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IMPORTANCE-PERFORMANCE ANALYSIS OF DESTINATION ATTRIBUTES IN CRUISE TOURISM: THE CASE OF KUŞADASI*

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ABSTRACT

Cruise tourism is a type of tourism which includes accommodation, dining and activities organized on ship-board as well as port excursions. One of the most important elements for tourists traveling with cruise ships are the port destinations they stop by. The tourists travelling with cruise ships make important economic contributions to the destination when they travel around the ports they stop by. This situation requires more efforts each passing day in order to provide tourist satisfaction at destinations of countries hosting the cruise ships. Kuşadası is the port destination that makes the fastest progress in cruise tourism and hosts the highest number of cruise tourists in Turkey. Considering this situation, it is important to identify strengths and weaknesses of Kuşadası in order to provide sustainability of tourists who are to visit the destination. The main purpose of this study is to reveal which improvements should the tourism stakeholders make primarily at the destination to increase destination satisfaction levels of cruise tourists arriving at Kuşadası port. During the stage of preparing the questions in the survey, the relevant available studies in the national and international literature as well as tourism academicians and the guides working at Kuşadası were taken as reference. The data collection process took place between 27 June and 1 September 2017. 394 surveys were analysed. According to the obtained findings by Importance-Performance Analysis; the destination attributes of top priority which the stake holders should put excessive stress and improve were determined as cleanliness

* This study was developed from PhD thesis named "Importance-Performance analysis of destination attributes in cruise tourism: The case of Kuşadası".

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of the sea, hygiene of restaurant and bars, destination's security and attitudes and behaviours of local shopkeepers towards tourists.

STRUCTURED ABSTRACT

Introduction and Purpose

Each passing day, the people travelling in cruise ships expect more and more services they are offered in the ships they travel or at the destinations. The cruise ship operators who have become aware of this, develop strategies to make their customers pleasant in the best way and create customer satisfaction. Therefore, in order to develop the cruise tourism potential of Turkey which is an important country in that field, researchers should conduct studies on cruise tourists.

Based on the importance of this, the main purpose of this study is to reveal which improvements should the tourism stakeholders make primarily at Kuşadası destination, to increase destination satisfaction levels of cruiser tourists arriving at Kuşadası port. In line with the results of this research, the completion of deficiencies by tourism stakeholders is important in terms of making more economic yield from cruise tourism.

Literature Review

Also with respect to purpose of the research, some brief information are given below about some studies related to cruise tourists' evaluation of port destinations.

When we take a look at the studies conducted in the international literature related to evaluation of port destinations in cruise tourism; we see that particularly the relationship between satisfaction levels of cruise tourists from the destination and their behavioral intentions was researched (Silvestre, et al., 2008; Andriotis and Agiomirgianakis, 2010; Brida et al., 2012a; Brida et al., 2012b; Pranic et al., 2013; Satta et al., 2015; Öztürk and Göktaş, 2016).

In order to determine how destination attributes are used within the context of importance-performance analysis, relevant studies are examined. In the studies conducted with significance-performance analysis, it was determined that the destination attributes differed according to the preference of the researcher and different findings appeared in the results of the IPA Matrix (Yavuz,1994; O'leary and Deegan,2005; Manoj and Babu, 2008;Anh and Cooper ,2009; Lee and Lee 2009; Albayrak and Caber, 2011; Kresic,et al., 2012; Medina –Munoz and Medina –Munoz, 2014; De Nisco,2015; Aboali et al.,2015).

In both national and international literature, limited number of studies are available regarding the cruise tourists' evaluations of port destinations. No study has been found in which Kuşadası port destination was evaluated by cruise tourists and importance-performance analysis was applied to. In order to make cruise tourists leave the destination at top satisfaction level, it is important that stakeholders know the performance level of the destination as well as the elements that cruise tourists consider important at the destination, and thus plan their future steps accordingly. The results of this study will allow to take more accurate decisions regarding to which points the

physical resources allocated to develop Kuşadası destination will be transferred to. Besides, it will also contribute on which attributes of Kuşadası destination should tourism stakeholders (Municipalities, bar and restaurant owners, souvenir shop owners etc.) make improvement at first in order to make cruise visitors more pleased at the destination. Since the research has an applicable and improving character towards tourism sector, it is thought to make important contributions to the cruise sector.

Methods

The reason why Kuşadası is preferred for the study is that it is the destination where most cruise tourists are hosted in Turkey. At the preparation stage of survey questions, literature review was made at first. Observations were made by traveling Kuşadası destination and its surroundings. Four guides working in Kuşadası were contacted via phone calls in order to get information about Kuşadası port. In addition to all, opinions of tourism academicians also supported the process.

During data collection stage of this study, surveys were collected by individual interview. At the data collection stage, some limitations were applied. One of such limitations is that while the cruise tourists who arrived at Kuşadası destination by cruise ships and visited the historical places in Kuşadası were included in the scope of the research, the cruise tourists who did not go out of the ship and were out of this scope were excluded from the research. The second limitation is that the research was made only at Kuşadası port. Another limitation of the research is that the surveys were prepared only in English language. The reason why English was chosen in the survey is that it is one of the most common languages used in the world. A total of 394 samples were collected. 394 questionnaires were used for the data analysis.

