



The role of port operations in the development of cruise tourism: The case of port of Antalya

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Abstract

Cruise tourism, which is evaluated within marine tourism, has significant environmental, economic, and socio-cultural impacts on visited ports. Cruise tourism is an activity that provides economic income to the harbors and creates new jobs. The cruise tourism has an increasing demand in the recent years because cruise ship visitors both have an opportunity to see many countries and cities in a short time and have a vacation on a luxury ship, which has a comfort standard like a holiday village. With her historical, cultural and natural attractions, Turkey is located in very strategic and convenient point and also Turkey is so close to destinations that cruise ships prefer to visit in the Mediterranean Basin. In 2014, approximately 22 million tourist travelled with cruise ships in the World and 1.8 million cruise passengers came to Turkey. The aim of this study is evaluate the development of cruise tourism in Turkey in terms of port operations. In previous studies it has focused on the development of cruise tourism but has not been evaluated in terms of port operations perspective. Semi-structured interview technique was used in the study and interviewed with General Manager of Antalya Global Ports Holding, which is one of Turkey's most important port operations. Turkey and in the World cruise tourism is compared and has been reached important information about the development of cruise tourism.

Keywords: Tourism; Cruise Tourism; Port Operations.

1. Introduction

The cruise industry is the fastest-growing sector in tourism. With the increasing income levels and technological developments, cruise industry is rapidly developing in Turkey and worldwide. As the demand grows up for the cruise tourism, which is considered as a sub-sector of the marine tourism, countries have accelerated their investments in this area, because, cruise ships are leaving quite large amount of income to ports of call and provide direct and indirect economic revenue to the visited city. The economic activities in the cities are increasing with the arrival of cruise tours. In a cruise tour it is certain that, where the cruise tour will start, the route, length of the tour and where it will end. Tours usually start at a certain port and ends at the same port. Cruise tourism is a kind of tourism, preferred by tourists looking for different experiences and adventure. Passengers have opportunities to visit different ports on a particular route, participate in indigenous activities to the region in these places.

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Before the aircrafts start to intercontinental passenger transport, transportation between the two sides of the Atlantic was provided with luxury ships called Ocean Liners equipped with high tech features for its time. After the World War II, due to improvements in aircraft the demand for these vessels was greatly diminished. After all these developments the ships were used for vacations and trips and ship companies tried to increase falling demand again. Over time, an international definition occurred which is called as cruising. The aim is not only to carry passengers, within a certain time with a schedule visit the port in the route and carried out many activities in the harbor. With the developments of this sector the ships has begun to be designed with the requirements of this new approach and how and where they will operate. This situation has provided the development of cruise tourism and cruise ships which can carry 3000-4000 passengers and hosts all kinds of social events (Albayrak, 2013).

2. Cruise tourism

The mean of cruise is a vacation involving a voyage by sea, on a lake, or on a river (Gibson, 2006). Cruise tourism is a kind of holiday including the sea trip, visit of destinations and different activities on board and land. Cruise tourism can be defined as charging a fee for a voyage, main purpose is not transportation but accommodation of guests and onboard guests spend their leisure time visiting a variety of destinations on a specific route (Demir, 2014; Wild, Dearing, 2000:319-320). According to definition, the aim of cruise tourism is not passenger transport, but host to tourists and provide all kinds of services on board. In the cruise tourism port visits, visit to close places to the harbor and shopping activities are available. The services offered to tourists in the ports, visited by cruise ships, are the areas in which the host country mostly invested. However, on the basis of cruise tourism there are sea and ship travels. As a touristic product the cruise ship travel consists of all types of services offered on board and visits of different ports, and benefits from other transportation and accommodation services. Cruise ship travel begins from specific ports. A certain number of ports and before and after the trip, which will last a certain time, transportation and accommodation of the participants, are the other components of the touristic product (Incekara, Yılmaz, 2002:9). Cruise tourism is growing rapidly in the World and leaving big amount of money for the visited country and cities, and is a kind of tourism that addresses to middle and upper income groups (İzmir Chamber of Commerce, İZTO, 2016). Cruise tourists spend average of 3 times more than a normal tourist. For example; a normal tourist daily average expenditure is around 50-55 dollars in Turkey, this figure is about \$ 120 for a cruise tourist in a transit port, and it is more than \$ 150 in home ports (Turkish Chamber of Shipping, 2014).

