



THE PROJECTS OF TURKIYE IN THE 2023 FOR CRUISE TOURISM

M. Kadioglu¹

Received 23 February 2007; received in revised form 1 March 2007; accepted 4 April 2007

ABSTRACT

In this study, after examining the cruiser tourism coming on the scene, the place of Turkiye in the field of cruiser tourism is appraised within the World scale.

The cruiser tourism in the World, especially after the World War II, has shown great developments. By the en of 1985, 60 million people have taken part in the cruiser tourism. The cruiser tourism is creating an input of 80 billion US dollars for the World economy.

Norway, Greece, Italy, Russia, England and France are having great income from the cruiser tourism. In the cruiser tourism between the years 1995-2000, various countries have achieved growth rate percentages, where United States has been with 7, England with 17, Spain with 24 and Southern Cyprus Greek Section with 40. Within this period, the achievent growth percentage of the total of Europe has been around the level of 15.

The cruiser tourism has shown development especially in the Caraibbees, Mediterranean, Europe and Alaska lines. In addition to these, the routes of Mexico, Hawaii and South America are very important. Turkiye, where she is in a situation to provide service to the cruiser tourism as a main route, she also stands in a position to market cruiser voyages to Black Sea and especially to the Middle East Gulf countries with Eastern Mediterranean basin.

Keywords: Cruise, Tourism, Turkiye, Turkish Sea Ports, Turkish Tourism.

¹ Ph. D. Istanbul Technical University Maritime Faculty, Dpt. of Maritime Transportation and Management (kadiogm@itu.edu.tr), Sahil Cad, 34940, Tuzla, Istanbul, Turkiye (Turkey).



SCOPE OF THE STUDY

The cruiser tourism in the World is improving at a high speed. The importance of the cruiser tourism is increasing with each passing day. Thanks to cruiser tourism which can be defined as appraising in *its own location*, the introduction and advertisement of the countries and locations are being realized

Turkiye can offer to the countries of the Black Sea basin, to the countries of the East Mediterranean basin and Middle East Gulf countries to open themselves to the cruiser tourism. With the improvement of cruiser tourism in Turkiye, new job opportunities will be created and with the start of building cruiser vessels Turkiye will gain or create new Technologies. Development of cruiser tourism, shall have an impact and support on the modernizing of the substructures and facilities of the Turkish ports, will lead the way to the improvements in cruiser tourism culture and provide positive support to the Turkish economy.

In this study, applicable ideas are brought forth, to have the natural beauties and historical inheritance of Turkiye to be better known and more appraised by humanity; and to include Turkiye into the main cruiser lines.

MATERIALS AND THE METHOD

In this study, after examining the cruiser tourism coming on the scene in the World, the importance of the fleet of cruiser vessels within the World trade fleet is appraised. Later on, the developments in the cruiser vessels are evaluated under the light of the information gained from relevant sources. Within the light of such information, the activities of the Turkiye owned vessels suitable for cruiser tourism are examined. The ports and port facilities of Turkiye providing service to the cruiser tourism are examined. Taking the cruiser tourism ports of other countries and bringing the shortages of the Turkish ports providing service to the cruiser tourism, the conditions for their improvements and competition are appraised.

While the potentiality of Turkiye to be used in the field of cruiser tourism are being appraised, benefits were made from local and foreign sources. For Turkiye, to be more active in the field of cruiser tourism, assessments are made relevant to the sources which may be used locally or abroad. Suggestions are made to have Turkiye take more share from the cruiser tourism revenues of the World, amounting to an annual sum of approximately 80 billion US dollars.

INTRODUCTION

For the touristic travelling vessels, the word used in French is “croisiere”. Although it is not yet used as widely in Turkish, the touristic travelling vessels are named as “kurvaziyer”. Whereas in English, the word “cruiser” is used for them. The word “cruise” in English is sometimes adapted into Turkish and written as it sounds.



