be remembered as being 71% in 2000, it can be understood that the participation demand of the rest of the world in cruise tourism has seen a gradual increase within this time period. The share of European countries total demand went up to 29.5%. Bearing in mind that the demand of European countries for cruise tourism was around 21.3% in 2000, it is evident that there has been a steady increment in demand. As in European countries, the demand coming from the rest of the regions in the world for cruise tourism rose to 11.5% as of 2010 (www.cruising.org; www.europeancruisecouncil.com). The demand from Japan among Far Eastern countries has played a big role in this increase. Construed from these data, it can be understood that developed countries constitute a big proportion of the cruise tourism market. In the case of Turkey, which has a coast on both the Mediterranean and Aegean Sea in the Mediterranean basin and the Black Sea, by developing its supply for cruise products and offering them to the world market, it seems possible that Turkey can increase foreign demand for active cruise tourism and even make its domestic market more dynamic.

Turkey is a peninsula surrounded by water on three sides and has an 8.333 km coastline. In addition to favorable climatic characteristics experienced on coasts and their vicinity, it has the characteristics of an open-air museum with its rich recent history and archeological treasures. Thus, this renders Turkey a prosperous destination in terms of the supply of cruise tourism commodities. However, it is not possible to mention the existence of a strong relationship between potential and actual conditions because Turkey does not profit from the world cruise share as a manager. In the last ten years, Turkey has begun to appear as a favorite port of resort in the Eastern Mediterranean basin in terms of cruise tourism. Progress in cruise tourism in Turkey mostly rests on services offered in harbors and visits conducted to touristic destinations surrounding the port. Although the rapid growth of the Turkish economy in recent years paved the way for the soaring domestic demand for cruise tourism, the domestic demand for it has still not reached a desired level.

There is plenty of international research assessing world cruise tourism in various aspects. Some of them were performed by Ritter & Schafer (1998), Dahl (1999), Wild & Dearing (2000), İncekara & Yilmaz (2002), Johnson (2002), Cloesen (2003), Kester (2003), Charlier & McCalla (2006), Dowling (2006), Gibson & Bentley (2006 and 2007), Lundgren (2006), Diakomihalis (2007), Scantlebury (2007), Artuger & Turkmen (2008), Hritz & Cecil

(2008), Pratt & Blake (2009), CLIA (2010), ECC (2010/2011 and 2011) and Gibson & Papathanassis (2010). However, international academic research originating in Turkey which evaluates the diverse aspects of cruise tourism in the country is limited. Therefore, we hope that this research will carry cruise tourism in Turkey onto the international platform along with a contribution to further research.

1. The Objective of the Study, Data and Method

This research intends to unfold Turkey's place in cruise tourism happening in the Mediterranean basin that holds great significance for North America and Europe and the development of cruise tourism in Turkey, policies adopted, practices carried out and the future of cruise tourism.

The required data for research were provided by The Cruise Lines International Association (CLIA), the European Cruise Council (ECC), the Turkish Statistical Institute (TSI), the Republic of Turkey Ministry of Culture and Tourism and the Ministry of Transport and Communications and Association of Turkish Travel Agencies. A c*ase study* method, which is one of qualitative research methods, was employed in this research.

2. Location of Research Area

Turkey is adjacent to the middle of the continents of Asia, Europe and Africa, denominated as the "Old World Continents" in the Northern Hemisphere. For this reason, Turkey is close to Asian, European and African countries. With its unique location Turkey is situated among countries in Southwestern Asia on the one hand, and on the other is a European country due to it being a part of Thrace (Guner, 2007:3). Turkey, as a country located in the Mediterranean basin, is easily able to establish relationships with European, Asian and Northern African countries (Figure 1). Nevertheless, Turkey is a country which has a coast on the Aegean Sea, the Sea of Marmara and the Black Sea being ramifications of the Mediterranean that is an extension of the Atlantic Ocean into the Old World Continents. The natural waterways of the Dardanelles and Bosporus connecting the Black Sea to the Mediterranean are located on Turkish soil. While the length of the Anatolian coasts of Turkey is 6.480 km, the length of the Thracian coast is 786 km. The coastal length of its islands is 1.067 km, whereas the extent of the Aegean Sea coast is 2.805 km and the Mediterranean coast is 1.577 km.