The arrivals of cruise ships and their passengers is expected to alert economic activity. Some of them can be direct; purchase of fuel, water, payment for berthing, port fees etc. Most of the economic impact will arise by tourists and their activities. The industries which are generally benefit from the visitor activities are as follows: transportation (taxis, buses, automobile, boat rentals), tour operators (including organizers, guides), selected attractions (mainly those marketed as part of tours or shore activities by the tour staff on the ship), shops (mainly those located close to the dock, or marketed directly by the ship activities staff (Main beneficiaries are jewellery shops, craft merchants, local specialties, e.g. spices, art, clothing) (Manning, 2006).

Cruise ships achieve high guest satisfaction rates and loyalty by ensuring their guests receive what they want in terms of products, service and levels of quality (Hospitality, Leisure, Sport and Tourism Network, 2007). A cruise ship provides easy access to the world's most popular destinations, and this simple statement holds the key to the current successes that the industry enjoys (Gibson, 2006). Cruise ships offer a new generation of onboard features and a world of innovation, including water parks, surf pools, planetariums, golf and sky-diving simulators, ice-skating rinks, rock-climbing walls, bungee trampolines, self-leveling billiard tables, demonstration kitchens, multi-room villas with private pools, and much more. Also today's new designed ships offer facilities to accommodate family members traveling together or even passengers cruising solo

(Florida-Caribbean Cruise Association, FCCA, 2014). Today cruise ships are like luxury hotels and have different sizes, and standards and ships are designed for a wide range of budgets and choices. Cruise trip provides an optimum holiday because of it includes visit of different destinations and a variety of activities during the voyage. Vessels are being used as both travel tool and it has the nature of the hotel. Passengers disembark for short periods and visit land-based sites.

2.1. Cruise tourism in the world

According to FCCA (2014) report, 22.1 million passengers took a cruise in world. Until today, the industry has offered its guests many possibilities and involved innovation to develop new destinations, new ship designs, new and diverse on board amenities, facilities and services, plus wide-ranging shore side activities. Cruise lines have also offered their guests different and new cruise themes and voyage lengths. The age range of the majority of cruise passengers is between 30-39, 50-59 and 60-74. Cruisers' annual income was \$114,000. Most of cruise travelers were employed (72%), college educated (69%) and married (84%). Cruise travellers spent an average of \$2,200 per person on their last cruise, with \$1,635 allocated to the fare, \$565 for onboard and shore expenses and \$524 for airfare. Average expenditure per passenger across all destinations was \$95.92, and average expenditure for every crew was \$96.98. The 86% of cruisers are planning to take another cruise travel in the next three years.

Table 1. Global ocean cruise passengers (millions)

Years	passengers (millions)
2009	17.8
2010	19.1
2011	20.5
2012	20.9
2013	21.3
2014	22.1

Source: CLIA, 2014, Cruise Industry Outlook

According to Cruise Lines International Association (CLIA, 2014) cruise industry report (table 1), in 2014, 22.1 million passengers cruised globally. The figure represents that the cruise industry has experienced continuous growth. It is notable that cruise market continued to grow strongly in the World and it is a significant part of tourism and leisure. Demand for cruise tourism continues to grow faster than for any other type of mainstream holiday. Cruising is now a mainstream rather than the niche holiday choice, with an average annual passenger growth rate of 7% over the past decade. With more ships, cruise lines are introducing new itineraries and expanding the choices of destinations, departures and cruise lengths (International Maritime Organization, IMO, 2008).

