



A Method Proposal To Determine Cruise Port Identity

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ABSTRACT

The purpose of this study is to propose a new method toward determining port identity for a cruise port. In this paper, the port identity concept is examined for the first-time under multi-criteria evaluation approach as the port identity is composed with several criterions. Therefore, the proposed method includes two main steps. First is defining port identity and, is determining criteria which compose the port identity. Second is evaluating the criteria to determine port identity of a specific cruise port. To apply the proposed method, Bodrum which is a cruise destination, is selected as case study. Results are obtained by using analytic hierarchy process method. A survey study is conducted for pair-wise comparison of criteria. Participants are selected based on stakeholder analysis. The result determines the port identity for Bodrum by an 82.9% stakeholder consensus. Local stakeholders prioritize port identity criteria historical-cultural (25.15%), natural (20.48%) and endemic (18.62%) places as the first three important criteria. Consequently, for destination managers and city planners, this paper reveals a common port identity concept as a decision making tool that can be used for future waterfront development strategies. Future studies are expected to apply this new method for other cruise ports.

Keywords: Port Identity, Cruise, Decision Making

JEL Classification: Z310

1. INTRODUCTION

Cruise tourism is one of the emerging ocean industries considering its long-term potential for innovation, employment creation and economic growth in travel and tourism market (Organization for Economic Co-operation and Development [OECD], 2016). As a part of maritime and coastal tourism industries, cruise tourism is the fastest growing sector of tourism industry, increasing 7.2% annually since 1990 (Klein, 2011). The growth of cruise tourism is seen in raising competition on coastal resources, and the new generation cruise ship design as floating village which forcing cruise port destinations to make new developments. Ports make changes in both physical and non-physical conditions. For instance, cruise ports such as Barcelona have developed its capacity for mega cruise ships while Venice; port authorities put an upper limit to make the usage of natural and cultural resources more sustainable. Ports such as Cartagena (Spain) and Dubrovnik are promoted with their boutique characteristics, which make them unique.

Today, more than 25 million number of passenger book cruise travel. It is estimated more than 400 cruise ships would carry 27.2

million passengers in 2018 (Cruise Line International Association [CLIA], 2017a). Origins of cruise passengers are diversified day by day. The more people from different geography join cruise the more market segments occur. According to the United Nation World Tourism Organization (UNWTO), there are four cruise segments including budget, contemporary, premium and luxury. These segmentations are determined based on a set of variables such as passenger demographics, itinerary characteristics, cruise duration, ship features (UNWTO, 2016). There is a wide range of itinerary choices in the cruise market as more than 2000 cruise destinations exist. Among cruise regions the Caribbean and the Mediterranean are the most popular ones. The second most popular region is the Mediterranean Region (with 30 percentage market share) that comes behind the Caribbean Region (40%) (CLIA, 2016).

The Mediterranean is very rich in its historical and natural resources for leisure activities. Its mild climate condition makes it proper for year-around cruise tourism (CLIA, 2015). Therefore, cruise operators are deployed ships around the region. One of the most important factors affecting cruise deployment is capability

to create individual itinerary in a region such as Adriatic and Aegean Sea. Ports nearness as an important attraction factor but it is also strengthen competition in a cruise region for cruise ports. Thereby, port uniqueness becomes crucial for appealing. Competition level rises for ports in the same region because the amount of expenditure of cruise passengers is different from port to port although cruise tourism generates economic benefit for local, region and country. Another challenge for a cruise port is cruise ship itself. Because those floating resorts offer a wide range of leisure activities just like a destination. In addition to become unique among ports in the same region, port destinations are needed to be presented different experiences from cruise ships (Gungor, 2018). Passengers from luxury and premium segments who tend to generate more economic contribution while the less environmental impact to a port destination, prefer to visit unusual ports. The uniqueness is sold in the cruise market as a kind of non-physical source especially for luxury and premium segments. According to CLIA, destination features are the main reason that motivates passenger to take a cruise (CLIA, 2006; CLIA, 2011). In this context, port identity can be a promising tool to motivate those rewarding passenger and cruise lines preferences.