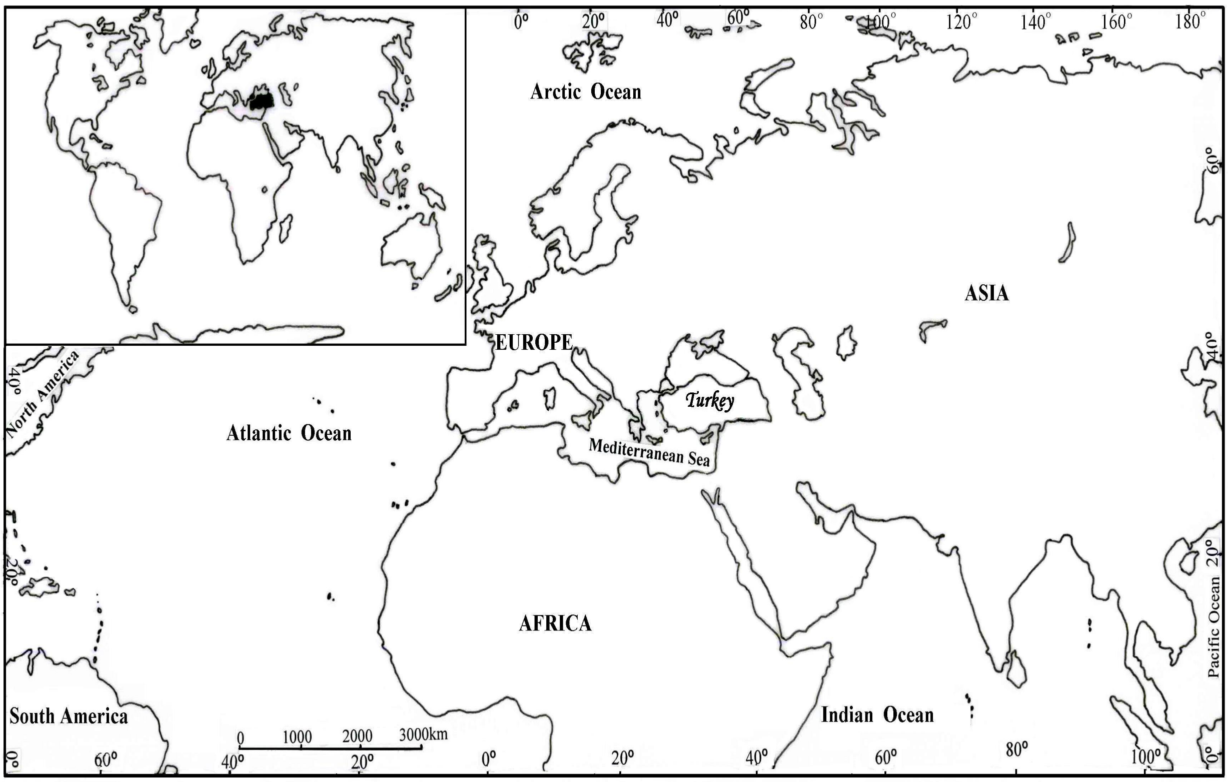

Figure 1. The location of Turkey in the world

The location characteristics of Turkey, which ranks among the most favorite cruising destinations in the world, having a coast on the Mediterranean and its ramifications in regard to the Aegean and the Black Sea, provide a great advantage in terms of cruise tourism. As from the beginning of the 2000's, Turkey has been ensuring cruise voyages move towards its coasts by turning its geographic location into an advantage and is attempting to increase tours originating in Turkey.

3. Basic Elements of Cruise Tourism in Turkey

Development in the tourism industry depends upon the existence of fundamental elements in tourism and their effective presentation in the market. Among these basic elements; attractions (climate, sea, beaches, sand, rivers, lakes, forests, historical and cultural assets), accessibility, accommodation, infrastructure and production of other goods and services can be ranked. The factor that turns all those assorted elements into a touristic commodity is the demand and inclinations of tourist markets and the sector's ability to initiate. Turkey is a country with high tourism potential. In recent years, it has become one of the fastest growing tourism economies by rationally utilizing its tourism potential. It has managed to enter into the first ten countries in the world with regard to the number of tourists attracted, and tourism revenues. Turkey is a country with considerable international attraction in coastal tourism, a subsector of sea tourism. However, it is only a port of resort in cruise tourism, a part of sea tourism.

Both natural beauties and historical and cultural assets coexist in the Eastern Mediterranean basin on the coasts of Turkey. They are even located in coastal towns and its vicinity in quite a fortunate manner. Consequently, the Aegean and Mediterranean coasts of Turkey are a destination for cruise tourism, where history, nature and sun coalesce. Turkey will be touched on in terms of fundamental components in cruise tourism in this section of the research.

3.1. Natural Attractions

Above all, Turkey being a bridge between Asia and Europe is its greatest attraction. The weight of coastal resources of the country in developing tourism structure in Turkey overwhelmingly generates an attraction for tourism. Differences between coastal and climatic characteristics also differentiate their usages (Ozguc, 2007:508-509). For instance, while coastal tourism within an international dimension has developed in the West of the Mediterranean coasts and Eastern Aegean coasts in Turkey, the Northern Aegean and Marmara coasts are witnessing second-home tourism.

The location of Turkey and its physical geographical characteristics have profound impacts on climate conditions. Turkey is under the impact of the Mediterranean macroclimate zone of the subtropics that exhibit significant differences with regard to climatic characteristics. Consequently, very diverse climate types are encountered in Turkey. The Mediterranean climate is dominant on the Mediterranean and Aegean coasts in Turkey, which also witness cruise tourism. High temperatures, absolute summer aridity and winter rainfall make up the most typical properties of this climate type. Nautical impacts are strongly felt throughout the Black Sea coasts of Turkey and because of this the Black Sea climate is rainy throughout the whole year. The summer months are not so hot on the Black Sea coast. The average temperature of the hottest month (July or August) does not exceed 22-24°C. Winter is not very cold either and can be considered as relatively warm (Kocman, 1993:75-78).

The Marmara climate, which is a transition climate, dominates the coast of the Sea of Marmara, is an inland sea in Turkey, and is a semi-humid climate. Temperature in summer months is not as high as in the Mediterranean climate zone; the average temperature of the hottest month (July) is approximately 23-24°C. On the other hand, the temperature is low in winter. The impact of cold air currents coming from the Balkans are experienced in the region and winters can sometimes be quite cold (Kocman, 1993:75-78).

The Mediterranean coast of Turkey is known as the "Turquoise coast" and is quite suitable for sea tourism. The temperature on this coast is higher than the Northern Aegean coast. Albeit high summer temperatures endanger negative conditions, and might be regarded as an assurance for sunny days. For example, the annual average sunshine duration is 2.029 hours in Anamur and Antalya and 2.985 hours in Dalaman. Sunshine duration in July goes a little over 12 hours. The average annual temperature of seawater is 21.5 °C in Antalya, 21.4 °C in Alanya being higher than 20 °C during the eight months between May and December. This temperature soars considerably in the hottest months (Ozguc, 2007:509). The abovementioned climatic conditions are dominant on the Southern Aegean and Western Mediterranean coasts of Turkey. Ports, where the greatest number of cruise ships berth, are situated on the stated seafronts as will be mentioned in the following sections of this research.

As well as the climatic advantages on the Mediterranean coast of Turkey, it also has diverse and numerous attractions such as impressive mountain ranges (in the winter, while one can swim in the sea in Antalya, one can ski in Saklıkent on Bakırlıdag), rich flora, waterfalls (Manavgat and Duden), caverns, Termessos, Olympus and the Koprulu Canyon National Park. Additionally, Patara Beach spreads over 12 km and is located in the spot where the Esen Stream meets with the sea between Fethiye-Kas, with its narrowest point being 250 m. There is a great interest in paragliding in Babadağ, near Fethiye-Oludeniz. Belcegiz Beach in the vicinity of Fethiye-Oludeniz and Konyaaltı. Also, the Lara Beaches surrounding Antalya are beaches that facilitate the international recognition of coastal tourism. The coast between Antalya-Alanya is known as the "*Turkish Riviera*".

A considerable portion of natural resources on the Turkish Aegean coast and its surrounding areas are protected holding the status of national park such as, Spil Mountain National Park and the Dilek Peninsula National Park. Foca, Cesme, Kusadasi, Yenihisar-Didim, Bodrum, Gokova Bay, Datca and Marmaris coasts are internationally revered in terms of both coastal and yacht tourism. The spit on the coast of Dalyan Strait attaching Köycegiz Lake to the sea, in other words Iztuzu Beach, are one of the favorite best preserved beaches in the world. Pamukkale travertines, which are located in Denizli, Pamukkale and a scenic wonder, are among the destinations that can be visited for either a daytrip or overnight stays.