Results

For the main purpose of the study, Importance-Performance Analysis (IPA) matrix was created by using the identified average importance and performance values.

Keep up the Good Work (High importance - High performance):

When the destination attributes in this cell are reviewed; we see that the quality of souvenirs, variety of food and beverage in restaurants and bars, quality of food and beverage in restaurants and bars, cleanliness of historical and cultural places, cleanliness of the port area, cleanliness of local transportation vehicles, attitude and behaviours of the staff working at restaurants and bars towards visitors, hospitality of local people towards visitors, attractiveness of historical and cultural places and of natural environment are the important factors which must be present at a port destination for cruise tourists. At Kuşadası destination, the performance perception of cruise tourists towards these attributes are also very high.

Concentrate Here (High importance - Low performance): When the destination attributes in this cell are reviewed; it is seen that important factors for cruise tourists about cleanliness of the sea, cleanliness of restaurants and bars, safety and security of the destination, attitudes and behaviours of local shopkeepers towards

visitors. At Kuşadası destination, the performance perception of cruise tourists towards these attributes were found low.

Low Priority (Low importance - Low performance): When destination attributes in this cell are reviewed; we observe that compared to the attributes in high importance segment, cruiser tourists attach less importance to these destination attributes which are adequacy of shopping facilities in Kuşadası, variety of activities for children, variety of adventure activities, foreign language proficiency of the staff working at restaurants and bars, variety of local transportation services (alternatives), comfort and modernity of local transportation vehicles, reasonableness of souvenirs prices, reasonableness of shore excursions prices, reasonableness of food -beverage prices at bars and restaurants, attitude and behaviours of local drivers towards visitors. At Kuşadası destination, the performance perception of cruise tourists towards these attributes were found low.

Possible Overkill (Low importance - High performance): When destination attributes in this cell are reviewed; we observe that compared to the attributes in high importance segment, cruiser tourists attach less importance to these destination attributes which are variety of souvenirs, variety of shore excursions, quality of guide services and reasonableness of local transport services prices. At Kuşadası destination, the performance perception of cruise tourists towards these attributes were found high.

Conclusion

When we take a look at the studies conducted in the international literature related to evaluation of port destinations in cruise tourism; we see that particularly the relationship between satisfaction levels of cruise tourists from the destination and their behavioral intentions was researched (Silvestre, et al., 2008; Andriotis and Agiomirgianakis, 2010; Brida et al., 2012; Brida et al., 2012a; Brida et al., 2012b; Pranic et al., 2013; Satta et al., 2015; Öztürk and Göktaş, 2016). No study has been found in which Kuşadası port destination was evaluated by cruise tourists and importance-performance analysis was applied to.

According to importance-performance analysis, there should be improvements initially on cleaning of the sea, cleaning of restaurants and bars, safety and security of the destination, attitudes and behaviours of local shopkeepers towards cruise tourists.

According to findings revealed in analysis result, the recommendations towards improvement works are as follows:

- The local authorities should take the necessary deterrent precautions in providing the cleaning of sea shore at Kuşadası destination. Inspections should be increased against the ones polluting the sea and administrative fines should be applied.

- The owners of restaurants and bars serving for cruise tourists in the region should be careful as much as possible in replacing their old stuff i.e. tables, chairs, plates, glasses etc. and in cleaning of their places.

- The security personnel should be more in number at Kuşadası port and at touristic places. It is important in terms of tourists that security staff behave more carefully at touristic points and port entrances.

-The local shopkeeper should avoid to make pressure on cruise tourists for shopping. Kuşadası local authorities should develop a training project on relationship between local tradesmen and tourist, and conduct a study to inform local tradesmen and raise awareness.

Recommendations for the researchers who will study in this field are; a research might be conducted regarding the products and services which the cruise tourists spend the most at port destinations. In order to make port destinations successfully marketed in cruise tourism market, the relevant authorized persons might be contacted and a model suggestion towards marketing of destination ports might be developed.

Keywords: Cruise Tourism, Harbour, Destination, Importance-Performance Analysis, Kuşadası.