Cruise tourism brings many benefits to home ports, ports of call and coastal regions (Raguž et al., 2012). As a tool of promotion and continuity in the market for cruise port and its region, the port identity is considered as an important step for cruise port development. Hereby, the basic problematic of this study is to define port identity and determine the identity for a specific cruise port in order to contribute both literature and the cruise market. As a solution a method is developed which consist of two steps. Firstly, the port identity concept is defined and the criteria are determined according to literature and basic features of cruise industry. Secondly, determined criteria are evaluated by local stakeholders under multi criteria evaluation (MCE) approach by using analytic hierarchy process (AHP).

2. LITERATURE REVIEW

Port destinations can reveal different aspects of cruise tourism because place-related identity allows a person to distinguish one place from another, or to remember it by virtue of its distinctive nature (Lynch, 1981). Pioneer places in travel and tourism industry become prominent with their identity (Cimenoglu, 2011); such as Roma (Italy), Paris (France), Istanbul (Turkey) etc. Therefore, an individual cruise port may take an important advantage in the market with its port identity. By this means, a question arises: What does the port identity mean? There is a scarce knowledge about port identity in the literature. According to the Hooydonk's theory, soft values are attributed to port-city identity and it is underlined that their management was important in promoting cruise tourism (Hooydonk, 2009). He also addressed the importance of soft values toward port and its urban area in relation, not only for resident's welfare but also for national/international visitors' image. But Hooydonk's soft values are not enough alone to determine the criteria for port identity concept.

According to Shao (2014), identity is a concept can be defined in different levels. Many identity-related word groups exist in

the literature from psychology to medicine, from mathematics to quantum physics; while in this study, the concepts that could be associated with land are under the spotlight since a port is a spatial issue in order to reach the port identity definition. The identity is often described in conjunction with globalization, and is put forward on physical levels such as national identity, regional identity, urban or city identity and local identity (Dredge and Jenkins, 2003). National identity was defined in a symbolic level (Vale, 2008). Regional identity which is hard to define although used very commonly what it means is unclear (Paasi, 2010; Allen et al., 1998). City identity arises from the interaction between residents and their environment so, it is stated that history and culture as well as geographic features defined cities (Trancik, 1986). According to many studies local identity concept is mainly linked to personal opinions associated with happiness, sense of belonging and so on (Shao, 2014). Natural elements in a place support community culture (Marcus and Sarkissian, 1986). The identity of a place is also seen as the relationship between the historical heritage of the region and its traditional qualities (Deffner, 2007).

As for port identity, as a new concept, is different from those definitions; such as the national identity which comes up a symbol of a nation, the regional identity which comes up the social-economic process of a region, the city identity that was addressed the image of a city and the local identity which was related with mainly residents' minds. Port identity as a concept is not defined although its importance is highlighted (Gibb et al., 1985; Hooydonk, 2009; OECD, 2015; GEKA, 2014; Everglades Final Art Master Plan, 2009; McCarthy and Romein, 2012). Identity concept in relation to port was first become apparent while searching an identity for seaports around urban area by highlighting port-city integration (Gibb et al., 1985). Later, Hooydonk (2009) discourses port-city identity by emphasising the loss of identity due to industrial ports' malpractices toward incorporated comprehensive plan for the management of soft values of seaports such as port heritage, architecture, and cultural initiatives of port authority. Uniting city with port was seen as a part of the very essence of the port city's identity (Hooydonk, 2009). According to the OECD; while the land use by a port function has been determined; the identity that the port had is overlooked when there is an increased interest in port-city integration. The concept of port identity underlined by the OECD (2015), has taken into consideration also by the Southern Aegean Development Agency of Turkey (GEKA, 2014). In addition, it is seen that port identity is taken as a crucial factor which is considered for port master plan studies of global successful cruise ports such as Port Everglades and Port of Amsterdam (Port Everglades Final Art Master Plan, 2009; McCarthy and Romein, 2012).

In order to assist in designing the conceptual frame of port identity, the existing identity concepts in the literature and cruise market characteristics have been utilized. From the literature, it is understood that those identity-related definitions are basically individual phenomena. In addition, it is seen that there is a gap in the literature toward developing a common definition and a measurable method in order to determine identity for cruise port.