Owing to the fact that the coast of the Sea of Marmara cannot compete with the Aegean and Mediterranean coasts with regard to climate conditions in Turkey, sea tourism is not an initial priority on those coasts. Istanbul, located on the coast of the Bosporus, disjoining the Asian and European continents, creates pull factors with its historical and cultural properties. Bursa with its renowned thermal springs also creates a pull factor with Uludag, one of the national international centers for winter tourism.

The Black Sea coast presents unique options for those who like to take part in nature-based recreational activities as part of ecotourism. It generates attraction with mountains, lakes, and rural areas agricultural scenes covered by forests running parallel along the coast. The Black Sea coast has been newly introduced to cruise tourism.

3.2. Historical and Cultural Attractions

Historical and cultural attractions lying around ports where cruise ships anchor, are subject to excursions by passengers from these ships. Ancient centers such as Phaselis, Olympus and Hydros, as well as numerous other historical beauties such as, Alanya Castle, Perge and Side are situated around the Mediterranean coast. Historical sites such as Xanthos enlisted as a UNESCO World Heritage Site and the Lycian tombs rank among other popular tourism attractions in the region.

Kusadasi, on the Aegean coast, is the most important resort for cruise tourism. The ancient city of Ephesus, in the immediate vicinity of Kusadasi, and the House of Mother Mary, close to this ancient city, attract visitors in the context of belief tourism. The proximity of the ancient cities of Miletus and Priene further increases the attraction of this town. Knidos and Kaunos have great wealth in terms of archeological tourism. The Fisherman of Halicarnassus in Bodrum, and a 13th century castle and underwater history museum artifacts are among the historical destinations that are a must for tourists from cruise ships anchoring in Bodrum Harbor. Ancient cities of Laodicea and Hierapolis near Pamukkale travertines are among other attractions sparking great interest.

Istanbul is one of the main ports for cruise tourism in Turkey. This city, being a capital of numerous civilizations, and its rich historical and cultural accumulations, become the main reason for cruise tourism's move towards this city. Historical treasures, museums, palaces, churches and mosques of Istanbul pertaining to the Roman, the Byzantine and Ottoman Empires and the founding years of the Republic of Turkey together with the natural beauty of the Bosporus, virtually invite visits to aim towards this city. Bursa is another significant historical and cultural center close to Istanbul. The "*Old City*", which was once the capital of the Ottoman Empire, is the most visited historical destination in this city. Also, the Kepez Harbor of Canakkale, situated on the eastern coast of the Dardanelles, is one of the harbors where cruise ships cast anchor. The Gallipoli Peninsula Historical National Park, which is home to items from the Dardanelles war, is located just west of this harbor in the Gallipoli Peninsula. To the south of this harbor is the ancient city of Troia, where the Trojan War took place, and the Historical National Park of Troy.

Sinop Castle, in which cruise ships cast anchor in the Black Sea Region and its museums, and the Sumela Monastery in Trabzon, Hagia Sophia, the Ataturk Mansion and other historical wealth create significant pull factors.

3.3. Ports and Airports

Ports are a major impetus for the development of domestic and foreign trade and especially in commencing and operating sea tourism. Multi-functional and well-equipped ports bring into existence the main link for a chain of services that can articulate the seaway transportation systems of countries to other parts of the world and increase the efficiency of transportation systems. Ports are indispensable infrastructural facilities of seas and in this respect, cruise tourism. The existence of functional ports in a country fulfils a basic prerequisite for the development of sea tourism (İncekara & Yilmaz, 2002:46).

Turkey has a long coastline. There are 174 ports and piers on these coasts; 22 of them are operated by the state; 27 by municipalities and 125 by the private sector. Turkish ports are strategically positioned in naval lines of the Eastern Mediterranean and the Black Sea, and are in the intersection of east-west and north-south positioned international transport corridors (2009 Report on the Maritime Sector, 2010:156). Cruise ports in Turkey are Sinop, Istanbul (Salipazari and Karaköy docks), Izmir (Alsancak), Cesme, Kusadasi, Bodrum, Marmaris, Antalya and Alanya (Table 3 and Figure 2). Barcelona, Venice, Napoli, Piraeus and St. Petersburg have the status of home port within the framework of cruise tourism in the Mediterranean Basin. Additionally, Istanbul and Izmir ports acquired the status of home port by fulfilling all of the necessary conditions. Of cruise ports, Alanya, Antalya, Marmaris, Bodrum, Cesme and Sinop ports are operated by the private sector. While Istanbul and Kusadasi ports are operated by the Turkish Maritime Organization, with Izmir port operated by the Turkish State Railways.

The majority of cruise ports in Turkey have been privatized. Today, every port is continuing its restoration and structuring operations to increase its own traffic. As well as these, other ports, where at least five cruise ships casted anchor in 2010, are Trabzon, Canakkale, Kepez, Dikili, Fethiye, Gocek, Kaş and Kemer. Turkey only offers ticketing service to notable cruise tourism companies in the world within the framework of cruise tourism. Harbors, where approximately 30.000 people, who participate in cruise tourism leave from Istanbul, Izmir and Kusadasi ports.

Ports are ensured to operate in compliance with international standards by equipping Turkish ports with the ISPS (International Ship and Port Facility Security Code). Checking the number of visitors in cruise ports in Turkey, it can be observed that they have been able to compete with ports located in the Mediterranean Basin. Given that cruise tourism has been rapidly growing, it is imperative that ports also seize to obtain the same progress. Istanbul Salipazari Harbor is a port of resort, in which the world’s biggest cruise ships (with a voyager capacity of 3.000-5.000) enter, hosted 342 ships and 508.246 voyagers in 2010 (Table 3). Necessary infrastructure and superstructure work was completed at the Istanbul Sarayburnu dock to be able to serve cruise ships as well and is now ready for service (2009 Report on the Maritime Sector, 2010: 121-158). Kusadasi port was equipped to host the biggest ships in the world by extending two of its piers. Moreover, Bodrum was rendered one of the most modern cruise terminals in Turkey by completing the Cruise Terminal Project. Work is still being conducted for the cruise port in Marmaris to expand its capacity and construct new berths for meeting ship and voyager traffic.