Table 2. Ocean Capacity by share

Region	2014 Deployed Capacity Share(%)
Caribbean/Bahamas	37.3
Mediterranean	18.9
Europe w/o Med	11.1
Asia	4.4
Australia/New Zealand/S. Pac	5.9
Alaska	4.5
South America	3.3
Other Programs	14.5

Source: FCCA Cruise Industry Overview – 2014

The Caribbean and Bahamas is the leading destination, with 37.3 % of capacity in 2014. The islands of the Caribbean and Bahamas are held in high regard and offer a variety of attractions as well as calm beaches and crystal-blue seas. After Caribbean and Bahamas, Mediterranean is the most preferred destination with 18.9 % of share. The Mediterranean can be distinguished into two major submarkets, the Western and the Eastern Mediterranean with the Italian peninsula being the boundary. The Mediterranean region presents some advantages for the cruise companies as it gives the potential for differentiation of cruise services. In contrast to the situation in the Caribbean region, where the cruise product encompasses typical “fun-sun-sea”, the Mediterranean region provides many additional alternatives for the potential cruise passengers. It does so by providing, apart from the three factors, a variety of cultural and historical sites of major ancient civilizations (e.g., the Greek, the Roman and the Egyptian). Moreover it possesses a significant geographical advantage as it stands in the crossroads of three continents (Europe, Africa and Asia) (Lekakou, Pallis, Vaggelas, 2010). Proximity to major main ports, climate and geographical features are advantages of Mediterranean. The region offers different attractions including historical sites, beaches, cultural events etc. Mediterranean provides easy access from local airports. But Mediterranean region have a short tourism season and also seasonality is the same for cruise tourism. There has been growth in all global cruise regions throughout the year. Europe (without Mediterranean) is the third most visited region in the world with 11.1 % share.

2.2. Cruise tourism in Turkey

Turkey is located in the Mediterranean Basin. Turkey, with proximity to other countries in the Mediterranean Basin and with her ports proximity to historical sites and tourism attractions, is conveniently located for cruise tourism. Parallel with the global growth in cruise tourism and passengers, Turkey also has a significant growth for cruise tourism. Country is surrounded on three sides by the sea and it is expected to take significant share from cruise tourism. By using available resources more efficiently, Turkey can achieve greater share from this sector. Turkey provide favorable conditions for cruise tours with rich history, culture and natural beauty, geographical location and climate. Recently, Turkey has become one of the most important and most visited destinations for cruise tourism in the Mediterranean Basin. Most of the cruise passengers that visit the ports in Turkey like İstanbul, Kuşadası, İzmir, Antalya, buy close-range tours, join the city tours and they are doing shopping around the ports. Cruise companies evaluate a new port to get into their programs in various ways like; its surroundings historical sites, cultural values, port facilities, accessibility, climate, proximity to other ports, security, infrastructure, port entry and exit fees, etc. When these standards are taken into consideration, Turkey provides favorable conditions for cruise tourism. Cultural assets, historical and touristic attractiveness seems to be an attraction factor for cruise tourism.

When the visitors reached the land they should see high quality services in the ports. Because, tourists first impressions occurs in the ports where they step on land. So, the ports should be planned as a tourism service area and should have opportunities such as provided by luxury cruise ships. Two important component of cruise tourism, the cruise ships and the cruise ports are developing their services and physical structures depending on increasing number of passengers and their needs and expectations. Ports should have some functions to serve cruise ships, and need to suitable for berthing of cruise ships and disembark of passengers. Each country has a special regulation for marine tourism. According to Regulation on Sea Tourism, came into force 24 July 2009, the definition of cruise ship ports in Turkey is below: Cruise ports, as well as the qualifications of Article 5, are service area for marine tourism, provide resting, eating, drinking, accommodation and shopping facilities during visits to the ports of local and foreign tourists (DTY, 2009). Cruise ship ports divided into two type A and B. Type B port for cruise ships carries the characteristics specified below in addition to article 6 and 7:

1) Safe disembarkation location, at sufficient length, where at least one cruise ship can dock, 2) A cruise terminal, at least one cruise ship passengers can receive services in, 3) Parking lot for tour buses and taxi rank, 4) Staff, passengers and baggage security control, 5) Information, 6) Public service building, 7) Eating, drinking areas and lounges, 8) Closed-circuit security systems, 9) Announcement systems, 10) First aid facility, 11) Toilet and special arrangements for disabled, 12) Post office and other communication services unit, 13) Duty-paid and duty-free shops, 14) Places for exhibitions and shows, 15) Bank services unit, 16) Staff meeting rooms.

Type A port for cruise ships carries the qualifications below as well as port requirements for Type B:

1) Convenient area at least four cruise ships can berth to the pier at the same time, safe and functional disembarkation location for more than one cruise ship passengers, 2) Service area for more than one cruise ship passengers and two terminal buildings with separate entrance and exit, 3) Operation and management units 4) Bellows system for passenger transport, 5) Luggage carrying area, loading and unloading system, 6) Travel agencies and tour operators office, 7) Conference and meeting rooms, 8) Entertainment venues, 9) VIP Lounge, 10) Eating, drinking facilities, 11) Heliport, 12) Emergency help center.

Table 3. Statistics of cruises and passengers arrived at Turkish Ports between 2003-2014

Region	2014 Deployed Capacity Share (%)
Caribbean/Bahamas	37.3
Mediterranean	18.9
Europe w/o Med	11.1
Asia	4.4
Australia/New Zealand/S. Pac	5.9
Alaska	4.5
South America	3.3
Other Programs	14.5

Source: Republic of Turkey Ministry of Transport, Maritime Affairs and Communications, UDHB, 2014

From 2003 until 2014 the number of passengers arriving in Turkey are given in Table 3. In 2003, 887 vessels and 581.840 passengers visited Turkey. In the following years it has seen an increase in the number of ships and passengers. Turkey has a big potential in terms of tourism because it is like a natural bridge between Europe, Central Asia and Middle East (UDHB, 2016). In Turkey's cruise tourism a significant increase was observed in the last 10 years of data. In 2013, 1.572 cruise ship came to Turkish ports and approximately 2.2 million passengers came to Turkey. In 2014 because of the economic crisis, the number of the ships and passengers decreased to 1.385 and 1.790.125M. Although in the number of vessels has been decrease in some years, the number of the passengers have increased.

Table 4. Shares of major ports in Turkey cruise sector

PORT	PASSENGER	SHARE(%)
İstanbul	689.417	30,77
Kuşadası	577.685	25,70
İzmir	486.493	21,71
Antalya	163.575	7,30
Marmaris	152.685	6,81
Çeşme	62.741	2,80
Alanya	40.843	1,82
Bodrum	28.546	1,27

Trabzon	8.115	0,36
Dikili	7.655	0,34
Çanakkale	7.467	0,33
Sinop	7.460	0,33
Bartın	2.071	0,09
Mersin	1.381	0,06
Samsun	1.281	0,06
Kaş	1.152	0,05
Fethiye	1.067	0,05
Güllük	476	0,02
Mudanya	414	0,02
Göcek	252	0,01
Tuzla	0	0,00
TOTAL	2.240.776	100,00%

Source: Association of Turkish Travel Agencies, TURSAB, 2013

According to 2013 statistics, İstanbul Cruise port had the highest market share of 30.77 % among Turkish cruise ports. İstanbul welcomes cruise ships with Salı Pazarı and Karaköy cruise ports. Kuşadası is the second most visited destination with a share of 25.70%. İzmir, Antalya, Marmaris, Çeşme ports are among the most visited ports in Turkey.