3. METHODOLOGY

A new method for port identity is proposed in this paper using MCE approach. To develop the method, the literature and cruise tourism is reviewed, and on-site observations, survey studies are carried out. The proposal method consists of two steps as follows: In the first steps port identity is defined and its criteria are determined. In the second step the criteria is evaluated based on the AHP method. For the second step stakeholder analysis and survey method are used.

3.1. Defining Port Identity and Determining the Criteria

In the first steps port identity is defined and its criteria are determined. Apart from identity related literature, global cruise port master studies are investigated to find out main considerations for cruise port development. Based on literature review and desk study the port identity conceptual framework is formed as it is shown in the Figure 1.

As it is illustrated in the Figure 1, the port identity is formed by quantitative (physical) and qualitative (attribute or non-physical) components. The qualitative component includes intangible values such as mythology, legends, tradition, architecture, social practices (rituals, festivals, etc.), handicrafts, performing arts, local clothes, literature etc. The quantitative component consists of tangible values which are visible, enable to evaluate objectively and measurable while qualitative component is not. However, quantitative component cannot be exists without its qualifier. In other word, the qualitative component characterizes physical criteria which are taken into account by cruise operator as planning an itinerary. Both of are significant to combine an identity for a cruise port. Therefore, in this paper, quantitative criteria are defined and used to determine port identity for a cruise port. In this study, only quantitative criteria were examined while qualitative criteria are stood out of the scope.

According to the developed framework for port identity considering a cruise port each criterion of quantitative component is explained as follows:

3.1.1. Historical-cultural places

The criterion of cultural and historical places refers to buildings, places, residues with historical and cultural characteristics.

3.1.2. Natural places

The criterion of natural places refers to public natural sites with or without natural conservation status.

3.1.3. City center

The criterion of city center refers to population-dense places for socioeconomic and socio-cultural activities in daily life.

3.1.4. Traditional food and drinks places

The criterion refers to places such as restaurant that serving only with local dishes made by local products.

3.1.5. Coasts and beaches

The criterion refers to areas used for swimming, sun-bathing, amateur fishing, coastal water sports and similar purposes, are operated by a company, public or free use.

3.1.6. Endemic places

The criterion refers to unique places in a particular destination that are nowhere else in the world. This can be a historical place like Egyptian pyramids or a touristic arboretum exhibiting endemic species.

3.1.7. Sport facilities

The criterion refers to sport & leisure facilitates where sport category activities can be play. Those places can be publicly available areas free of charge or charged.

3.1.8. Touristic information desks

The criterion refers to public or private offices providing qualified personnel who have communication skills also can speak foreign language or languages that is commonly used by majority of tourist and supporting visitors with information and tools to guide tourists such as brochures, maps etc.

3.1.9. Bazaar market

The criterion refers to shops, stores, small and medium-sized shopping places in the destination.

3.1.10. Malls

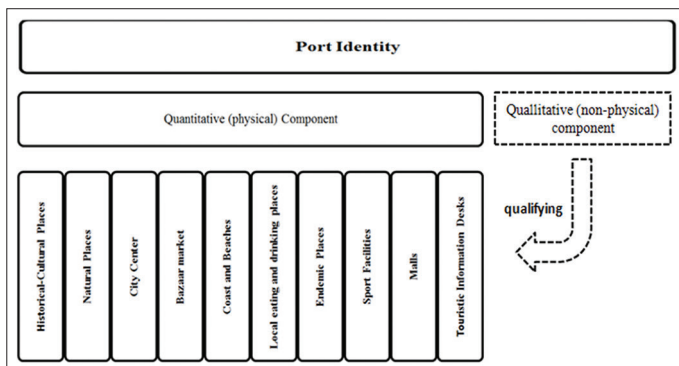
The criterion refers to commercial center type places where global or national brands' productions are marketing but not local ones.

The designed framework of the port identity (Figure 1) is suitable to be utilized for any cruise destination to understand which criteria project better the identity for the port. Each criterion may have a different level of priorities, changing from port to port. It means that each criterion has a role in forming the port identity with different degrees of importance. Therefore, the second step is testing levels of each criterion in order to determine the port identity for a specific cruise port.