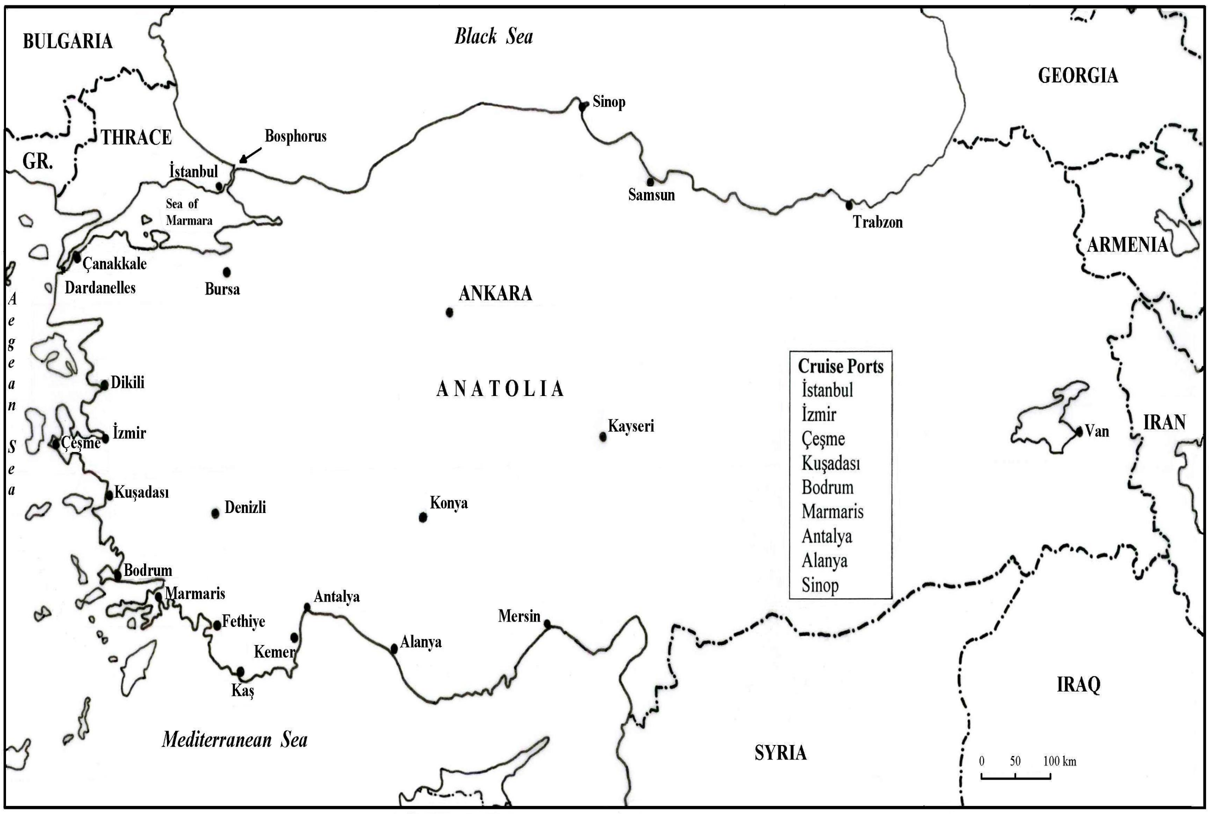

Figure 2. Cruise ports in Turkey

The development of the infrastructure of cruise ports in Turkey is closely followed by the world cruise sector and rewarded in the sense of stimulus. Among these, Salipazari Harbor was chosen as the best cruise port in Europe by the World Travel Awards in 2009. In 2011, the Antalya Port was the only harbor selected in Turkey for awards given in 15 distinct categories and among hundreds of ports and destinations by "Dream World Cruise Destinations Magazine", which is an esteemed media organization in the world of cruise. The Antalya Port was given the award "The Most Improved Terminal Facilities". Besides, Kusadasi Cruise Port was deemed worthy of many awards in 2007 and 2008. *"The best port in security"* and *"the best cruise port"* awards can be included among the awards given to the Kusadasi port.

It can be noted that cruise ports in Turkey are at the same time adjacent to airports. This situation facilitates passengers to get to starting ports by means of air transport and arrive where they live after returning. It is possible to get to Istanbul Salipazari Port via Istanbul Ataturk Airport and Istanbul Sabiha Gökcen Airport; to Izmir, Cesme and Kusadasi Cruise Ports via Izmir Adnan Menderes Airport; to the Bodrum Cruise Port through Mugla-Milas-

Bodrum Airport; to the Marmaris Cruise Port via Dalaman Airport; to the Antalya Cruise Port by means of the Antalya Airport and the Antalya Gazipasa Airport; to the Alanya Cruise Port by means of the Antalya Gazipasa Airport and to the Sinop Cruise Port via Samsun and Sinop Airports. Trabzon Airport is also situated very near to the Trabzon Port.

3.4. Accommodation

Centers where cruise ports are located in Turkey are also solid with regard to the infrastructure of accommodation facilities. These centers are tourism management certificated, in other words, high quality standard rest stops. Checking 2009 statistics from the Ministry of Culture and Tourism for accommodation facilities, it can be seen that there are 754 tourism investment certificated and 2.625 tourism management certificated accommodation facilities. There are 231.456 beds in tourism investment certificated facilities and 608.765 in tourism management certificated facilities. Nevertheless, while the number of accommodation facilities certificated by municipalities is 7.115 in Turkey, these facilities have a bed capacity of 402.289 (www.ktbyatirimisletmeler.gov.tr).

It is certainly evident that tourism investment and management certificated accommodation facilities certified by the Ministry of Culture and Tourism constitute a considerable percentage in provinces in which cruise ports are located. For example, 69% of the bed capacity with a tourism investment certificate and 79.5% of the bed capacity with a tourism management certificate in Turkey is situated in provinces with cruise ports (Table 1). Consequently, provinces in which cruise ports are situated are quite strong in respect to accommodation infrastructure. Also, this table is even more consolidated considering accommodation facilities licensed by municipalities. Turkey does not have any cruise berth capacity.

Table 1. Tourism Investment and Management Certificated Accommodation Facilities in Provinces with Cruise Ships (2009)

Provinces	Tourism Investment Certificated		Tourism Management Certificated	
	Number of Facilities	Number of Beds	Number of Facilities	Number of Beds
Istanbul	85	30.915	374	61.239
Izmir	51	15.917	128	25.482
Aydin	22	12.697	78	19.910
Mugla	130	46.900	378	87.130
Antalya	122	53.108	663	290.232
Sinop	5	382	5	222
Total	415	159.919	1.626	484.215
TURKEY	**754**	**231.456**	**2.625**	**608.765**
Ratio to Turkey Overall (%)	55	69	61.9	79.5

Source: Republic of Turkey Ministry of Culture and Tourism (www.ktbyatirimisletmeler.gov.tr)

3.5. Marketing

Turkey does not own a cruise ship itself. Although a few local companies attempted to create and market local touristic cruise products in the past, it was not successful. However, some local enterprises have again attempted to create and market local tourism products by renting cruise ships following domestic demand for the same reason in Turkey, managing to get 30 thousand domestic travelers. A marketing service consisting of goods/services infrastructure such as port services, city tours, shopping, dinner-entertainment is offered mostly to foreign cruise companies. Thus, domestic tour operators and travel agencies are limited to a passive marketing service responding to demands of foreign cruise tours. Travel agencies operating in Istanbul, Izmir, Antalya and Mugla represent foreign cruise tour companies. In this case, foreign cruise firms resort benefit for cooperating with local agencies for port services, ship and voyager entries, and city and environmental tours.