KRUVAZİYER TURİZMDE DESTİNASYON ÖZELLİKLERİNİN ÖNEM-PERFORMANS ANALİZİ: KUŞADASI ÖRNEĞİ

ÖZ

Kruvaziyer turizm, gemi içinde konaklama, yeme-içme ve düzenlenen çeşitli aktiviteler yanında, liman gezilerini de kapsayan bir turizm çeşididir. Kruvaziyer gemileri ile seyahat eden turistler açısından önemli unsurlardan biri uğradıkları liman destinasyonlardır. Kruvaziyer gemileriyle seyahat eden turistler, seyahatleri sırasında uğradıkları limanları gezmeleriyle beraber destinasyona önemli ekonomik katkılar sağlamaktadır. Bu durum kruvaziyer gemileri ağırlayan ülkelerin destinasyonlarında turist memnuniyetini sağlamak için her geçen gün daha fazla çaba harcamasını gerektirmektedir. Kuşadası, kruvaziyer turizm konusunda Türkiye’de en hızlı gelişme kaydeden ve en fazla kruvaziyer turisti ağırlayan liman destinasyondur. Bu durum göz önünde bulundurulduğunda Kuşadasına gelecek turistlerin sürekliliğinin sağlanması için destinasyonun zayıf ve güçlü yönlerinin tespit edilmesi önemlidir. Bu çalışmanın temel amacı, Kuşadası limanına gelen kruvaziyer turistlerin destinasyon memnuniyet düzeylerini arttırmak için turizm paydaşlarının destinasyonda öncelikli olarak hangi iyileştirmeleri yapmaları gerektiğini ortaya koymaktır. Ankette yer alan soruların hazırlanması aşamasında, ulusal ve uluslararası literatürde yer alan konuyla ilgili çalışmalardan, Kuşadası’nda çalışan rehberlerden ve turizm akademisyenlerinden yararlanılmıştır. Veri toplama işlemi 27 Haziran-1 Eylül 2017 tarihleri arasında gerçekleşmiştir. 394 anket analiz edilmiştir. Önem-Performans analizi sonucunda elde edilen bulgulara göre; turizm paydaşlarının üzerinde önemle durması ve iyileştirmesi gereken öncelikli destinasyon özellikleri; deniz, restoran ve barların temizliği, destinasyonun güvenliği ve yerel esnafın turistlere yönelik tutum ve davranışları olarak belirlenmiştir.

Anahtar Kelimeler: Kruvaziyer Turizm, Liman, Destinasyon, Önem Performans Analizi, Kuşadası.

1.Introduction

The cruise tourism which constitutes the main object of this study, includes visits made to preplanned ports within certain periods, with ships which can offer even more extensive accommodation, dining, shopping, entertainment and sports facilities than five star hotels (Görgün, 2011). The cruise sector is a large income channel for cruise ship companies as well as an important source of income for port destinations. Because the cruise tourists spend at the port destinations they travel and contribute to local economy. Therefore, in order to have more place on destination routes of cruise ship operators, the efforts of countries hosting cruise ship increase with each passing day.

Turkey is located at the Mediterranean Basin and has striking destinations for cruise tourism. Nevertheless, it has a very little economic share from this cruise tourism. Thus, the works should be implemented in order to make cruise tourism sector in Turkey more popular countrywide and increase the potential of cruise tourists coming from abroad to Turkey ports.

Each passing day, the people travelling in cruise ships expect more and more services they are offered in the ships they travel or at the destinations. The cruise ship operators who have become aware of this, develop strategies to make their customers pleasant in the best way and create customer satisfaction. Therefore, in order to develop the cruise tourism potential of Turkey which is an important country in that field, researchers should conduct studies on cruise tourists.

Based on the importance of this, the main purpose of this study is to reveal which improvements should the tourism stakeholders make primarily at Kuşadası destination, to increase destination satisfaction levels of cruiser tourists arriving at Kuşadası port. In line with the results of this research, the completion of deficiencies by tourism stakeholders is important in terms of making more economic yield from cruise tourism.

2.Literature Review

In this part of the study general terms and related study on the subject are mentioned.

2.1. Cruise Tourism

When we take a look at the meaning of the “Cruise” concept used in international literature, it is defined in the dictionary as “a sea voyage between ports for leisure time in order to rest and have fun” (Collins English Dictionary, 2009).

The cruise tourism is a special industry which consists of special combination of natural and historical places of attraction that the ports offer to cruise passengers, and entertaining and different ship activities. The most basic component of cruise tourism is the itinerary that it offers to its customers. In these itineraries which are carefully prepared by cruise operators, there are various preference criteria that would attract passengers’ attentions such as cultural, historical and natural attractions, shopping facilities and entertainment. (Bagis and Dooms, 2014:6).

2.2. Cruise Tourism And Destination

During cruise travels, people can both benefit from services of the ship they are travelling in i.e. accommodation, dining and entertainment etc. and visit the destinations they prefer to see in the same tour program (Kılıçhan and İlhan, 2014, p.229). Therefore, arrangement of suitable ports and attraction centers at the initial stage of cruise voyage planning are among the priorities of cruise operators (Lekakou et al., 2009). In order to get included in cruise programs, a destination should have the attributes of attraction, accessibility, facilities, package tours, activities, supporting services, culture and security as well as quality services should be rendered (Gibson, 2006; Yapıcı et al., 2016). As long as the ship stays at the port, the activities which the passengers not participating the tour may spend time and money at the port would make an increase in the port income (Çayır, 2008: 24).

It is important that the services provided at port destinations make customers satisfied and give them a good experience. Because the experiences that the cruise tourist have at the port destination might affect whether he/she will visit the same destination as land customer (Gabe et al., 2006: 282). Moreover, some satisfied customers may even recommend the destination they travel to their friends and relatives (Petrick, 2004). Therefore, it is necessary for the sector that researchers make a study toward cruise tourists.