3.2. Evaluating the Criteria of Port Identity

Finding main determinants of port identity for an individual cruise port destination is a multi-actor problem. Therefore, evaluation process of determined criteria is realized with two stages. In the first stage, decision makers who will evaluate the criteria are determined. In the second stage, the criteria are evaluated

Figure 1: Conceptual framework of port identity



by using one of multi criteria decision making techniques. To examine the criteria a survey study was applied. Participants are selected based on stakeholder analysis phase of logical framework approach method. Local stakeholders are analysed according to their concern, attention, benefit status etc. for development of cruise tourism sector. Selected stakeholders were confirmed their relation with the problem. Questionnaire was designed regarding pair wise comparison of criterion. Preferences for importance level of one criterion against another is represented a score of Saaty 1–9 scale (Table 1). According to local stakeholder evaluation factor weights (Eigenvector) are calculated for each criterion. The pair wise comparison is performed by using analytical hierarchy process (AHP) (Saaty, 1980; Saaty, 2008).

4. RESULTS OF CASE STUDY

The study area, the Centrum of Bodrum Municipality is bounded geographically considering neighbourhood limits where Ortakent in the West, Icmeler in the East and Pedasa in the North (Figure 2). Bodrum is a coastal district that is located on a peninsula upon an ancient city, named Halicarnassus (modern Bodrum). The Bodrum Peninsula is situated in the western coastal zone of Turkey. The Centrum of Bodrum is selected for this study because commonly cruise passengers track routes from cruise port through the destination which are mostly stood inside the border of the Centrum, so the port identity is likely to be represented in this area.

Bodrum is an urban area which has become a very famous touristic destination since 1965. Socio-economic activities are mainly depending on marine and coastal tourism industry. There are more alternatives that the region presents to visitors. Cruise port, marinas, holiday camps, resorts, water sports, boutique hotels, land, and waterways are main man-made physical structures that the industry has benefitted. There are also many natural sources serve touristic activities such as natural golfs and bays, beaches, forests etc. The study area, Bodrum, as a cruise port and destination has many natural, cultural and man-made facilities in response to cruise tourism industry needs.

The proposed method is applied to selected area as it is detailed in the methodology section of this paper. Results of case study are detailed step by step as follows:

4.1. Defining Port Identity and Determining the Criteria

In this part of the study, the definition of port identity is given based on designed framework in the methodology section.

“Port identity is the meaningful integrity that affects the image of the port. This integrity contains following ideas:

- Ports’ own characteristics with different scales and interpretations;
- Physical, cultural, socio-economic, historical and shaping factors in itself;

Table 1: Preference scale 1–9 by Saaty

Intensity of importance	Definition	Explanation
1	Equal importance	Both criteria importance equally
3	Moderate importance	One criterion is moderately important than other
5	Strong importance	One criterion is strong important than other
7	Strong plus importance	One criterion is very strong important than other
9	Extreme importance	One criterion is extremely important than other
2,4,6	For compromises between the above	There is a tiny difference between the criteria, can be express intermediate values
Reciprocals of above	Reasonable assumption: If criteria i has one of the above non-zero numbers assigned to it when compared with criteria j, then j has the reciprocal value when compared with i. In example: “if i is 3 compared to j then j is 1/3 compared to j	

Figure 2: A map of the study area: The centrum of Bodrum



- A sustainable port concept which is constantly enabled to improve;
- A great process from the past to the future that is to bring forth.”

By taking advantage of literature review, desk study (secondary data such as books, online maps etc.) and onsite observations in the study area each criterion has defined as follows:

4.1.1. Historical-cultural places

According to Guner (1997), Halicarnassus (Bodrum) was a commercial and cultural center of the ancient world. There are few historical structures left from the long and rich history of today (Kiper, 2004). Inventory about historical and cultural places are: The Mausoleum (The tomb of the Satrap Mausolus), the Castle (the Castle of St. Peter), the Ancient Theatre, the Stadium (The Temple of Mars), Myndos Gate, ancient graves (Around Myndos Gate), mosques (Mustafa Paşa and Tepecik), the Underwater Archaeological Museum, old Bodrum houses, several museums such as Maritime Museum. Historical-cultural places are located in a walking distance from the cruise port. The most important settlement of Lelegian in the Halicarnassus, The Ancient Pedasa is located in the most nearby place to the Centrum (<8 km far from the cruise port).