4. Development of Cruise Tourism in Turkey

The Mediterranean Basin, where sea and sun embrace one another, in addition to natural, historical and cultural wealth, is among the favorite destinations of cruise tour operators. At the same time, it is the only basin that enables destinations from three continents to be seen. That being said, favorite tourism destinations being bolstered by airports on shores provide advantageous access for cruise tours. Therefore, tourists seize the opportunity to be easily able to partake in cruise tours by arriving from where they live to the starting port in which they take part in a cruise program via air transportation. North America and Europe constitute the world cruise market to a great extent. Tourism destinations of the Dalmatian shores, Greek Islands, Turkey, Cyprus, Egypt and Israel are marketed to passengers in cruise programs encompassing the Eastern Mediterranean. Turkey started to appear favorably among the destinations of cruise ships in the Eastern Mediterranean Basin from the 2000's. This period gained momentum as from 2005 (Table 3).

Political developments experienced in countries like Tunisia, Morocco and Egypt and economic and political stability grabbed by Turkey in recent years are among the influencing factors for this choice. Recently, interest in the Mediterranean and Black Sea-Russian cruise tours leaving from Istanbul, Izmir and Kusadasi ports has gradually grown. Kusadasi, Izmir, Istanbul, Marmaris and Bodrum ports in Turkey attract attention as gateways for cruise voyagers entering into the country for one day with a ratio of 80%.

Tourism continues to grow albeit the worsening global economy, sudden fluctuations in oil prices and exchange differences. Turkey is one of the countries experiencing a rise in demand within overall tourism movements in world tourism. As an illustration, Turkey raised its share to 2.4% in the world tourism market and 4.5% in the European tourism market. In 2010, it ranked between the first five to ten countries in the world with regard to the number of foreign tourists coming in and tourism revenues. Turkey, turning into one of the favorite destinations in the world tourism, ensures a portion of the demand for cruise tourism steering towards Turkey. On the other hand, it can be argued that the cruise tourism trend in Turkey, whose tourism expenses rose to 4.8 billion dollars in 2010, has also triggered domestic demand.

Legal regulations and policies aimed at cruise tourism in Turkey will be dwelt upon in the next section of this research. Then, statistics of cruise ships anchored in Turkish ports and voyagers the analysis of change and development in stats; economic implications of cruise tourism its future problems experienced and studies and suggestions intended for solutions to these problems will be presented.

4.1. Legal Regulations and Policies

Legal regulations related to cruise tourism in Turkey is quite recent. There was not any tourism legislation directly associated with cruise tourism in Turkey until 2007. Therefore, operations have been conducted in this tourism sub-sector by indirect tourism regulations and legislations pertaining to sea transport and ports before 2007. However, cruise tourism lacked stimulus and subsidies from the benefits of yacht tourism. With the increase in the number of cruise ships entering into Turkish ports, in particular during 2005 and afterwards, the necessity for legal regulations became inevitable. The first legal regulation pertaining to cruise tourism in Turkey took place with the *Act for Amendment of Some Articles related to Sea Tourism* of the Law on Encouraging Tourism no. 2634, put into effect by its issuing in the Official Gazette no. 26402 dated 13 January 2007. For the first time, cruise tourism was given a place among the means of sea tourism in this law and a definition of cruise ship was given. Navigation basics of modes of sea tourism in Turkish ports and territorial waters were specified. *Regulation on Sea Tourism* came into force on its issuing in the Official Gazette no. 27298, dated 24 July 2009, pursuant to Article 37 of the Law on Encouraging Tourism no. 2634, dated 12.03.1982 regulated ports for cruise ships, types, infra and superstructure characteristics, local and foreign modes of sea tourism, investment and management of means of sea tourism, working principles of managements and navigational basics of cruise ships between Turkish ports.

Cruise tourism was intended to gain momentum in Turkey with the aforementioned legal regulations. The regulation enacted in 2009 aims at the development and encouragement of investment and management of the facilities and means of sea tourism. Having said that, improving international competitive power and the quality of the cruise sector is intended by determining minimum rules those investors and managers operating in this field are required to abide by. While Turkey is capturing a gradually solidifying position in world tourism, the policy generating process related to cruise tourism is quite recent and in my opinion, running a little late. Legal regulations related to cruise tourism coming into effect in 2007 and associated regulations to go into effect in 2009 indicate that this type of tourism has only recently appeared in tourism policies. In fact, domestic and foreign demand for cruise tourism beginning to increase recently has spawned the need for legal regulation.

4.2. The Demand for Cruise Tourism in Turkey

4.2.1. Domestic Demand

In recent years, the process to participate in mass tourism in Turkey has gradually picked up speed in line with the increase in national income. According to 2009 data from the Ministry of Culture and Tourism, it can be observed that a total of 22.9 million tourists stayed overnight in that year. A total of 12.1 million of these stays were local tourists (the average time of stay in facilities was 1.89 day). Except for the years when the national and global economic crises were experienced, acceleration is evident in domestic tourism movements. However, partaking in cruise tourism is limited in Turkey.

While the participation of the high income bracket in cruise tourism was the case in the beginning of the 2000's, people in middle income bracket started to demand cruise tourism as well depending upon economic development in the country and appealing rates. The demand for cruise tourism in Turkey amounts to approximately 30 thousand people. This figure is expected to rise to 55 thousand people within three years. While Turkish citizens take part in cruise programs to Greek Islands, Croatia, Italy and Norway leaving from Istanbul, Izmir and Kusadasi ports in the summer in particular, they go on cruise programs to the Canary Islands, Caribbean, South America and Australia. Again, they participate in various sea and river cruise programs going to the starting ports of other countries via airway. Not demanding a visa for citizens with green passport augmented the participation in the Eastern Mediterranean cruise programs.