In the Turkish Language Institute (TDK) dictionary, while it is noted that the word “kruvaziyer” is derived from the French word “croisiere”, it is explained as “big travelling vessels”. In Turkish, mainly for the big travelling vessels, the word “kruvaziyer” is used. However, from time to time, the word “kurvaziyer” is the most preferred one to be used.

HISTORICAL DEVELOPMENT OF CRUSING TOURISM IN THE WORLD

The vessel named Mary, used by the British King Charles II in the year 1660 when he was paying a visit to the Netherlands, is now accepted to be the first yacht (Giorgetti, 2006). Moreover, this vessel may as well be accepted as the first “cruiser”.

Passenger carrying with cruiser vessels which may be signified as sea tourism, was in fact realized for the first time by Albert Blain in the year 1890. Germany, in order to support the cruise tourism, had started to spread out the slogan “enjoy yourself, gain power” (Kadioglu, 1997).

In the recent years, the passenger vessels not only have enlarged the services they provided but also have grown in capacity to the largest sizes possible. Yet, the vessel “Spirit of London” with a tonnage of 17.000, was one of the most popular vessels in the year 1957. Around to the end of the 50’s, while Italy was active in the cruiser tourism with 26 vessels, France was with 9, Russia with 10, Norway with 13, Greece with 10, USA with 1, Panama with 7 and Liberia with 5 vessels (Alderton, 1973). When the year 1979 was reached, as in accordance with the statistics given, without making any discrimination between the cruiser vessels, the number of ferries and passenger carrying vessels had reached to a total of 3150. The share ratio of these vessels was then at a level of 2 percent in the World sea trade (Nersesian, 1981).

The growth in the number of passengers between the years 1980-1983 was realized at an annual ratio of 9.2 (Guler & Kadioglu, 1998). In the CLIA reports, it was estimated that annually eight million people would be travelling by vessels between the years 1995-2000. By the end of the term, this approximation was surpassed. Americans of the US are paying much more interest to cruiser tourism. The cruiser passengers number of 570 thousand in the year 1970 has reached to 1 million 600 thousand in the year 1985. Whereas, in the year 1994, 4 million 800 thousand people had participated in the cruiser tourism. Following the year 1984, where the interest of Americans in cruiser tourism was gradually decreasing, some other nations had started to pay more interest to the cruiser tourism. The new customers of the cruiser tourism nowadays are the Germans, Brits and Spaniards (Kadioglu, 1997).

At the beginning of year 2000, of the total tonnage of the cruiser vessels in the World, belonged to Norway, Russia, Panama, Greece and Italy (Ucisk & Kadioglu, 2001).

The number of vessels built to provide service to the cruiser tourism, are increasing day-by-day and their service qualities are getting much better.



The “Costa Concordia” built as the biggest passenger carrying vessel of Europe and launched by the company Costa Grociere in July of 2006, has a tonnage of 112 thousand, with a breath of 290 meters and an overall height of 52 meters. The “Costa Concordia” has 1500 cabins and a capacity to accomodate 3 thousand 700 passengers. Being different than the other cruisers, she has a Formula-1 track Simulator, and a thermal facility. The swimming pool of the Costa Concordia has the specifications of the biggest one that can be found in a vessel.

THE HISTORICAL DEVELOPMENT OF CRUISER TOURISM IN TURKIYE

Operating cruiser vessels in Turkiye had started in the years following the World War-2 with the vessel named “Ege”, a liner for passenger transportation. Later on, plus to the 2nd hand vessels bought from the USA, “Samsun” and “İskenderun” vessels built in Italy in the year 1950, had participated in the cruiser tourism, running between various ports of the Mediterranean.

In its true sense, the existence of a cruiser vessels operation in Turkiye, can not be specified. Because, the vessels being operated for voyages in Turkiye do have a comparingly lower design standards. Against the vessels built in accordance with the World standards, the competition chances of the Turkish passenger vessels is of no significance (Ucisik & Kadioglu, 2001).

The lines which can be classified as cruiser voyages in the foreign destination routes of Turkiye being only İstanbul-Barcelona, İstanbul-Egypt, İstanbul-Haifa, İstanbul-Soçi, where these have come to being after the year 1990. The İstanbul-Soçi route was established in the year 1990. In addition to these, besides the Western Mediterranean, the voyages in the Islands Sea(Aegean Sea) was started (Mmt, 1989-2000).