4.1.2. Natural places

Natural places and sources in Bodrum are raw materials of life and tourism. Many economic activities in the region depend upon natural resources as tourism is feed by nature. In this study natural places are forest area which covers the centrum from the North and natural marine areas such as natural bays, gulfs. Marine nature is very crucial for blue voyage according to local stakeholders. There are some cruise segments coming to Bodrum spend all shore-time for daily trip to nearby islands and natural bays.

4.1.3. Downtown (city center)

Downtowns contains social and economic activities. Not only facilities but also social vitality attract tourists. The city centers are the places where not only the passengers but also the crew members want to benefit from the various facilities. The city center of the Bodrum is almost two kilometres walking distance from the cruise port.

4.1.4. Local eating and drinking places

In the Centrum, there are a few places serve traditional food and drinks. Although there is some places serve local foods visitors are likely to be confused as those places serve also fast food. However; according to observations and secondary data such as Municipal website, Bodrum is very rich in local foods.

4.1.5. Coast and beaches

The Centrum has beaches for visitors. There is a beach where cruise passenger could bath and swim just next to the cruise port exit door. However, it is very rarely utilized by them, it is probably resulted from its idle view. A public beach (İçmeler Beach) operated by Municipality is located in the south-east of the port and <1 and a half kilometers (km) from the port. It is free of charge. On the other hand, although there are a few beaches

operated by private sector such as hotels towards İçmeler Beach, these are not public but fee-paying. In the west of the port, there are a few beaches can be easily reached by walking, taxi or any other vehicle. The Kumbahçe Beach is a natural beach just only 300 meters far away from the terminal. Beaches can be reachable by vehicle from the port are Gümbet (almost 5 km), Bitez (almost 8 km), Ortakent (around 10 km). Among those beaches, the Camel Beach which is very famous in the World is located in Ortakent.

4.1.6. Endemic places

After the Satrap of Mausolus died in 353. B.C., his wife completed the building of the most splendid tomb in the World at that time and gave it his name. The building is not visible as it was before because of disasters such as earthquakes, wars as well as plundering. However, it still charming people all around the world thanks to its uniqueness. One of the Seven Wonders of the Ancient World, The Mausoleum at the ancient city of Halikarnassos, is an endemic place in Bodrum. There is only one Mausoleum in the world as like Egyptian Pyramids. In addition to this, Blue Voyage since its history was started from Bodrum and spread around is a unique experience for visitors (Kuleli and Bayazit, 2018). Blue voyage when sailing activities are done by Gulet or Tirhandil which are only built in Bodrum can be counted as an endemic production. If so, Gulet or Tirhandil boats are endemic places also.

4.1.7. Sports facilities

Bodrum is very famous with water sports, particularly with diving thanks to its pure water and natural bay and gulf that allure cruisers. A firm provides water sports activities very closed to the cruise port. There is also several stationary sports equipment in a few parks (according to Municipal data there are 18 parks) around the Centrum. One of them is located just across the cruise port service building.

4.1.8. Touristic information desks

Bodrum Tourist Information is the only authorized office. It is located behind of the Castle of Bodrum. Its visibility is very low that cruise passengers could not utilize it. It is in the hearth of the Centrum but very far away from the cruise port as an information desk. Maybe it provides maps, guides, brochures etc., for other visitors but not for cruisers. Another tourist information office is inside a shopping mall which is more than 4 km from the port that makes it inefficacious for cruise passengers. As touristic information desks criterion, existence is not enough they are needed to be accessible, reliable and authorized also. Therefore, so-called information desks in the area such as sales offices are common but they are not included in the evaluation.

4.1.9. Bazaar market

There are many stores, workshops or artisanal, souvenir shops in the Centrum but most of them are clustered through a narrow street (Dr. Alim Bey Street) which is a passageway toward the Castle and the City Center from cruise port for cruisers who are walking or segwaying. This street is closed to car traffic. Similar to this, some other places existing but this one is the most visited Bazaar by cruisers in the Centrum. Cruise passengers, who prefer to buy packet tours from cruise ship operators or global partners, tend to visit places rather than shopping. Therefore, they sometimes find

themselves in a shopping store (for instance a souvenir shop) which is pre-planned shops which give commissions to global partners of cruise operators. Tour with shopping themes is also provided in the Bodrum by operators or their authorized partners. Jewellery stores are most frequent places for such tours.