According to 2010 data from the European Cruise Council, Turkey does not rank among the first 10 countries in Europe in respect to the domestic demand for cruise tourism (www.europeancruisecouncil.com). It is obvious that demand for cruise tourism is low considering the country has a population of 74 million with a per capita income of about US$ 10.000. But, the growth period of the Turkish economy gives off strong signals that the participation in cruise tourism will further increase in the following years. Promotion and advertisement should be concentrated on much more in order to allow for a faster increment in domestic demand.

4.2.2. Foreign Demand

The current foreign demand for the touristic commodity of cruise mostly comprises excursions of voyagers of foreign cruise ships to Turkish ports and their vicinity. Turkey's active foreign demand for cruise tourism mostly focuses on ports and its surrounding supply of services.

One can get a more accurate idea about foreign demand that may lean towards Turkey by closely analyzing the world cruise tourism market. According to research by Cruise Lines International Association (www.cruising.org) 18.8 million people participated in cruise tours in the world in 2010. Considering 17.6 million people partook in these programs in 2009, a 6.8% increment is observed in 2010 in comparison to 2009. In 2010, eleven million North Americans went on cruise tours. The USA gains 20 billion dollar revenue per annum from cruise tourism. According to the 2010 data from the European Cruise Council (www.europeancruisecouncil.com), the number of tourists who participated in cruise tourism in Europe reached 5.54 million, exceeding 5 million for the first time. Given this figure was 4.94 million in 2009 a 9.31% increase is observed from 2009 to 2010.

Table 2. Incoming foreigners with respect to the type of mode of transport they utilized

Year	**Vessel**		**Train**		**Plane**		**Motor Vehicle**		**Total**
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	
2000	1144185	10.7	39668	0.5	7274869	69.7	1969431	18.9	10428153
2001	1137887	9.8	55805	0.5	8459489	72.8	1966728	16.9	11619909
2002	743875	5.6	55509	0.4	9983741	75.4	2465051	18.6	13248176
2003	986261	7.1	63104	0.5	10012886	71.7	2894154	20.7	13956405
2004	1180509	6.7	73476	0.4	12574463	71.7	3719936	21.2	17548384
2005	1320064	6.2	78541	0.4	14981462	70.9	4744819	22.5	21124886
2006	1457194	7.4	71707	0.4	14084734	71.1	4206198	21.2	19819833
2007	1742906	7.5	68755	0.3	16807681	72.0	4721569	20.2	23340911
2008	2037314	7.7	72320	0.3	18838735	71.5	5388308	20.5	26336677
2009	2018657	7.5	69167	0.3	18959340	70.0	6029950	22.3	27077114
2010	2062288	7.2	66144	0.2	19555705	68.3	6948067	24.3	28632204

Source: Statistical Indicators (1923-2009), 2010; (www.ktbyatirimisletmeler.gov.tr)

1.6 million of European cruise tourists are from the United Kingdom. Following are Germany with 1.2 million tourists, Italy with 889 thousand tourists, Spain with 645 thousand tourists and France with 387 thousand cruise tourists (www.cruising.org). In addition to that, the European market also partakes in short duration tours, remaining outside the definition of cruising. While political upheaval in Tunisia, Morocco and Egypt negatively affect destination preferences of European cruise market, it enables cruise ship companies to give further place to programs regarding Turkey.

The Mediterranean Basin comes to the forefront as the most favorite destination of British and German cruise consumers. In 2010, Turkey, amongst Mediterranean countries, received the sixth most cruise voyagers behind Italy, Spain, Greece, France and Norway. 7.2 million cruise tourists have visited Turkey in the last five years (Table 3).

Table 3. Statistics of the number of voyagers and cruise ships anchored in Turkish ports

Port	2002		2004		2005		2006		2007		2008		2009		2010	
	Ship	**Voyager**	**Ship**	**Voyager**	**Ship**	**Voyager**	**Ship**	**Voyager**	**Ship**	**Voyager**	**Ship**	**Voyager**	**Ship**	**Voyager**	**Ship**	**Voyager**
Alanya	70	36.845	106	56.139	100	70.190	114	80.440	124	93.937	84	57.000	73	50.285	2	1.071
Antalya	56	18.617	63	51.049	40	30.424	32	13.015	34	15.680	41	25.057	23	12.549	41	103.859
Bodrum	71	16.540	79	33.231	55	8.921	66	10.478	63	9.892	126	52.862	87	38.414	89	31.700
Cesme	-	-	-	-	-	-	-	-	-	-	3	1.819	1	817	16	9.247
Istanbul	179	97.461	141	114.390	202	176.768	306	273.553	340	422.896	404	489.544	313	476.541	342	508.246
Izmir	18	2.081	33	75.934	39	66.285	105	184.797	122	287.357	133	318.451	129	315.454	159	378.266
Kusadasi	336	119.782	348	221.417	441	301.105	471	368.696	613	466.677	601	518.872	506	462.746	517	493.911
Marmaris	23	20.774	74	74.753	97	83.094	83	65.265	64	60.039	70	101.874	74	81.472	84	146.531
Sinop	-	-	-	-	-	-	-	-	-	-	6	3.136	14	7.861	7	7.098
Other Ports	98	20.602	83	18.351	74	20.776	140	20.070	61	11.922	144	36.757	108	38.055	111	39.169
Total	821	332.702	927	645.264	1048	757.563	1.317	1016314	1.421	1368400	1.612	1605372	1.328	1484194	1.368	1719098
The Ratio of Cruise Ports to all ports of Turkey (%)	**91.7**	93.8	**91**	97.2	**92.9**	97.3	**89.4**	98	**95.7**	99.1	**91.1**	97.7	**91.9**	97.4	**91.9**	97.7

Source: Ministry of Communications Under secretariat for Maritime Affairs General Directorate for Marine Trade; (www.denizcilik.gov.tr)

The majority of people participating in international tourism movements firstly prefer airways and then, highways. It has been noted that foreign tourists visiting Turkey have preferred the same channels of transport (Table 2). Only 7.5% of tourists, who visited Turkey, prefer seaways. While the ratio of tourists coming via seaway was 10.7% in 2000, this ratio dropped down to 5.6% in 2002. The 9/11 terrorist attacks caused participation in international tourism in the world to fall. Moreover, the 2003 Iraq War affected Turkish tourism negatively. Paying attention to Table 2, the number of tourists coming via seaway declined while the total number of tourists Turkey received increased in 2002 compared to 2001. The cancellation of voyages to cruise ports in the Eastern Mediterranean by cruise companies played a role in this. The percentage of tourists coming to Turkey via seaway reflected an increase of up to 7.5%, progressively soaring as from 2003. In 2010, while 83.4% of people entering Turkey via seaway did it for touristic purposes (Table 3), the remaining 16.6% came for yacht tourism.