Also with respect to purpose of the research, some brief information are given below about some studies related to cruise tourists' evaluation of port destinations.

Silvestre, et al. (2008), they researched the satisfaction levels from the destination and behavioural intention of cruise tourists visiting the Azores. Behavioural intentions include the tendency of revisiting and recommending the Azores to friends. Andriotis and Agiomirgianakis (2010), they researched the travel motivations, destination satisfactions of cruise tourists arriving at Heraklion port of Greece as well as their intentions to revisit the port. The study was conducted for cruise tourists who arrived at the port of Heraklion between August and November 2005 and travelled the city. Lu and Chen (2011) researched in their studies whether there is a difference between Shanghai, Hong Kong and Taipei seaports both in terms of destination attributes and the tourists arriving there. Brida, et al. (2012a) researched in their studies the satisfaction perceptions of cruise tourists arriving at Cartagena port and their intentions to revisit as a land tourist and to recommend the place. The research was carried out between 27 September-14 November of 2009 in Cartagena Region, and 123 valid surveys were obtained. Pranic, et al. (2013) aimed to measure experiences that the cruise tourists arriving at two ports of Croatia had throughout their travel, the services they were pleased in the destination and their behavioral tendencies (to recommend and revisit). The surveys were collected from two different ports during four months (july-august-september-october) in the year 2009. 602 usable surveys were obtained. Satta, et al. (2015) examined the relationship between general satisfaction of cruise tourists from the destination arriving at three Italian ports and their behaviours to recommend. The data were obtained by applying face to face surveys to cruise tourists arriving at Genoa, Messina and Bari destinations in July, August and September 2012. 400 surveys were distributed to the three ports and 669 (Bari 225, Genoa 236 and Messina 208) out of these surveys were found to be suitable for analyse. Öztürk and Göktaş (2016) researched the destination satisfactions and behavioral tendencies of cruise tourists visiting Oahu Island, one of the Hawaii Islands. During data collection process, survey technique was applied to people who came to the destination as cruiser tourist in March, April and May of 2013. 237 surveys were analysed which were considered valid out of the distributed ones.

In order to determine how destination attributes are used within the context of importance-performance analysis, relevant studies are examined. In the studies conducted with significance-performance analysis, it was determined that the destination attributes differed according to the preference of the researcher and different findings appeared in the results of the IPA Matrix (Yavuz, 1994; O'leary and Deegan, 2005; Manoj and Babu, 2008; Anh and Cooper, 2009; Lee and Lee 2009; Albayrak and Caber, 2011; Kresic, et al., 2012; Medina –Munoz and Medina –Munoz, 2014; De Nisco, 2015; Aboali et al., 2015).

When the relevant literature is reviewed, the destination attributes used in evaluation of port destination are given in Table 1.

Table 1: In Cruise Tourism Destination Attributes

In Cruise Tourism Destination Attributes		Source
Natural and Historical Attraction	Museum and historical places, natural and ecological landscapes, cultural and historical landscapes, modern city views, various tour options, different features from tourists' own hometowns, product variety, variety of attractions, variety of shops and boutiques, natural attractions, historic attractions and nightlife, beaches.	Andriotis and Agiomirgianakis (2010), Brida et al.(2012a), Brida et al.(2013), Lu and Chen (2011), Öztürk and Göktaş (2016), Pranic et al. (2013)
Accommodation	Hotel accommodation	Öztürk and Göktaş (2016)
Shopping	Giftware, souvenirs, quality of crafts, quality of shops	Brida et al. (2013), Pranic et al.(2013) Silvestre et al. (2008)
Restaurant / Food – beverage	The availability of restaurants, quality of food and beverage, service quality in restaurants, variety of gastronomy presentations, quality of restaurants and bars	Andriotis and Agiomirgianakis (2010), Pranic et al. (2013) Öztürk and Göktaş (2016) Silvestre et al. (2008)
Facilities	Availability of shopping facilities, presence of facilities and services in port, presence of counseling center, adequacy of basic facilities, port facilities and services, airport facilities, shopping areas	Andriotis and Agiomirgianakis (2010) Lu and Chen (2011), Brida et al.(2012b), Brida et al.(2013), Satta et al.(2015) Öztürk and Göktaş (2016)
Cleaning / Hygiene / Sanitation	Hygiene and sanitation level, cleanliness of the local port, cleanliness of the city, cleanliness and regularity throughout the destination	Andriotis and Agiomirgianakis (2010), Brida, et al. (2012a), Pranic et al.(2013)
Local people	Sincerity of local people, hospitality of local people, attitude of local artisans and staff, bus and taxi drivers, attitude of local artisans, street vendors	Andriotis and Agiomirgianakis (2010) Lu and Chen (2011), Brida et al.(2012a), Brida et al.(2012b), Brida et al. (2013), Pranic et al. (2013), Öztürk and Göktaş (2016)
Price / Money	Value of money, reasonable level of expenditure, prices	Andriotis and Agiomirgianakis (2010) Lu and Chen (2011), Brida et al. (2012a) Pranic et al. (2013) Öztürk and Göktaş (2016)
Guidance Services	Performances of guides in the port destination, guided tours, services of tour guides	Andriotis and Agiomirgianakis (2010), Brida et al. (2012a), Brida et al. (2013)
Language Communication	Level of language communication, level of language communication of guides and drivers	Andriotis and Agiomirgianakis (2010), Brida et al. (2012a)
Information	Tourist information, tourist information center services, tourist brochures, tourist information	Brida et al. (2012a), Brida et al. (2012b), Brida et al. (2013), Pranic et al. (2013), Satta et al. (2015)
Climate / Weather	weather condition	Andriotis and Agiomirgianakis (2010), Brida,v.d.(2012a)
Activities	Having fun facilities, variety of entertainment, variety of things to see and do, organized city tours, organized rural tours, terminal activities, outdoor activities, family activities, city tours.	Andriotis and Agiomirgianakis (2010), Brida, et al. (2012a) Pranic et al.. (2013) Satta, et al. (2015) Öztürk and Göktaş (2016)