4.1.10. Malls

There are two big shopping malls which include global brands, restaurants, fast food chains, cinemas etc. One of them is almost 5 km and the other is 6 km distance from the cruise port. Their customer groups are mostly residents or visitors other than cruisers. Near the cruise port or inside the port area there is not any of them. There are also several small shopping centres around the City Center.

According to findings it is seen that marine and coastal sources are very crucial for local economy which is feed by tourism activities in the Centrum. Blue voyage is one of the most valuable local products of tourism which is endemic. Modern cruising is another alternative socio-economy generator in local level. Cruise port in Bodrum has operated since 2008 by private company. However, as a cruise destination, Bodrum was hosting cruise passengers even when there was no physical cruise terminal according to a group of local people including local experts, representatives of Bodrum Maritime Foundation and a local ship agency staff who are interviewed. They also have stated that cruise ships took service from local mariners’ smaller boats in order to transfer their passenger to the coast from anchorage areas.” Since 2008 cruise ship yearly visits shown in Table 2, however, it is stated also more than fifty cruise ship yearly was visiting even before the port built. It means that the area studied has a critical potential regarding cruise tourism industry. On the other hand, cruise tourism activities are criticized just as all-inclusive system effects on tourism sector for lacking sufficient economic and cultural contribution (Bakir, 2008). The port-identity concept is expected to contribute solutions for this criticism.

In 2011, the terminal function is seen to change from turnaround to transit. At that time cruise port served as a turnaround port which passengers embark to ship in the begging of cruise activity and

Table 2: Cruise ship and passenger visits to Bodrum cruise port (2008–2012)

Year	Number of ship calls	Number of passengers (transit)	Number of passengers (turnaround)
2008*	12	n/a	n/a
2009*	89	n/a	n/a
2010*	92	n/a	n/a
2011*	82	583	45,448
2012*	131	49,861	2,971
2013*	114	27,276	1,270
2014*	78	32,547	332
2015*	90	61,000	1,050
2016*	51	61,189	72
2017**	26	n/a	n/a
2018***	15	n/a	n/a

*Sourced from the Bodrum Cruise Port official website (URL1); **observed during summer season (URL2); ***estimated number sourced from several cruise company websites (URL3)

disembark from the ship in order to transport from port destination to their hometown. Later, the number of turnaround passenger shows a sudden drop due to the function of the port is changed and then became port of call. From then on, Bodrum becomes a destination port that cruise passengers visit mostly due to its attractiveness. Passengers have a very short time to recognize main characteristic of port location. According to the site observations it is found that average time period spending around Bodrum is 4 h for passenger and 3 h for crew members. As concerns average spending of observed passengers is found very modest. However, passengers who joint pre-planned shore excursion is out of the observations. Pre-planned shore-excursion is not operated by local companies therefore cruise operator and their global partners get a big share of the cake even in the destination. Therefore, cruise activities tend to generate a scarce economic contribution to local because economic leakage derived mainly from pre-planned tours.

The port has some modest facilities including duty free shopping, travel agencies and a restaurant. However, facilities presented in port areas are not accessible publicly or not attractive to local people. The only social activity held by port operator is annual running race. According to onsite observations during 2017, cruise port terminal and around is found as not integrated to local culture. When a cruise ship visits the port, passengers encounter an unproductive, empty and un-aesthetic place without any social activity, aesthetic structure, even any information desk. To reach an authorized tourism information office cruise passengers have to walk almost two kilometres from the port. A group of interviews with passengers who prefer not to buy any pre-planned excursion told that they did not see any information office even inside the cruise port terminal.

Based on the case study findings, it is inferred that Bodrum as a port destination covers many of criterion of port identity which is valuable for cruise tourism. In this context, finding the port identity for Bodrum is became a problematic of the case study. To achieve an objective response to the problematic the second step of the method was realized.

