

**DEVELOPMENT AND FUTURE PROSPECTS OF
CRUISE TOURISM IN NORTHERN CYPRUS**

**A THESIS SUBMITTED TO
THE GRADUATE SCHOOL OF APPLIED SCIENCES
OF
UNIVERSITY OF KYRENIA**

By

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**In Partial Fulfillment of The Requirements for
the Degree of Master of Science
in
Maritime Transportation and Management Engineering**

KYRENIA, 2015

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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To my wife and my kids...

ACKNOWLEDGEMENT

I would like to present my sincere thanks to Near East University Family and its founding rector Dr. SUAT GÜNSEL who has carried out plans for International Maritime Education which were only subjects of a conversation 20 years ago with strong determination and without hesitation and established the Near East Maritime Faculty and today achieved to move its international maritime education to the shore of Kyrenia with Kyrenia University.

I would also like to thank my wife and children who supported me throughout my work, my supervisor Prof. Dr. Ertugrul Dogan, Deputy undersecretary of maritime Dr. Ozkan Poyraz, Dean Prof. Dr. Mustafa Altunc, our Rector Prof. Dr. Ilkay Salihoglu, Asc. Prof. Dr. Serdar Kum, Prof. Dr. Şenol Bektaş, RCL representative of Turkey, Mr. Sedat Altınay and DLHA project drawing technician Sıtkı Dalyan. These people whose names are mentioned supported and guided me through this endeavor fostering my development as a graduate student and a captain. My colleagues, and my family who helped me throughout deserves special thanks for their constant motivation throughout this thesis.

This research was generously supported by the Maritime Transportation and Management Engineering of the Near East University. I am grateful to all supporters.

In addition, the most important factor for me in choosing my occupation, my uncle Captain Yusuf Bayramoglu in maritime profession, and to a person I would like to give my mercy to who I shared my constant thoughts about the project, applied to his views is DLHA Vice President Salih Gumgum.

ABSTRACT

Tourism in today's world constitutes the economy. Over time different interests have played an important role on the development of different types of tourism and cruising has become very important. In this study, cruise tourism which is alternative tourism type is handled as a subject. It seeks the answers to the following questions: The content, what is required, process in history and its definition, the current state of the world and in Northern Cyprus and what can be done to improve this sector and the ports in Cyprus, and how the country can benefit from improvements. The focus is to help the economy, to attract more tourists, to design better ports and to improve the conditions of this sector in our country, satisfying all in every aspect of cruise tourism.

Tourism sector is a vital economical feature in modern world order. Cruise tourism can boost the economics, and, additionally promotes and advertise the country significantly. Apparently, Northern Cyprus faces with obstacles in the field. Therefore, cruise tourism can reinvigorate the whole economical order in the Island.

Cruise tourism composes of cruise ships, operators and ports. To benefit from the cruise tourism, first step is to obtain a fully completed facilities and a modern port.

Constantly, cruise tourism develops in the Eastern Mediterranean region. Therefore, new destination ports are favorable.

Considering the location, distance to the city center and Kyrenia Castle, historical and natural attractions, planned cruise berth in Kyrenia is fully feasible. By the support of a complete facilities and infrastructure and low port fees, Kyrenia will be a favored and desired destination cruise port and city in the Eastern Mediterranean.