Turkiye, as a matter of fact, in operating Turkish flag cruisers or Turkish owned cruisers, has not been able to provide the required progress. Following the privatization process in the maritime sector, some Turkish ship-owners founding an incorporation have bought the “Ankara” and “Samsun” vessels. With these vessels, to start with, they started to carry passengers and vehicles, firstly between İstanbul and İzmir and later on between Turkiye and neighbouring countries. But these lines, in its true sense, can not be specified and classified as cruiser lines.

TODAY’S CRUISER TOURISM IN THE WORLD

Following the widespreading of mass tourism, the vacationers started to long for similar vacations to be spent in facilities which are very much alike. The vacation consumers having turned towards diversified searches, has led to an expansion in the variety of products within the last 10 years, numbering to 400 which can be offered to the tourists.



In the cruiser tourism, an annual growth of 8.4 percent is being encountered. 15 percent of the USA population and 10 percent of the European population are participating in the vessel tours. Whereas in Turkiye, it is estimated that only an average of 10 thousand people are annually participating in the vessel tours.

Within the World, there are approximately 20 companies which are specialized in the field of cruiser tourism. Within the last 20 years, more than 60 million people have travelled on the cruiser vessels. Only in the year 2003, it is stated that 10 million people in the World have participated in the vessel tours.

Within the World economy, the cruiser tourism sector has approximately a market share volume of 80 billion Us dollars.

In the cruiser tourism between the years 1995-2000, a growth rate of 7 percent in the USA, 17 in England, 24 in Spain and 40 in the Southern Greek Side of Cyprus, were maintained. Whereas, within the same period, the growth rate achieved by the total of the European countries was at a level of 15 percent.

The four destinations in which the highest growth rate achieved in the cruiser tourism were the Caribbees, Mediterranean, Europe and Alaska. In addition to these, Mexico, Hawaii and South America destinations are highly important.

THE DEVELOPMENTS IN THE TURKISH MARITIME TRADE SECTOR

At the beginning of the year 2005, in an evaluation made taking vessels of 300 GRT and over depending on their flags, the World maritime trade fleet of the 154 countries was consistent of 39.932 vessels. The total capacity of this fleet was 888.000.000 DWT at the beginning of the year 2005.

The Turkish maritime trade fleet being the 18th in the row of the World maritime trade fleet in the beginning of the year 2000, has dropped down to 20th in 2001 and 23rd in 2004. Due to financing problems and preference of other flags instead of the Turkish flag, the Turkish maritime trade fleet has dropped down to 24th in the row of the World maritime trade fleet. In spite of these negativities, the Turkish maritime trade fleet, with the entries of new vessels in the year 2005, by showing a modest increase in comparison with the previous year, has reached to a DWT of 7.4 millions.

It is assumed that the Turkish maritime trade fleet will be in an increasing trend in the coming years because of the deliveries to be made of the new vessels being built within the country and abroad.

CRUISER TOURISM IN THE DEVELOPMENT PLANS OF TURKIYE

In 1994, the last year of the 6th 5-years Development Plan of Turkiye, although it is noted that 260 million people have been transported by the vehicles of the public sector, the share of the cruiser tourism values within this number has not been differentiated.



Within the term of the 7th 5-years Development Plan of Turkiye, the operating rights of the 7 of the public sea-ports were turned over to the private sector. After this turning over, it was observed that some Turkish sea-ports have directed themselves towards specialization in the cruiser tourism field.

Between the years 2001-2005 covering the 8th 5-years Development Plan, it was decided that some of the Turkish sea-ports should be re-constructed in criterias of size, administrative wise, service understanding, as to constitute a point of focus/artery within the World transportation web (Spo, 2000).

Moreover, it was also decided within the 2001-2005 term, that the Turkish sea-ports should be operated with contemporary principles oriented towards competition with the territorial ports, suitable with procedures and technological developments in compliance with the port operation strategies of the European Community and other international organizations (Spo, 2000).