Transportation	Transportation, transportation quality, convenient transportation, local transportation	Andriotis and Agiomirgianakis (2010), Silvestre et al. (2008), Lu and Chen (2011) Satta et al. (2015), Öztürk and Göktaş (2016)
Infrastructure	Port and services infrastructure	Brida et al. (2012a)
Security, Personal Safety	Personal safety and security feeling, safety, port security, safety in streets and streets, safety in taxis, safety in tours, personal safety, security control.	Andriotis and Agiomirgianakis (2010), Brida et al. (2013) Pranic, et al. (2013), Satta et al. (2015) Öztürk and Göktaş (2016)
Welcome	Welcome, welcome reception	Brida et al. (2013) Satta et al.(2015)
Traffic	Traffic and noise, traffic in the city.	Brida et al. (2012a), Pranic et al. (2013)
Allocated Time	Time to visit the destination	Brida et al.(2013)

Source: Compiled by the authors.

2.3. Importance-Performance Analysis

Importance-Performance Analysis (IPA) was developed by Martilla and James (1977) in order to present to which attributes of the product or service should be focused on to increase customer satisfaction (Matzler, et al.,2004).

Importance-Performance Analysis (IPA) is an analysis method which provides time-cost advantage, is easy to interpret and allows to develop effective management strategies when applied correctly (Griffin and Edwards, 2012: 35-36). With Importance-Performance Analysis (IPA), the elements which need to be focused on can be identified easily (Cvelbar and Dwyer, 2012: 491-492). Thus, the enterprises have the chance to direct their scarce resources from low influence areas to high influence areas (Lovelock et al. 1998). IPA essentially seeks answers for two questions, which are; (Martilla and James, 1977:77).

1. How important is this attribute from the point of consumers?
2. How high is our performance (satisfaction we created) regarding this attribute?

In the Importance-Performance Analysis, the importance and performance values of customers are presented by a matrix called the IPA Matrix. IPA Matrix is drawn on a table separated into four sections.

As shown in Figure 1, the explanations regarding the cells in matrix are as follows (Albayrak and Caber, 2011: 629);

Figure 1: IPA Matrix

IMPORTANCE	“Concentrate Here ” Cell 2	“Keep up the Good Work ” Cell 1
	“Low Priority” Cell 3	“Possible Overkill” Cell 4
	PERFORMANCE	

Cell 1- Keep up the Good Work (High importance - High performance): Customers consider the service or product characteristics in this cell very important. They also perceive the product's or service's characteristic performance as high.

Cell 2- Concentrate Here (High importance - Low performance): Customers consider the service or product characteristics in this cell very important. But they perceive the product's or service's characteristic performance as low. Managers should make efforts to increase the performance of characteristics of the product or service in this cell.

Cells 3- Low Priority (Low importance - Low performance): Customers do not consider the service or product characteristics in this cell very important. They perceive the current performance of the product's or service's characteristic as low.

Cell 4- Possible Overkill (Low importance - High performance): Customers do not attach much importance for the service or product characteristics in this cell. They perceive the current performance of the product's or service's characteristic as high.

3.Purpose And Importance Of The Study

The main purpose of the study is to reveal on which attributes of the destination should tourism stakeholders make improvement to increase satisfaction levels of cruise tourists coming to Kuşadası destination, by importance performance analysis. The reason why Kuşadası is preferred for the study is that it is the destination where most cruise tourists are hosted in Turkey.

When the articles and reports published regarding cruise tourism in international literature are reviewed, it is observed that the current situation of cruise tourism are discussed in most of them. In both national and international literature, limited number of studies are available regarding the cruise tourists' evaluations of port destinations. In order to make cruise tourists leave the destination at top satisfaction level, it is important that stakeholders know the performance level of the destination as well as the elements that cruise tourists consider important at the destination, and thus plan their future steps accordingly. The results of this study will allow to take more accurate decisions regarding to which points the physical resources allocated to develop Kuşadası destination will be transferred to. Besides, it will also contribute on which attributes of Kuşadası destination should tourism stakeholders (Municipalities, bar and resturant owners, souvenir shop owners etc.) make improvement at first in order to make cruise visitors more pleased at the destination. Since the research has an applicable and improving character towards tourism sector, it is thought to make important contributions to the cruise sector.