Keywords: Cruise, Cruise Tourism, Destination, Destination Model, Ports

ÖZET

Kruvaziyer turizmi ve endüstrisi son zamanlarda hızlı bir yükselişe geçmiş, ülkelerin turizm gelirleri açısından önemli bir girdi sağlayan faaliyet alanına dönüşmüştür. Dünyadaki birçok ülke, büyüyen kruvaziyer turizmi ve endüstrisi pastasından daha fazla pay almaya çalışmaktadır. Ülkemizin de bu pastadan daha fazla pay alması, ülke ekonomisine önemli bir katkı sağlayan turizm gelirlerinin kruvaziyer turizmi açısından da daha üst seviyelere çıkabilmesi için dünyadaki kruvaziyer turizmi ve endüstrisinin Türkiye'dekiyle karşılaştırmalı olarak incelenmesi, dünyadaki örnek ve başarılı uygulama ve destinasyonların analiz edilmesi, Kuzey Kıbrıs'taki mevcut durumu ve potansiyeli ortaya koyma ve şu anda kruvaziyer turizmi açısından atıl durumda olan ve olması gerekenin çok altında gelir elde eden Kuzey Kıbrıs şehirlerinin, turistleri çekecek zenginliklerini ve potansiyellerini ortaya çıkarmaya yönelik bir destinasyon modellemesi yaparak bu alanda yok denecek kadar az olan çalışmalara katkı sağlamak, bu tezi hazırlamadaki motivasyonu oluşturmuştur.

Anahtar Kelimeler: Kruvaziyer, Kruvaziyer Turizmi, Uğrak Limanı, Uğrak Liman Modeli, Limanlar

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LIST OF ABBREVIATIONS

AD:	Anno Domini
BC:	Before Christ
CBP:	Customs and Border Protection
CCL:	Carnival Cruises
CLIA:	Cruise Lines International Association
FCCA :	Florida, Caribbean Cruise Association
HP:	Horse Power
KM:	Kilometer
MCS:	Marine Conservation Society
MS:	Turkish Maritime Lines
MSC / SC:	Mediterranean Shipping Company
NCL:	Norwegian Cruise Line
RCI / RCCL:	Royal Caribbean International
ROE:	Return on equality
ST:	Saint
TC:	Republic of Turkey
UK:	United Kingdom
US:	United States
USA:	United States of America
USD:	United States Dollars
VIP:	Very Important Person
WTO:	World Trade Organization

CHAPTER 1

INTRODUCTION

1.1 Definition of Cruise Tourism, Cruising and its Historical Development

The purpose of this thesis is to identify the potential of cruising in Northern Cyprus. The idea of cruise tourism has changed in the last 20 years. In the past it was more in the form that passengers were carried around in the open sea to visit small islands. Today it has developed so that shopping opportunities, casinos, spa services and other attractive services have become an indispensable part of cruise voyages and therefore changed peoples' approach to cruise tourism. According to the article on Cruise Tourism, it is a relatively modern activity, which originated at the beginning of 1970s in Miami, the United States of America for cruises throughout the Caribbean. The development of tourist cruises coincided with the transatlantic passenger business transformation resulting from the competition with the airline industry. "The cruise line industry has been able to create a new market where none existed before" (World Tourism Organization, 2013). At the beginning this sector has started for different reasons. In 1942, Prof. Dr. Walter Hunziker defined cruise tourism as "something arising from the interests of foreign people to stay in different places and something not based on earning money, not designed for permanent residence" (İstikbal, 2006). Maritime tourism is only one of the many branches of tourism. The cruise tourism is located within the marine-based tourism category. Within cruise tourism port visits, visiting places close to the harbor and some other activities such as shopping are included. Hosting countries nowadays invest most of the money to places where cruise ships go and services provided in these places for the visitors, so that these destinations become more attractive. According to Wild and Dearing (2000:319), "Cruise tourism is a trip made by thousands of people from different countries, and rather than committing from a certain route visiting different destinations for the sake of entertainment and leisure by taking certain fees from these guests." According to J.G. Brida and S. Zapata, "Cruise tourism can be traced back to the beginning of the 1960s coinciding with the decline of transoceanic ship travel and the introduction of the first non-stop air travels between the USA and Europe" (Brida, 2010). The period between 1970s and 1980s was a period of reasonable growth, increasing from half a million passengers in 1970 to 1.4 million passengers in 1980 and 3.8 million in 1990. In the 1990s this kind of leisure tourism reached Europe, Asia and Oceania and started a period of