Most of the cruise port has specialized in recent years in Turkey. Each port make modernization and restructuring efforts to increase its potential. İstanbul, İzmir, Antalya, Kuşadası with the current conditions has a great potential for cruise tourism. Providing an advanced port facilities for passengers and sightseeing opportunities, Turkey can be an attraction center for cruise tourism. Global Ports Holding is operating Port of Antalya, Kuşadası and Bodrum cruise ports. Global Ports Holding (GPH), established in 2004, is a leading port operator with a diversified portfolio of cruise and commercial ports in Turkey, the Mediterranean and Singapore. Global Ports Holding is the world's largest cruise port operator with an established presence in the Mediterranean and Asia-Pacific regions. Global Ports Holding is operating 9 ports in 6 countries and 3 of them are in Turkey; Port Akdeniz-port of Antalya, Ege Ports-port of Kuşadası, Bodrum cruise port. In 2003, TDI (Turkish Maritime Organization) transferred the operation rights of the Port of Kuşadası to GPH for a period of 30 years. In June 2008, Global Ports Holding acquired 60% stake and became the operator of Bodrum Cruise Port. In July 2010, Global Ports Holding became the sole owner and operator of Port Akdeniz- Port of Antalya and received the operation rights of the Port until 2028 (GPH,2016).

Tablo 5. Number of cruise ships and passengers arrived at Kuşadası, Antalya, Bodrum ports between 2008-2014

		2008	2009	2010	2011	2012	2013	2014
Kuşadası	Ship	637	609	530	573	474	437	454
	Passenger	550.171	571.962	494.977	653.608	560.219	554.853	531.571
Antalya	Ship	43	25	61	77	60	60	65
	Passenger	25.014	13.842	138.827	139.795	159.756	167.794	175.274
Bodrum	Ship	169	89	92	82	132	115	82
	Passenger	65.501	37.726	31.691	45.914	53.480	29.063	33.407

Source: Global Ports Holding, 2016

Kusadasi port had the largest share with 77.81% between the years 2008-2014 among three ports. From 2008 until 2014 the port was visited by 3.917.361 passengers. Passengers are visiting ancient city of Ephesus daily, which is about 20 km from Kuşadası. The most visited places are House of Virgin Mary, ancient city of Ephesus, the town of Selçuk and the other ancient cities nearby Priene, Miletus and Didyma. At this point, it is observed that advertising of this places are well done compared to other destinations, because, generally most of the tour packages are sold on board. The second one is port of Antalya with a share of 16.29 % and with 820.302 passengers between the years 2008-2014. Port of Antalya defined as Port Akdeniz. Port Akdeniz is a multipurpose port with separate harbors for cruise ships, container ships and bulk cargo vessels as well as a yacht marina. Antalya welcomed 175.274 cruise passengers and 65 ships in 2014. Passengers can visit many places which are approximately 1 hour from the port of Antalya. Aspendos Theater, ruins of Perge, Düden Waterfall and Kaleiçi are the most visited places. The third one is Bodrum cruise port with a share of 5.90 % and 296.782 passengers between 2008-2014. Mausoleum, one of the Seven Wonders of the Ancient World, is located in Bodrum. Bodrum Castle, The Museum of Underwater Archaeology, Mausoleum are the most visited places and they are located in the city center and within walking distance.

3. Research desing and data collection

The aim of this study is evaluate the development of cruise tourism in Turkey in terms of port operations. In previous studies it has focused on the development of cruise tourism but has not been evaluated in terms of port operations perspective. It is tried to uncover the potential of cruise tourism of Antalya. In this sense, the city's nearby attractions, historical, cultural values were mentioned.