4. Research Method

The reason why Kuşadası is preferred for the study is that it is the destination where most cruise tourists are hosted in Turkey. At the preparation stage of survey questions, literature review was made at first. Observations were made by traveling Kuşadası destination and its surroundings. Four guides working in Kuşadası were contacted via phone calls in order to get information about Kuşadası port. In addition to all, opinions of tourism academicians also supported the process. In the question pool, there were 38 questions related with the destination. After the interviews made with the guides working in Kuşadası, the number of questions were reduced to 28.

During data collection stage of this study, surveys were collected by individual interview. At the data collection stage, some limitations were applied. One of such limitations is that while the cruise tourists who arrived at Kuşadası destination by cruise ships and visited the historical places in Kuşadası were included in the scope of the research, the cruise tourists who did not go out of the ship and were out of this scope were excluded from the research. The second limitation is that the research was made only at Kuşadası port. Another limitation of the research is that the surveys were prepared only in English language. The reason why English was chosen in the survey is that it is one of the most common languages used in the world.

In Table 2, the destination attributes which are chosen to be used in data collection tool are present with their resources.

Table 2: Destination Attributes Used In The Research

Number	Destination Attributes	Resources
1	Adequacy of shopping facilities (Carpet, leather and jewelry etc.)	Working guides in Kuşadası
2	Variety of souvenirs	Bertan (2013), Wang and Davidson (2008)
3	Quality of souvenirs	Working guides in Kuşadası
4	Variety of activities for children	Gürbüz (2009), Kozak (2001)
5	Variety of adventure activities	Duman and Öztürk (2005)
6	Variety of food -beverage at bars and restaurants	Duman and Öztürk (2005)
7	Quality of food-beverage at bars and restaurants	Working guides in Kuşadası
8	Foreign language proficiency of staff at bars and restaurants	Duman and Öztürk (2005)
9	Variety of local transport services (alternatives)	İpar and Doğan (2013)
10	Comfort and modernity of local transport vehicles	Kozak (2001) İpar and Doğan (2013)
11	Variety of shore excursions	Kozak (2001) İpar and Doğan (2013)
12	Quality of guide services	Working guides in Kuşadası
13	Cleanliness of sea	Gnanapala (2015)
14	Cleanliness of restaurant and bars	İpar and Doğan (2013), De Nisco, Riviezzo and Napolitano (2015)
15	Cleanliness of historic and cultural places	Duman and Öztürk (2005)
16	Cleanliness of the port area	Gürbüz (2009)
17	Cleanliness of local transport vehicles	Pantouvakis (2006).
18	Safety and security of destination	İpar and Doğan (2013)
19	Reasonableness of souvenir prices	Kozak (2001), Baloglu and Love (2001)
20	Reasonableness of shore excursions prices	Working guides in Kuşadası
21	Reasonableness of local transport services prices	Working guides in Kuşadası
22	Reasonableness of food -beverage prices at bars and restaurants	Working guides in Kuşadası

23	Attitude and behaviours of local shopkeepers towards visitors	Working guides in Kuşadası
24	Attitude and behaviours of staff towards visitors at bars and restaurants	Working guides in Kuşadası
25	Attitude and behaviours of local drivers towards visitors	Kozak (2001)
26	Hospitality of local people towards visitors	Ön Esen and Kılıç (2017), Öter and Özdoğan (2005)
27	Attractiveness of historic and cultural places	Working guides in Kuşadası
28	Attractiveness of natural environment	Working guides in Kuşadası

In this study, the 5-point likert-type scale which starts from “very unimportant” and proceeds to “very important” was used in order to help cruise tourists evaluate destination attributes in terms of importance (Baker and Draper 2013; Chen et al., 2010; Chon et al., 1991; Chu and Choi 2000; Keyt et al., 1994; Kurt et al., 2003; To et al., 2014). In order to help the tourists evaluate destination attributes in terms of performance, the 5-point likert-type scale which offers options ranging from “Very Bad” to “Very Good” was preferred (Cengiz, 2012; Hee Ro and Ho Um, 2004; O’Leary and Deegan 2005).

4.1.Data Collection And Analysis

The data collected for the pilot study took place on June 23, 2017. As a result of the research, no questions were drawn from the data collection tool. The data collection process took place between 27 June and 1 September 2017. A total of 394 samples were collected. 394 questionnaires were used for the data analysis. In the study, SPSS 18.0 statistical package program was used.

5. Results

5.1.Profile Of The Respondents

Findings showing the demographic characteristics of 394 cruise tourists in total having participated in the survey by filling out the questionnaire are given in Table 3 below.