4.2. Evaluating the Criteria of Port Identity

As the first stage of the second step of the proposal method, depth interview was carried with potential decision makers in the area in order to learn their perspective toward port identity. Principle stakeholders (local partners, beneficiaries etc.) were interviewed from several institutions such as City Council, Mariners Association, Maritime Chamber of Shipping, University to determine decision makers. Determined stakeholders were asked confirmation whether they accept being a part of port identity problematic at the local level. Finally, the questionnaire study was conducted with a total of 20 participants, one from each selected stakeholder as a representative of their institution.

Each person spent at least 20 min to complete the survey. The questionnaire was designed regarding the pairwise comparison to contain port identity criteria to explore which criterion to be represented better the port identity, in compliance with the proposed methodology. Priorities of each criterion were determined by normalized principle Eigenvectors. The prioritization procedures

method (Saaty, 1980) was used to measure the criteria weights with respect to survey results. Priority vector (or normalized principle Eigenvector) is interpreted as the degree of importance of each alternative. Consistency Ratio (CR) was found as 0.027 (CR < 0.1) based on Saaty’s calculations. So, desired CR value is reached. Based on Saaty’s method, calculations were realized with the help of the Microsoft Excel Software. Resulted comparison matrix is shown in Table 3.

According to the results, different decision makers determine the port identity for Bodrum with 82.9% of consensus. As it is given in the Table 4, local stakeholders have determined the first three important criteria which are historical-cultural (25.15%), natural (20.48%) and endemic (18.62%) places as the criteria mirroring better the identity for Bodrum cruise port. Local eating and drinking places and beaches are also important to be taken into account. On the other hand, shopping malls, bazaar market and tourism information desks are found as criteria that least reflect the identity in Bodrum.

5. CONCLUSIONS

Progressively increasing cruise demand has resulted in rising numbers of alternative cruise destinations which make cruise market very competitive for cruise ports, especially for ports in the same region. Among alternatives, an individual cruise port destination can step forward if it develops in conformity with its port identity. Identity theme has been used for development plans of cruise ports (Port Everglades Final Art Master Plan, 2009; McCarthy and Romein, 2012). Today, even large successful cruise ports such as port everglades (Fort Lauderdale) put the identity theme into development strategies to sustain its success in the market via searching a strong sense of identity allowing cruise passenger to understand the uniqueness of port destination (Port Everglades Final Art Master Plan, 2009). In the case of Port Everglades, one of the biggest cruise ports in the world; port architecture, roads throughout cruise port entrance or most visited sites were planned to redevelopment by harmonizing with nature and culture of the destination to create port identity. For

more boutique ports such as Cartagena, Bodrum, Dubrovnik etc., diversification strategies become important against the risk of erasing from the market.

Cruise port identity is considered as a tool for waterfront development projects related to cruise destinations to strengthen marketing strategies as it is also stated so in the OECD’s Competitiveness of Global Port-Cities Synthesis Report (OECD, 2015). The Southern Aegean Development Agency (GEKA) also has announced their future support for project on port identity problematic (GEKA, 2015). Although, there are some important emphasises of port identity, it was found there is a gap in the literature about definition and determination of port identity for a specific cruise port. Therefore, in this study, port identity conceptual framework was designed for the first time in order to develop a new method through determining quantitative criteria for a specific cruise port. According to this study, Cruise port identity concept is defined with two main components. Qualitative component consist of intangible local sources including soft values of Hooydonk theory (Hooydonk, 2009) that characterize physical component. Thereby, the port identity should be considered not only a market strategy but also an instrument for designing local sustainable development. In the selected study area, qualitative criteria were evaluated to show decision makers how the method works.