In the 8th Development Plan period, it was decided to use the inter-sector possibilities to support the purchasing of the cruiser passenger vessels, having them built in Turkiye, and to renew the currently available ones.

In order to materialize the coordination and establishment of a healthy structure relevant to the activities in connection with the maritime tourism, it was aimed to provide legal arrangements (Spo, 2000).

The 9th Development Plan of Turkiye was prepared with the vision for “a Turkiye growing in stability, sharing her income more justly, having a competition power in a global scale, transforming herself into a data processing community, having completed her process in unification with the European Community” and a Long Termed Strategy (2001-2023).

The Ninth Development Plan covering the 2007-2013 term, consequently has to encounter a period where the changes are to be more dimentional and lived fast, competitions to be more intensified and indefinitess to be piled up. In this period where the globilization will be highly effective in every area and where the opportunities and risks are to increase for the individuals, corporates and nations, the Plan is envisaging that Turkiye will be realizing her developments in economical, social and cultural areas with a totalitarian approach (Spo, 2006).

TODAY'S CRUISER TOURISM IN TURKIYE

Besides the technical insufficiency, the sea-ports to provide services to the cruiser vessels being lacking in number and the capacities of these ports being too low, the operators of cruiser vessels are not preferring Turkiye at a desired level.

Another reason why the operators of the cruiser vessels for not preferring Turkiye is the fact that the charges are being too high for the services rendered with the currently available but insufficient facilities. Better equipped and comfortable passengers lounges wherein cruising voyagers are to be entertained and provided



with hospitality are newly planned. For ports to provide accordioncouplings to the berthed vessels, tenders are newly put out.

Turkiye is planning to establish the coasts of Turkiye to become unabondanable and much frequented locations for the cruising vessels. Therefore, highly important studies were. Undertaken in Turkiye by the end of 2000 to attract touristic vessels of large sizes. With the legal procedures setforth, the fuel charges in the seas were reduced by 50 percent. And again, in the tariff for port charges, the rates were reduced approx. by 50 percent.

Turkiye, after providing these reductions, has lived an improvement, though rather small, in the cruiser tourism. Until the year 2003, cruiser vessels were using only 2 ports of Turkiye for stop-overs. However, in the year 2006, regular visits to 7 sea-ports of Turkiye has started.

In 2002, the number of cruiser vessels were 336 and the number of passenger were around 115 thousand. In the year 2003, the number of the vessels has increased to 351 and the number of passengers upto around 270 thousand. After 2003, in the number of cruiser vessels coming to the Turkish ports an increase by 30 percent and in the number of passengers an increase by 50 percent were maintained.

THE SEA-PORTS IN TURKIYE PROVIDING SERVICE TO THE CRUISER TOURISM

In Turkiye, namely the ports of İstanbul, İzmir, Kuşadası, Antalya, Alanya and Marmaris being the ones suited, there are 6 ports for cruisers. Although the ports of Fethiye, Dikili and Bodrum with their currently available piers, are considered to be cruiser ports, due to their lengths being insufficient for embarking, medium and large size cruiser vessels not coming over, they have a rather small market share not worth mentioning.

The operators of the cruiser vessels, when determining the stop-over locations of their vessels, are really flexible in their choices. In the event these operators of cruiser lines would encounter some mischiefs in a port they would visit, with a simple routing change, they make another port with suitable contions as their stop-overs.

To provide services to the cruiser vessels, considered as rising values in the tourism, new ports are being built in Turkiye. The Kepez Port, port of Bodrum planned to be opened by 2007 and cruiser vessel port planned to be built in Lara of Antalya, are considered to be strong competitors to the cruiser ports currently active in our day.

In the case these ports with their reduced port charge rates, improved service quality and other advantages they provide, will be able to attract the cruiser lines which have already placed Turkiye in their routes for a stop-over location, will obviously have serious positive changes in their market shares.