As can be seen from Table 3, 49.7% of the cruise tourists within the scope of the sample are male (196 people) and 50.3% (198 people) are female. %14.5 of cruise tourists (57 people) are at the age of 25 years and below, % 27.9 (110 people) are aged between 26-35 years, % 28.9 (114 people) are aged between 36-45 age, %15.7 (62 people) are aged between 46-55 years, % 8.6 (34 people) are aged between 56-65 years, % 4.3 (17 people) are aged 66 years and over. When the nationality of the cruise tourists answering the questionnaire is examined, % 10.7 (42 people) American, % 6.1 (24 people) Canadian, %3.6 (14 people) Australian, %3.8 (15 people) Chinese, %15.5 (61 people) German, %16.5 (65 people) British, %5.3 (21 people) Russian, %8.4 (33 people) French, %4.3 (17 people) Italian, %3.6 (14 people) Spanish, %4.6 (18 people) are Japanese, %17.8 (70 people) are citizens of other nations. When the educational status of the cruise tourists are examined, %8.4 (33 people) are of secondary school and below, %15.5 (61 persons) are of high school, %49.7 (196 people) are of college and university, %26.4 (104 person) are of postgraduate.

Table 3: Demographic Characteristics of Cruise Tourists

Group	Subgroup	Frequency (n)	Percent (%)
Gender	Male	196	49.7
	Female	198	50.3
Age	25 and below	57	14.5
	26-35	110	27.9
	36-45	114	28.9
	46- 55	62	15.7
	56-65	34	8.6
	66 and above	17	4.3
Nationality	American	42	10.7
	Canadian	24	6.1
	Australian	14	3.6
	Chinese	15	3.8
	German	61	15.5
	English	65	16.5
	Russian	21	5.3
	French	33	8.4
	Italian	17	4.3
	Spanish	14	3.6
	Japanese	18	4.6
	Other	70	17.8
Education level	Secondary school and below	33	8.4
	High school	61	15.5
	College and university	196	49.7
	Postgraduate	104	26.4
Annual Income (Euro)	None	31	7.9
	1-25.000	34	8.6
	26.000- 50.000	100	25.4
	51.000- 75.000	133	33.8
	76.000-100.000	62	15.7
	100.000 Euro above	34	8.6
	Total	394	100,0

As a result of the review of the annual income level, while %7.9 of respondents (31 people) did not have any income, the average annual income of %8.6 (34 persons) is found to between 1-25.000 Euro. In addition, %25.4 of cruise tourists (100 persons) between 26.000-50.000 Euro, %33.8 (133 persons) between 51.000-75.000 Euro, %15.7 (62 people) between 76.000-100.000 Euro and %8.6 (34 people) have annual income of over 100,000 euros.

5.2. Importance-Performance Analysis of Destination Attributes in Cruise Tourism

The obtained survey data were analysed in SPSS program. Findings were obtained regarding the averages of importance and performance. The importance and performance evaluation averages of cruise tourists towards destination attributes are shown in Table 4.

Table 4: Findings on the Importance and Performance Evaluations of Cruise Tourists Related to Destination Attributes

Destination Attributes	Importance Average	n	SD.	Performance Average	n	SD.
Adequacy of shopping facilities (Carpet, leather and jewelry etc.)	3,84	392	1,026	4,04	378	,740
Variety of souvenirs	3,95	393	,989	4,14	374	,762
Quality of souvenirs	4,36	392	,885	4,19	375	,839
Variety of activities for children	3,44	376	1,333	3,32	308	,922
Variety of adventure activities	3,34	379	1,265	3,35	312	,937
Variety of food -beverage at bars and restaurants	4,33	392	,772	4,27	384	,680
Quality of food-beverage at bars and restaurants	4,64	394	,554	4,30	392	,688
Foreign language proficiency of staff at bars and restaurants	4,19	394	,774	4,00	387	,841
Variety of local transport services (alternatives)	4,02	394	,859	4,05	373	,752
Comfort and modernity of local transport vehicles	4,17	394	,796	3,96	394	,851
Variety of shore excursions	3,88	392	,862	4,08	377	,699
Quality of guide services	4,15	392	,797	4,24	361	,717
Cleanliness of sea	4,42	393	,659	3,89	389	,733
Cleanliness of restaurant and bars	4,46	393	,579	4,02	375	,660
Cleanliness of historic and cultural places	4,31	394	,670	4,08	394	,757
Cleanliness of the port area	4,39	394	,657	4,13	393	,810
Cleanliness of local transport vehicles	4,36	394	,670	4,08	394	,840
Safety and security of destination	4,65	392	,603	3,88	375	,780
Reasonableness of souvenirs prices	3,94	394	,959	3,97	382	,896
Reasonableness of shore excursions prices	3,92	394	,954	4,04	391	,848
Reasonableness of local transport services prices	3,90	394	1,052	4,10	363	,789
Reasonableness of food -beverage prices at bars and restaurants	4,14	394	,839	4,05	363	,703
Attitude and behaviours of local shopkeepers towards visitors	4,22	394	,725	3,89	384	,888
Attitude and behaviours of staff towards visitors at bars and restaurants	4,25	394	,716	4,11	380	,738
Attitude and behaviours of local drivers towards visitors	4,16	393	,761	4,04	386	,772
Hospitality of local people towards visitors	4,29	394	,716	4,23	391	,822
Attractiveness of historic and cultural places	4,52	394	,553	4,41	394	,679
Attractiveness of natural environment	4,68	394	,505	4,50	394	,707

For the main purpose of the study, Importance-Performance Analysis (IPA) matrix was created by using the identified average importance and performance values.