3.1. Method

In this study, qualitative research method is chosen and semi-structured interview technique is used. Semi-structured interviews (interview), between interviews with structured and unstructured interviews, is the most widely used interview techniques (Demir, Demir, 2015). Semi-structured interviews, the main topic of the meeting is certain, however, without the exact order of the questions, has the flexibility to produce new questions during interview. It is a kind of interview that additional questions can be created during interview and it is frequently used in exploratory researchs, some questions may be skipped depending on the situation and according to the progress of the conversation questions rankings may change (Yüksel, Yüksel, 2004). This method is known as the most effective way of learning of participants general and technical information on selected topics, ideas, comments, attitudes and behaviors as well as learning their causes and consequences (Demir, 2015). Interview was carried out face to face with the manager of the port of Antalya. Predetermined semi-structured questions were asked to the General Manager of port Antalya.

In the study, by using semi-structured interview technique, interviewed with General Manager of port of Antalya, one of the important port operations of Turkey. Turkey and World cruise tourism was compared and has reached important information about the development of cruise tourism. In order to understand the importance of cruise tourism in Turkey, number of ships and passengers were obtained from Bodrum, Kuşadası and Antalya port operations directly. Interviewed face to face with the General Manager of port of Antalya, one of the three ports Global Ports Holding operate in Turkey. From the other two ports, Bodrum and Kuşadası ports, updated statistics were taken by email.

3.2. Findings

In the study semi-structured interview questions, prepared in advance, were asked to General Manager (GM) of port of Antalya. Questions have been formed as a result of the literature review

according to the purpose of the study. Firstly, following question was asked in order to understand the services provided by the port operation, *“What kind of goods and services do you supply to cruise ships?”*. *“We do not supply the goods for cruise ships in the harbor. There are various companies for this. The services we provide pilotage, clean water, waste services, sheltering, advanced security services and luggage service for ships in operation.”* GM replied. Second question was asked in relation with the reply. *“What is the current situation of the port of Antalya?”* *“There are 3 passenger berths and total length of the berths is 510m. With additional equipment the port provides service approximately 10.000 passengers at the same day. In addition to the 2.500 square meters passenger terminal has about 1.000 square meters baggage terminal. Customs and passport procedures are performed in the terminal building. There is 7/24 security at the port, and also parking areas available for buses. Port Akdeniz has all the qualities required to be a home port for cruise lines in Mediterranean. With the investments and quality service we provide, Port Akdeniz is the pioneer port of the cruise industry.”* GM answered and gave general information about the port.

Next question was asked about the port's promotional activities, *“What are your sales and advertising work? What are your advertising work for more visit of harbor?”* GM gave information about their advertising and marketing activities as follows. *“The largest event for the promotion of cruise tourism is cruise fairs held in various parts of the world. Cruise industry leading companies, including all companies subject to the harbor scrupulously follow these fairs. Our company shows interest in the fair for years, participate in the fairs and made significant investments in this regard. Furthermore, our marketing activities exhibits a continuity with the other companies. Not only the harbor or company but also the city we live in is presented during the fair and these arguments are very strong for us. It also makes us stronger. In addition, we have also won awards at prestigious platforms (eg. Most Improved Port Award) are our advertising tools in the industry. These awards are known and followed by all companies.”* he stated. According to the statement of GM, fairs are the most effective promotional tool for advertising and marketing. The GM was asked about the cruise visits of port. *“Which ships are visiting the port?”* *“We have been hosting the ships of the world leading companies like Aida Cruise, TUI Cruise, Costa Cruise, Hapag Lloyd, Silversea Cruises in the port for years.”* GM replied. Accordingly it was asked the following question. *“How the cruise companies are taking Antalya port to their program? What are your work in order to increase the number of visits of this ships?”* *“A mutual agreement occurs with cruise companies after marketing activities. Sometimes marketing and final agreement may take 3 or 4 years. All successful operations carried out in Antalya port provide to increase the number of visits of the cruise companies and provide visits of the other ships cruise companies have already owned.”* GM answered. Most visited places of the city of Antalya were asked in the following question. *“Are the passengers going to city tour or historical places during the visit of the port? Where are the most visited places?”* *“Generally Ships have their own tour programs, but tourist are also visiting the city by themselves. Ancient city of Perge, Aspendos and Kaleiçi are the most visited places in the city.”* he said.