In the case of Bodrum, it is found that the region has an important cruise potential regarding port identity criteria. Port statistics also support its potential where cruise ships had been visiting before physical port pier was built. According to the local stakeholders, 64.25 of the port identity are composed of three criterions: Historical-cultural places (25.15%), natural places (20.48%) and endemic places (18.62%). Results are obtained 82.9% of consensus from 20 local stakeholders. It means stakeholders in Bodrum gives similar idea to determine the port identity. The results are a guide for practitioners, destination managers, port authorities and other related key stakeholders who take majority of risk on cruise benefits in local, regional and national level. As a common contribution of this study is considered that the method proposal as a decision making tool can be applied any cruise port destination

Table 3: Complete the matrix: Normalization and weight determination

Pairwise comparison matrix		Historical-cultural places	Natural places	City center	Bazaar market	Coast and beaches	Local eating and drinking places	Endemic places	Sport facilities	Malls	Touristic information desks
		1	2	3	4	5	6	7	8	9	10
Historical-cultural places	1	0	1.37	4.97	5.34	3.86	3.94	2.03	5.36	5.74	5.81
Natural places	2	0.73	0	4.82	5.14	2.98	3.22	1.17	5.17	5.2	5.34
City center	3	0.2	0.21	0	1.83	0.59	0.61	0.21	0.71	3.13	2.1
Bazaar market	4	0.19	0.19	0.55	0	0.37	0.39	0.2	0.52	2.73	0.92
Coast and beaches	5	0.26	0.34	1.68	2.73	0	0.96	0.37	1.47	4.19	1.79
Local eating and drinking places	6	0.25	0.31	1.63	2.55	1.04	0	0.35	2.17	4.41	2.2
Endemic places	7	0.49	0.85	4.78	5.1	2.69	2.87	0	4.76	5.71	5.18
Sport facilities	8	0.19	0.19	1.41	1.92	0.68	0.46	0.21	0	3.22	2.78
Malls	9	0.17	0.19	0.32	0.37	0.24	0.23	0.18	0.31	0	0.42
Touristic information desks	10	0.17	0.19	0.48	1.08	0.56	0.46	0.19	0.36	2.4	0

Table 4: Port identity criteria ordering based on factor weights

No	Criteria	Normalized principle eigenvector (%)
1	Historical-cultural places	25.15
2	Natural places	20.48
3	Endemic places	18.62
4	Local eating and drinking places	8.00
5	Coast and beaches	7.60
6	Sport facilities	5.60
7	City center	5.10
8	Touristic information desks	3.60
9	Bazaar market	3.60
10	Malls	2.30

in order to determine port identity for future development plans to raise port competitiveness and destination market share. It is also crucial for new investments because the major beneficiaries of port investments are, realistically, the city, the region (Gui and Russo, 2011).

Port identity concept is suggested to be used in cruise development plans to sustain or increase the attractiveness of touristic places. According to McCarthy and Romein (2012), development towards increasing attractiveness may lead cruise passenger to extend their stand in the city. Therefore, cruise tourism development based on the port identity may provide a policy option to increase local economic value from seaports. According to the observations, cruise passengers' average stay in Bodrum (4 h) is less than cruise ship stay in the port (8 h). In other words cruise passengers do not prefer to spend time as much as they can in the destination. This may be because Bodrum is not seen a cruise destination which is not able to present different experiences from other ports during their cruise. Chen and Nijkamp (2018) are also support this reason. On the contrary to common belief which is the more cruise ship stay in the port is not meaning the higher expenditures of passengers. Previous port and next port also affect cruise ship stay in a port of call (Chen and Nijkamp, 2018). Naturally cruise passenger is likely not willing to spend time and money in a cruise port which is similar to the previous and the next ones. Therefore, uniqueness become very crucial for cruise operators' deployment decision, also for motivating cruise passengers to spend more time onshore rather staying onboard.

According to the method proposed, the identity is defined and its criteria which reflect values and function of a place is determined for obtaining a common conceptual framework. In this context, there are four arguments that reveal importance of the identity for cruise port destinations: Thanks to the identity.

- A cruise port become separated from the others and become recognizable;
- A growth model that fits the port identity can be developed;
- The uses that would harm the existing identity of the port are prevented from the beginning;
- Depending on the port identity the social sensitivity may increase;
- Conformity and quality are sought for cruise port investments that are considered to be made;
- The use of resources around the port can be planned in accordance with the identity.

For those arguments, the port identity is seen a vital tool in development process of coastal regions and it serves as a key element for the quality of the environmental scheme, spatial planning, and the functioning of land use. Port identity concept is suggested to be used in cruise development plans to sustain or increase the attractiveness of touristic places.

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