Reviewing statistics of passengers and cruise ships casting anchor in Turkish ports (www.denizcilik.gov.tr) (Table 3), while 821 ships and 332.702 passengers arrived at cruise ports and other ports in Turkey in 2002, it can be seen that these figures reached 1.719.098 voyagers and 1.368 ships in 2010. Cruise tourism companies taking the Eastern Mediterranean and meanwhile Turkish ports out of their program due to 9/11 terrorist attacks led to a significant decrease in both entries of cruise ships and passengers in 2002.

Additionally, high rates in Turkish ports put a limit on the orientation of cruise ships to Turkish ports. Partial reductions pertaining to port rates in the subsequent years did not enable the desired numbers of vessels and passengers entering Turkish ports. The palpable increase in the number of cruise ships anchored in Turkish ports and incoming voyagers became evident as of 2005. For the first time, in 2006, the number of cruise ships moored in harbors in Turkey exceeded a thousand and reached 1.612 in 2008. The number of cruise tourists, who stopped off in Turkey, reached 1.605.372 in 2008. A decline was experienced in the number of incoming ships and voyagers in Turkey because of the global economic crisis in 2009. While 1.328 cruise ships and 1.484.194 voyagers arrived at harbors in Turkey in 2009, a partial upsurge was ensured in 2010 when the impacts of the economic crisis began to wane. 1.368 cruise ships moored in Turkish harbors and 1.719.098 passengers stepped off the cruise in Turkey in 2010. This boost in the number of voyagers in 2010 stemmed from bigger vessels casting anchor in Turkish harbors (Table 3).

25.2 million cruise passengers visited ports of European countries in the stated year, according to 2010 data from the European Cruise Council (www.europeancruisecouncil.com). 6.7% of these passengers headed towards Turkish harbors. Of these harbors, Kusadasi and Istanbul ports are where cruise ships moored the most. Izmir Alsancak port joined these ports as of 2006. Today, the Istanbul, Kusadasi and Izmir ports rank among the harbors attracting the greatest number of cruise tourists in the Mediterranean Basin. In 2006, while the share of these three ports with regard to the number of incoming cruise ships among ports in Turkey was 67%, their ratio in the sum of cruise voyagers was 81.4%. These ratios were respectively 74.4% and 80.3% in 2010 (Figure 3). In other words, while ¾ of cruise ships anchored in Turkish harbors moor in the aforesaid ports, 4/5 of passengers coming via cruise ships entered Turkey through these three ports. Consequently, foreign demand for cruise tourism in Turkey rests on these three ports and surrounding supply of services to a great extent.

As seen in Table 3, harbors serving as cruise ports in Turkey have an approximate ratio of 92% in ship entries and 97.3% in passenger entrances. The share of other ports is below 10%. Further, it can be seen that the incoming number of tourists per ship has gradually augmented. While the incoming number of tourists per ship was 405 in 2002, this figure reached 696 in 2004, 772 in 2006, 996 in 2008 and 1.257 in 2010. It is apparent that incoming ships have gradually grown and the interest towards Turkey has soared.

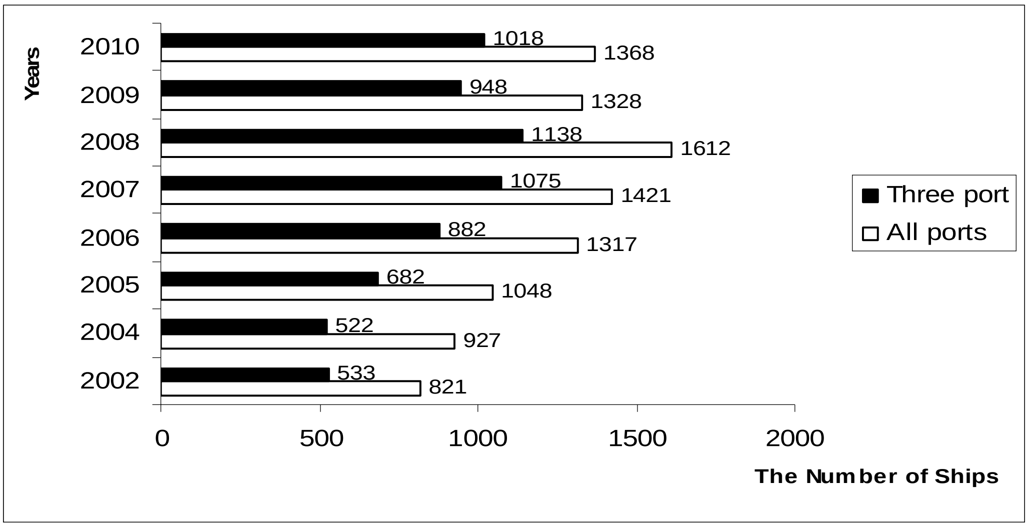

Figure 3. Comparison between the number of cruise ships moored in Turkish harbors and three ports (Istanbul, Izmir and Kusadasi)

According to data from the Ministry of Culture and Tourism, in 2009, while 15.8% of foreigners coming to Turkey through seaway were USA citizens, 14.1% were Italian, 12.7% were British, 8.2% were German, 6.6% were Spanish, 5.5% were Greek, 4.5% were French, 3.9% were Canadian, 2.6% were Dutch, 1.6% were Austrian, 1.5% were Polish, 1.5% were Russian, 1.3% were Ukrainian and the remaining 20.2% belonged to other nationalities (www.ktbyatirimisletmeler.gov.tr). Due to the fact that the great majority of foreigners coming to Turkey via seaway came for cruise tourism purposes, it gives a clear idea about the nationalities of the people coming to Turkey by cruise ships. It appears that cruise voyagers coming to Turkey consist of citizens of countries that represent the world cruise market.

4.3. The Economic Impacts of Cruise Tourism

It appears that trips conducted by 18.8 million people via cruise ships in the world reached an economic magnitude of $30 billion in 2010. The share of the USA profit from this pie singlehandedly was $20 billion. Should we examine the economic repercussions of the cruise industry in Turkey, one of the first things that can be argued is that Turkey's tourism revenue resulting from cruise ship management is very small. It gains revenues from relationships like port services, city tours, and supply of services and shopping. Therefore, a calculation anticipating that voyagers of cruise ships, which run cruise tours into Turkey and stop by more than one port, means an average spending of $200. Thus, it reveals that Turkey's cruise tourism revenue in 2010 reached up to $343.8 million. Adding imperative port expenses of cruise ships into that figure, it can be seen that cruise tourism revenue in Turkey is about 360-$400 million. We can argue that the domestic demand for cruise tourism produces an economic magnitude of $50-60 million. Cruise tourism in Turkey is one of the underscored ideas to attract upper income tourists with a great desire to spend. There has not been any study on employment created by cruise tourism in Turkey.