Plus to Turkiye's not being able to show the determination required in the development of cruising tourism, Greece the neighbouring country having a strong mar-



itime trade fleet is yet another factor. The Greek vessels are operating in the Limasol, Haifa, Çeşme-Kuşadasi lines (Sturmey, 1995). In these lines, the Greek vessels are in severe competition with the Turkish vessels.

İzmir Alsancak Port

The first cruiser vessel voyage with a stopover to the İzmir Alsancak Port in November of the year 2003 was realized by the Costa Victoria vessel with a capacity of 2500 passengers.

Besides the Costa passenger vessels, Marco Polo and Royal Iris cruiser vessels handled by different agencies have also organized various visits to İzmir Alsancak Port at various dates. To İzmir Alsancak Port, the number of cruiser vessels berthing for stopovers was 32 in 2004, 26 in 2005 and 73 in 2007.

Whereas the number of passengers coming to İzmir with cvessels was 58.170 in the year 2004, this number has risen upto 66.968 in 2005. The cruiser vessels have brought to İzmir approximately 150 thousand passergers in the year 2006.

İstanbul Zeytinburnu Port

In the cruiser tourism field, big investments are being planned in Türkiye. İstanbul, with the new investments, will be having one of the biggest and most modern cruiser vessel ports in the Mediterranean basin. With the erection of a port in İstanbul Zeytinburnu to provide services to the big and luxury passenger vessels, it is calculated that an additional 8 million tourist contribution will be maintained. It is also targeted to increase this number upto 16 million tourists in the year 2020.

Kuşadasi Port

Tourism in Kuşadasi has created great changes in a short time. For the tourism effecting Kuşadasi at such speed, plus to the basic factors, such as the geographical situation of the county centre, the natural and historical wealth within her nearby environment, her port facilities have undoubtedly played a very important role.

The Kuşadasi Port being mended and renewed in the year in the year 1963, it was started to be used by the trade and passenger vessels. After the year 1990, the Kuşadasi Port being specialized, has started to provide service for the foreign tourist vessels. In the Kuşadasi Port, with the characteristic of being the biggest cruiser port of Türkiye, the length of the pier lengths are between 183 to 264 meters.

Within the context of cruiser vessel voyages, 345 vessels and 279 thousand passengers had come to Kuşadasi in the year 2004. Whereas in the year 2005, these numbers had increased to 480 in vessels and 380 thousand in passengers.

Antalya Port

As Per the given values for the year 2005, Antalya Port amongst the Turkish ports, was the last one in the row, with a market share rate of 4.23 percent in the



number of berthing vessels and 4.01 percent in the number of passengers. On the other hand, the Kuşadası Port was the most important one amongst the Cruiser vessel ports of Türkiye with a market share ratio of 46.62 in the number of vessels and 37.80 in the number of passengers.

The Antalya Port is mainly preferred by the cruiser passengers arriving to Antalya by air and taking the Eastern Mediterranean short journey vessels en voyage to destinations such as Lebanon, Egypt, Israel, Cyprus Greek Section. Therefore, for Antalya, the qualification of cruiser tourism has much different characteristics as tour-wise when compared with the tours covering Kuşadası, İzmir, Marmaris, İstanbul and like Greece and Italy located in the nearby and popular routes of the Eastern Mediterranean.

Pier of Alanya

The Pier of Alanya is in competition, especially with the Middle East Antalya Port. In the year 2004, 70.000 passengers had come to the Pier of Alanya, thus with this value at hand, she was the most important pier within the province of Antalya, with a market share ratio of 52.30 percent. As per the given values for the year 2004, the number of the passengers arriving at Middle East Antalya Port was 54.117. Middle East Antalya Port, with a market share ratio of 40.43 percent, was the second important pier within the province of Antalya.

Until the August of 2006, by the cruiser vessels, 30 voyages to the Middle East Antalya Port and 90 voyages to the Pier of Alanya, were organized.

THE EFFORTS OF IMPROVING THE MARITIME TOURISM IN TÜRKİYE

The educational and income standards of those participating in the cruiser tourism being at a high level, these people provide important contributions for the introduction and presentation of the country and the region. The tourists, to the areas they visit, bring an economical vigor.