Figure 2. Destination Attributes in Cruise Tourism IPA Matrix

The IPA matrix in Figure 2 was created by the help of graphs in SPSS. The average calculated for importance and performance values gives the intersection point of axes. The following explanations are about what the destination attributes included in the matrix mean.

Keep up the Good Work (High importance - High performance): When the destination attributes in this cell are reviewed; we see that the quality of souvenirs, variety of food and beverage in restaurants and bars, quality of food and beverage in restaurants and bars, cleanliness of historical and cultural places, cleanliness of the port area, cleanliness of local transportation vehicles, attitude and behaviours of the staff working at restaurants and bars towards visitors, hospitality of local people towards visitors, attractiveness of historical and cultural places and of natural environment are the important factors which must be present at a port destination for cruise tourists. At Kuşadası destination, the performance perception of cruise tourists towards these attributes are also very high.

Concentrate Here (High importance - Low performance): When the destination attributes in this cell are reviewed; it is seen that important factors for cruise tourists about cleanliness of the sea, cleanliness of restaurants and bars, safety and security of the destination, attitudes and behaviours of local shopkeepers towards visitors. At Kuşadası destination, the performance perception of cruise tourists towards these attributes were found low.

Low Priority (Low importance - Low performance): When destination attributes in this cell are reviewed; we observe that compared to the attributes in high importance segment, cruiser tourists attach less importance to these destination attributes which are adequacy of shopping facilities in Kuşadası, variety of activities for children, variety of adventure activities, foreign language proficiency of the staff working at restaurants and bars, variety of local transportation services (alternatives), comfort and modernity of local transportation vehicles, reasonableness of souvenirs prices, reasonableness of shore excursions prices, reasonableness of food -beverage

prices at bars and restaurants, attitude and behaviours of local drivers towards visitors. At Kuşadası destination, the performance perception of cruise tourists towards these attributes were found low.

Possible Overkill (Low importance - High performance): When destination attributes in this cell are reviewed; we observe that compared to the attributes in high importance segment, cruiser tourists attach less importance to these destination attributes which are variety of souvenirs, variety of shore excursions, quality of guide services and reasonableness of local transport services prices. At Kuşadası destination, the performance perception of cruise tourists towards these attributes were found high.

6. Conclusions

The insufficiency of studies carried out for evaluation of port destinations in cruise tourism is an important problem and requires to turn towards this field. In the national literature, it is observed that the studies carried out towards cruise tourists at port destinations are limited. When we take a look at the studies conducted in the international literature related to evaluation of port destinations in cruise tourism; we see that particularly the relationship between satisfaction levels of cruise tourists from the destination and their behavioral intentions was researched (Silvestre, et al., 2008; Andriotis and Agiomirgianakis, 2010; Brida et al., 2012a; Brida et al., 2012b; Pranic et al., 2013; Satta et al., 2015; Öztürk and Göktaş, 2016). No study has been found in which Kuşadası port destination was evaluated by cruise tourists and importance-performance analysis was applied to.

The main purpose of the study is to reveal on which attributes of the destination should tourism stakeholders make improvement to increase satisfaction levels of cruise tourists coming to Kuşadası destination, which is the most important cruise destination of Turkey. According to importance-performance analysis, there should be improvements initially on cleaning of the sea, cleaning of restaurants and bars, safety and security of the destination, attitudes and behaviours of local shopkeepers towards cruise tourists.

According to findings revealed in analysis result, the recommendations towards improvement works are as follows:

The local authorities should take the necessary deterrent precautions in providing the cleaning of sea shore at Kuşadası destination. Inspections should be increased against the ones polluting the sea and administrative fines should be applied.

The owners of restaurants and bars serving for cruise tourists in the region should be careful as much as possible in replacing their old stuff i.e. tables, chairs, plates, glasses etc. and in cleaning of their places.

The security personnel should be more in number at Kuşadası port and at touristic places. It is important in terms of tourists that security staff behave more carefully at touristic points and port entrances.

The local shopkeeper should avoid to make pressure on cruise tourists for shopping. Kuşadası local authorities should develop a training project on relationship between local tradesmen and tourist, and conduct a study to inform local tradesmen and raise awareness.

Recommendations for the researchers who will study in this field are; a research might be conducted regarding the products and services which the cruise tourists spend the most at port destinations. In order to make port destinations successfully marketed in cruise tourism market, the relevant authorized persons might be contacted and a model suggestion towards marketing of destination ports might be developed.

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