4.4. Problems Experienced

Considering tonnage sizes of cruise ships, whose economic contributions to Turkey has grown year after year, it can be observed that there is no cruise ports that can satisfy current and future demands. In addition to constructing new cruise ports, it is also a requirement to equip the available ports to meet the needs of cruise ships. It is necessary to build docks that allow for simultaneous mooring of the biggest and greatest number of ships. Putting into service cruise ports in Istanbul, Izmir and Antalya matched to its European counterparts will provide an advantage to Turkey in vehement competition.

According to Article 3.16.5 of the Convention of Facilitation of International Maritime Traffic, passengers should be permitted to set foot on land through a Landing Card for touristic trips and historical site visits within the province borders of the respective port without demanding a visa from citizens of countries subjected to visa by port authorities for vessels staying less than 72 hours in harbors (2009 Report on the Maritime Sector, 2010:239). The landing of further passengers will provide an increase in revenue.

High lighthouse fees charged by the Directorate General of Coastal Safety play a big role in service fees in Turkish ports for being expensive. Separate lighthouse fees are paid for every departure from and arrival to ports in strait entrance and exits and different zones for passing through Turkish straits non-transit zones. These lighthouse fees paid in every port in different zones generate a serious cost for vessels. Besides, a 20% increase in lighthouse fees in 2008 brought about ports being expensive and losing their attractiveness. To be able to compete with countries with coastlines on the Mediterranean Sea, it is necessary to reduce lighthouse fees in Turkey by reducing them to the lighthouse fee level of these countries. Furthermore, sanitary dues collected by the Directorate General of the Health for Border and Coastal Areas for the Ministry of Health are important factors concerning costs, as well as lighthouse fees (2009 Report on the Maritime Sector, 2010:240-241).

High sanitary dues charged in Turkish ports produce an enhancing effect on costs. Sanitary dues should be completely abolished. It is wise to collect a fee only when a health service is demanded. Also, the complete removal of head taxes will lessen the competition with other countries' ports considerably.

5. The Future of Cruise Tourism in Turkey

Turkey's active foreign demand for cruise tourism centers upon ports and a surrounding supply of services. This country is only at its infant stage in cruise tourism. Turkey does not possess a cruise ship. The notion to not be able to compete with major cruise companies in the world has meant Turkish entrepreneurs finding hotel management more lucrative than being involved in cruise tourism. . But, some tour companies in Turkey have begun cruise voyages to the Black Sea, Greek Islands, Dalmatian shores and Italy leaving from Istanbul and Izmir ports by renting cruise ships. They have started to sell tours in and outside of Turkey. The number of similar initiatives will gradually augment in the following years. Turkey not having been affected much by the global economic crisis and its economy growing ensure the increase in domestic demand for cruise tourism. This situation has enabled American, Greek, Spanish and Italian cruise companies to turn their attention to programs originating in Turkey.

Turkey will further strengthen its infrastructure with the cruise ports it has built and has been building within the framework of the 2023 Tourism Strategy (Tourism Strategy of Turkey- 2023, 2007:23). Hence, the number of cruise ships turning their nose tip towards Turkish ports will be boosted. As well as that because of the persistence of economic stability, domestic demand will increase even further. There exists a strong optimism regarding the fact that Turkey will be a developing market. In addition to projects for new cruise ports, Turkey is endeavoring to bring short, medium and long term planning and policies intended for this sort of tourism to the fore. Operations by virtue of need cannot be more than just saving the day.

Conclusion and Suggestions

Turkey is a country with a high tourism potential with its wealth of natural, historical and cultural beauty in the Eastern Mediterranean Basin. It is in a position where cruise tourism began to turn towards it as from the beginning of 2000's and has gathered pace in recent years. Turkey does not own any cruise ship management. It offers a supply of services aimed at port services and port peripheral activities for cruise ships of cruise companies in the world organizing voyages to harbors in Turkey. Rapid economic expansion in Turkey and soaring interest towards cruise tourism has enable rapid growth in the domestic demand for this kind of tourism. In this sense, cruise tours originating in Istanbul, Izmir and Kusadasi ports, have expanded out to the Black Sea, the Greek Islands, the Dalmatian coasts and Italy. We have seen that cruise tourism has been presented in policies to diversify tourism, spread it through twelve months of the year and attract tourists with a high spending capacity. Infrastructure solidification practices have picked up speed for this purpose.

Conducting SWAT analysis towards cruise tourism in Turkey, pros and cons and opportunities and risks can be put forward. The pros for Turkey in cruise tourism can be articulated in the following way: 1- Geographic location and proximity to the European market, 2- Having a gradually growing market and lure of the potential market, 3- The existence of natural, historical and cultural attractions, 4- Maintenance and restoration services. Opportunities before cruise tourism in Turkey are; 1- due to political unrest in Tunisia, Morocco and Egypt, orientation of cruise tours, which were headed towards the aforementioned countries, to Turkey, 2- due to the economic crisis experienced in Greece, some tour operators in Turkey seizing the opportunity for selling tours at home and abroad by renting Greek-flagged cruise ships.

The cons of cruise tourism in Turkey: 1- Insufficient capacity of ports to meet the demand and the need for new cruise ports, 2- High fees of port services compared to other countries, 3- Inadequate domestic demand albeit the size of the market, 4- Inadequacy of incentives towards cruise tourism in Turkey, 5- Inadequacy of promotion. Finally, possible future risks for cruise tourism in Turkey are as follows: 1- Failing to enter into the sector as an investor in a globally competitive environment, 2- The threat of foreign capital and decreasing effectiveness of domestic capital, 3- The state running behind in generating sector-oriented policies.

Our suggestions for cruise tourism in Turkey to be able to ensure the desired developments are as follows:

1. If Turkey is to generate a touristic cruise commodity, it must put special emphasis on ship management and in this respect, cooperation between public and private sectors and public incentives are required. In this sense, internal dynamics should be set in motion for a touristic cruise commodity.

2. Port service rates should be re-designated in consideration for a competitive approach, and rates should be inciting.

3- In Turkey, it is necessary to encourage people from a wide range of incomes to cruise.

4- Qualitative and quantitative improvement of the supply capacity of the Turkish cruise industry will further trigger domestic and foreign demand as well as increasing added value and employment that it will create.

5- By adding docks on the Mersin Port for cruise ships, the way will be paved for tourists who step onto this port for an overnight stay in the Cappadocia region.

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