Türkiye, to solve the problems relevant to the yacht and cruiser tourism sector, has realized the required legal arrangements. For the development of yacht and cruiser tourism in Türkiye, the authority in the issuance of port entry permits to the foreign flag yachts being handled by different state organizations, is now gathered into one organization.

From the point of view of the development of maritime tourism, the yacht registration documents, charges per bed, the revenues collected from the sector as in accordance with the Yacht Tourism Regulations, have come to be distributed to the sector to be used for the improvements to be made in the sector and in the fairs.

The “Maritime Tourism Regulations” in Türkiye is prepared in a manner to cover the cruiser vessels, water sports, yachts payin visits for the day, scuba divers and similar activities and to meet the requirements of the day.



In order to further the improvements of the yacht clubs, establishment of a yacht system with termed property ownership known to be yachts with multiple owners, is maintained.

For the benefit of Turkiye, the target countries having presedence were determined. In Turkiye, the zones suitable for the improvement of tourism being determined, tourism corridors are constituted.

Of these corridors, the one named as “Southern Marmara Olive Corridor” covers the area composed of the province of Bursa, Gemlik and Mudanya counties, province of Balikesir, Gönen, Bandirma and Erdek counties, situated in the South of the Marmara Sea and the coastal and surrounding area of Çanakkale province extending to the county of Ezine, Erdek Kapıdağı Peninsula and the islands of Avşa, Paşalimani and Ekindi and the Marmara island within the boundaries of the Marmara county.

The second corridor being named as the Corridor of Faith, is the area starting with Tarsus, covers the vicinities of Gaziantep, Şanlıurfa and Mardin. This corridor is thought to be expanded to include the Selçuk- Ephesus area.

Some areas are declared as the tourism cities and these areas are encouraged with incentives oriented towards tourism. Depending onto this, Muğla-Dalaman, Çeşme-Alaçati are the tourism cities previouslydeclared. As the new tourism cities, İğneada Kiyiköy, Kilyos, Saros, Kapıdağı Peninsula-Avşa-Marmara Islands, Datça, Kaş-Finike, Anamur’s coastal section and Samandağ are designated.

Based on the idea of transforming some metropolises having sufficient tourism potentiality and bringing them upto points of attraction for the tourists, the city tourism sites are designated. İzmir being appointed as a sample of the city tourism site, the İzmir city tourism project was given a start.

In the provinces where it is planned to establish the city tourism, founding of locations such as city museums in the international standards, restorations of buildings having historical, cultural and architectural characteristics and locations of ruins, illumination of historical buildings such as the monuments, castles, aqueducts, city walls, hans (ancient inns with large court yards), cadavanserai, etc.and arrangimint of their landscapes are planned.

CONCLUSION

With the revenues of the Maritime Tourism being perceived rationally, the new opportunities being appraised and completion of the new projects, the share Turkiye will obtain from the maritime tourism will be gradually increasing day-by-day.

In the year 2002, the Turkish Maritime Trade sector, has provided a support of 8.550 billion US dollars to the Turkish economy (Cos, 2003). Of this supporting amount, 2 billion US dollars was earned in maritime tourism. It is estimated that the Turkish Maritime Trade Sector has provided an input over 10 billion US dollars in



the year 2005. It is also figured out that of this input, 3 billion Us dollars were earned in maritime tourism.

It is considered that 10 billion US dolar can be earned by Turkiye from the maritime tourism and 1 billion US dollars from cruiser tourism, in the medium term.

Within the course of an important part of the cruiser tourism, one flies in a plane to the city accepted as the center, take the vessel from there and upon the vessel completing her voyage route, then the return trip starts via the airplane from the accepted center. For example, the vacationer participating in the Caraibbees tour, firtsly flies by a planet o Miami and takes the vessel from there and completing the tour, returns back to Miami and takes the flight back to where he had borded the plane the first time. Within this framework, it is essential to establish fast and comfortable transportation lines between the coastal line of Turkiye where the natural beauty and historical spots are strongly perceived and the internal cities of the country, which will only be a daily round trip.