great growth. Currently, there are over 30 ships scheduled to join the global fleet over the next four years representing investments more than 20 billion of American dollars. The USA represents more than 80% of all worldwide markets. However, according to some experts, European and Asian markets promise great possibilities of growing as well. Having a look at the history of this sector, it can be said that the cruise sector is the fastest growing segment of the travel industry and has achieved to increase more and more. The growing of this sector does not just influence the economy of the country, but also the growing numbers of passengers influence the culture, the politics, and the environment of the country. However, according to Loper (2005), “Although difficult to quantify, social, cultural, environmental and economic impacts should be taken into account by decision makers in port states, particularly island ports of call”. In order to increase economic benefits local governments must coordinate such management techniques as regional collaboration and levy head taxes and limiting total cruise passengers reduce social impacts. Cruise tourism is also associated with romantic relationships and we should keep in mind that this is open to everyone who wants to join and experience this kind of trip. There are two important components of cruising and cruise tourism and these are cruise ships and the services they receive from the ports.

1.2 Place and Effect of Cruise Tourism in Maritime Transport

Cruise tourism has become an important part of the travel economy with its continuous growth. The increasing number of the passengers on an annual basis shows an increasing demand and satisfaction resulting from the activities that take place during these kinds of journeys. The cruise passenger number is usually cited as a measure of demand (Bull, 1996). Table 1 below shows the cruise passenger arrivals and the growth of the number for the period 2003-2013.

As reported by Cruise Lines International Association (2003), only 20% of North American people have cruised and more than 50 million of them express interest in cruising within the next three years. Then, the prediction is that the number of cruise passengers will continue growing in the near future. Berths available and the number of ships are measures of supply (Fells, 1995; Peisley, 1995). In particular, berths are a standard measure of capacity, which assumes that two persons can occupy each cabin. A berth, then is the number of cabins times two (See Table 2, Figure 1).

Table 1: Cruise lines market share (measures of supply) (Fells, 1995; Peisley, 1995)

Company	Revenue (2006)	Passengers (millions)	Passenger growth	No. of ships	Berths
CCL	\$11,839	6.6	14.9%	81	143,676
RCI	\$5,230	3.6	5.9%	34	67,550
SC	N/A	N/A	N/A	21	35,000
Industry	\$27,000	12.6	7.8%	231	306,000

Table 2: Evolution of the top ten cruise geographical destinations

Region/year	2000	2001	2002	2003	2004	2005	2006	2007
1 Caribbean	21.51	21.83	26.74	29.00	31.21	31.45	31.96	32.16
2 Mediterranean	6.28	7.55	6.50	8.15	9.70	9.74	10.50	14.75
3 Europe	3.75	4.84	6.92	7.72	7.56	5.52	6.80	6.80
4 Alaska	4.20	4.70	5.05	5.27	5.91	6.42	6.36	6.93
5 Mexico West	2.68	1.17	3.39	3.39	4.83	5.76	5.21	5.95
6 Bahamas	3.20	4.70	2.88	3.31	3.66	4.40	6.07	4.63
7 South America	0.83	1.42	1.40	1.65	1.09	1.42	1.45	2.13
8 South Pacific	1.16	1.16	0.84	1.10	0.68	0.66	1.45	1.01
9 Canada/ New England	1.11	1.14	1.15	1.11	1.49	1.17	1.23	1.63
10 Bermuda	0.99	1.27	1.23	1.48	1.32	1.33	1.39	1.29
Total	45.687	49.772	56.085	62.17	67.458	67.859	72.419	77.271