Next questions were asked about the cruise tourism in Antalya. *“What is the importance of cruise tourism to Antalya? How do you evaluate cruise tourism for Antalya?”* *“Antalya cruise tourism is certainly not the place it deserves. Unfortunately, the regional political situation has a great impact on this issue. Stability in the countries around us, in the development of cruise tourism, is very important. Currently there are problems in the countries around us and this situation creating problems in marine tourism. The situation in the Middle East needs to amelioration for the development of the sector. Cruisers are upper-class tourists and spend almost 3 times more than other tourists, in fact, it is the biggest indication of how important cruise tourism for the development of our city and our country. Our company and local government are working together for cruise tourism. However regional political situation, as mentioned before, can cause a change in the route.”* It was seen that regional political situation can negatively affect Turkey cruise tourism. *“What should be done for the development of cruise tourism in Antalya?”* was asked to GM. *“Advertising and promotional activities should be increased. All stakeholders can work together in projects with public institutions and organizations. And our Company has already done this. It is need to understand the demands of cruise companies and need to analyze and develop strategies in this direction.”* he stated his thoughts. Then, advantages and disadvantages of the location of the port of Antalya was asked. *“What are the advantages and disadvantages of Antalya port?”* *“The advantages are too much. In terms of passengers; Antalya harbor which opens the door to the various historical places of Turkey. Another feature is the*

proximity to the international airport. In terms of the services provided by Port of Antalya it is in a position to compete with the world's most visited one Barcelona harbor in the same roof. The disadvantage is the regional political situation." he stated.

The last question is about cruise tourism in Turkey. *"What should be done to develop cruise tourism in Turkey?" "First, it is need to take a real step to develop this sector. Our country is surrounded by sea on three sides and it should be more active in this direction. Promotion of the country to revive cruise tourism and diversification of arguments to be used in this promotion may make Turkey a much more attractive destination (health tourism, etc). As mentioned before, cruise tourists with high incomes are of great importance for Turkey. Improvement of current ports and increasing the number of ports may develop cruise tourism in Turkey. Our company believe that cooperation between institutions and organizations, the accurate investments, active marketing activities and quality service approach can bring our country to the place it deserves in the cruise industry."* GM stated.

4. Conclusion

Because cruise tourism caters to high-income groups in terms of customer profile, the obtained income rate is also higher. Therefore, it is an important kind of tourism for the economy of our country. Turkey due to its advantages, such as surrounded by sea on three sides, accommodate different attracting elements, and located in the Mediterranean basin, could become an attractive cruise destination in the world. In this study, cruise tourism in our country has been tried to evaluate in terms of port operations point of view. Based on the information obtained in interviews with the manager of Global Ports Holding port of Antalya, company not only operates port of Antalya but also operates Bodrum cruise port and port of Kuşadası, it has reached some conclusions for the development of cruise tourism.

- All stakeholders in the sector, local governments, public institutions and organizations, municipalities, civil society organizations and tourism enterprises should make joint work.

-It is not harbor that attracts tourists, it is the city, so it should be at the forefront of the promotion of the city.

- The promotion of the city and the available resources and marketing activities should be accelerated, and in this sense international fairs and organizations are significant opportunities, but just port operators efforts are not enough, it has been concluded that other stakeholders also need to support it.

One of Turkey's most important tourism destinations of Antalya, is not the place it deserves in cruise tourism. International airport, historical and natural beauties, luxury tourism facilities are the most important advantages in terms of cruise tourism in Antalya. In addition, the cruise port of Antalya has similar physical properties with the other ports in the Mediterranean Basin. Despite all these favorable properties, Antalya is not included enough in international tour programs. When the cooperation increased between all stakeholders in the region, with the accurate investments, with the active marketing and promotional activities and with quality service, Antalya could become an attractive cruise destination.

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