Turkiye, following the collapse of the Soviet Socialist Republics of Russia, may engage herself with the duty of introducing and presenting the natural beauties and historical wealths of the newly liberated states, such as Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan, Kirghizistan, with which she has fundamental and a common language and historical ties.

In order to have the cruiser tourism market developped in Turkiye, besides the people coming to Turkiye from other countries, it is also required that the number of outgoing native tourists should increase. As in accordance with the data provided for the year 2002, there are 3.5 million Turkish people who have an annual income between 28 thousand and 100 thousand US dollars. Accordingly, as per the same appraisal, there is a community of 80 thousand people having an annual income of 150 thousand US dollars and over.

In the cruiser tourism, a vessel voyage of 8-10 days costs between 1.500-3.000 US dollars. Likewise, the operators of cruise tourism with a successful introduction and arvertisement may convince a large part of the Turkish community consistant of 3.5 million people to participate in the vessel tours.

Turkiye, same as it is in learning hotel management in the sector for the temporary stay-over accomodations, bringing up the issue of annual chartering of the vessels into the agenda, may as well prepare the grounds for learning to operate the vessels.

The operators of cruiser tourism in Turkiye, if they become successful in their endeavours, may receive partnership and new investment offers from global incorporations.

In 1998, the Turkish Travel Agencies Association (TURSAB) and Russian Travel Agencies Association (RATA) made an attemp to give a start to the cruiser tourism in Black Sea. Being in lieu with this attemp, the route of the vessel would be directed to Turkiye, Georgia, Ukraine, Russian Federation, Moldavia, Rumania and



Bulgaria's ports, cities and gulf such as Odessa, Burgas, Varna, Costance, Sochi, Trabzon, Rize, Novorossiysk, Sivastopol, Yalta, Nicolayev and Tuapse, of the countries having a coastal line in the Black Sea. This attempt being supported by the International Tour Operators Association (IFTO), could not somehow be realized. This attempt should be achieved and put to life by any means whatsoever.

REFERENCES

- Alderton, P. M.(1973) *Sea Transportation Operation and Economics*. Thomas Reed Publications Limited, Sunderland, p 57.
- COS (Chamber Of Shipping) (2005) *Report on Shipping Sector-2004*. Istanbul, p 240.
- Coastal Safety (2004) Cruise Tourism From The Titanik to the Queen Mary II. *Coastal Safety Magazine*, Year 1, August-September 2004, İstanbul, Pp 66-71
- Giorgetti, F.(2006) *History of Evolution of Sailing Yachts*. White Star Publisher, Vercelli Italy, p 17.
- Güler, N., Kadioglu, M.(1998) *Türkiye'nin Uluslar arası Deniz Yolcu Taşımacılığına Genel Bir Bakış*. Dokuz Eylül University (DEU), National Marine Tourism Symposium, (15 Mayıs 1998), İzmir.
- Kadioglu, M.(1997) *Maritime Transportation and Management in Türkiye*. Marmara University, Institute of Social Sciences, Unpublished Doctoral Thesis, İstanbul, p 243.
- MMT (Maritime Managements of Türkiye's) (2000) *Statistical Year Book (1989-2000)*, Eistanbul.
- Nersesian, R. L.(1981) *Ships And Shipping A Comprehensive Guide*. PennWell Books, Penn Well Publishing Company, Tulsa Oklahoma., p 2.
- SPO(State Planning Organization) (2000) *The 8th 5-Years Development Plan (2001-2005)*. Ankara, p 168.
- SPO(State Planning Organization) (2006) *The Ninth Development Plan (2007-2013)*. Ankara, p 1.
- Sturmey, S-K.(1995) *More Greek Ferries*. Published By: Kappa, Athens, p 25.
- Ucisik, S., Kadioglu, M. (2001) Türkiye'de Kurvaziyer Turizmi Geliştirme Şartları. *Marmara Coğrafya Dergisi* Sayı 3, Cilt 1, Sh.89-96, İstanbul, pp. 83-92.