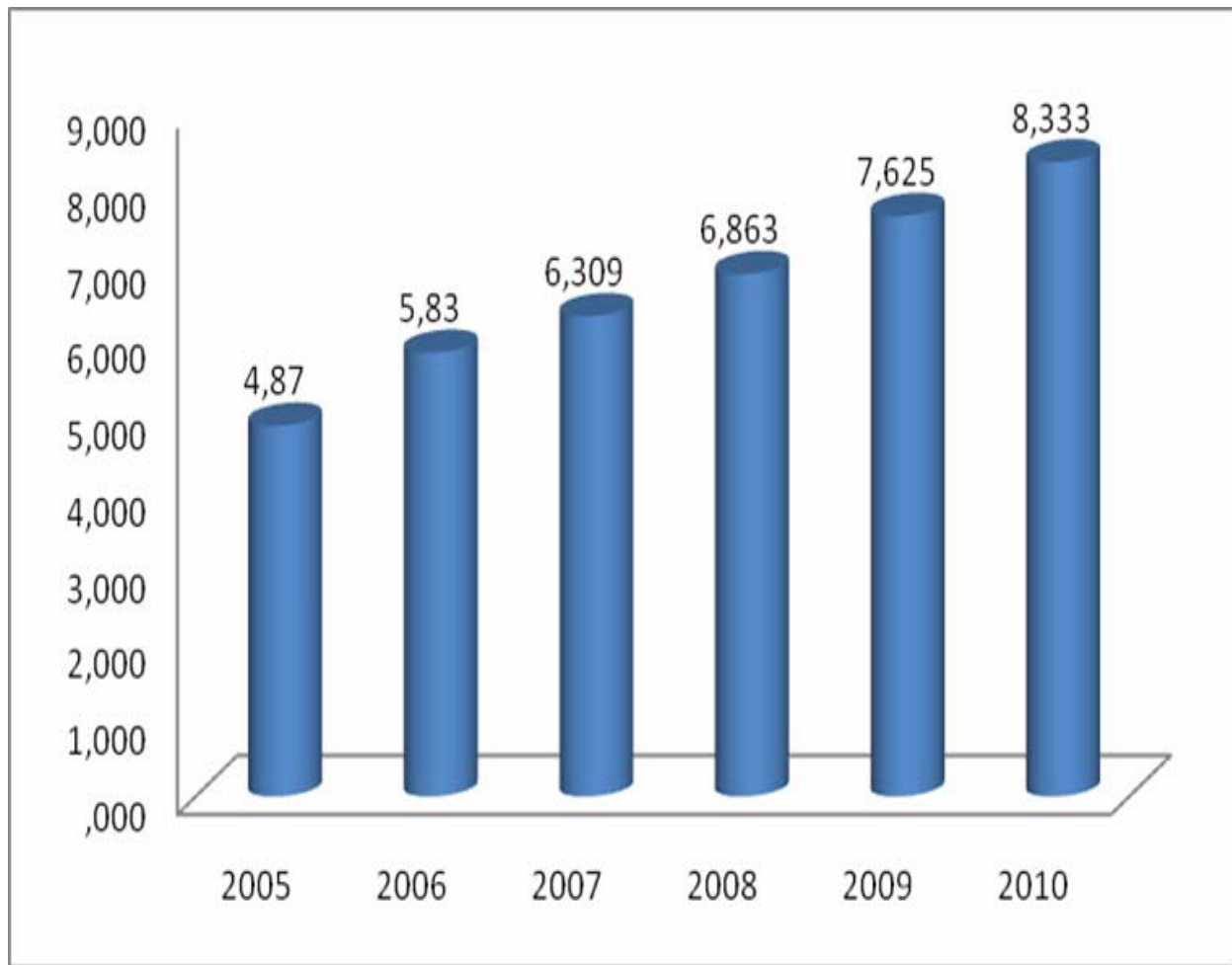


Figure 1: Cruise passengers and crew direct expenditures 2005–2008 and projection for 2009–2010 (in millions of US dollars) (FCCA, 2008)

As reported by the Cruise Lines International Association (CLIA), since 1990, over 128million passengers have taken a 2+ day cruise. Of this number, over 70% of the total passengers have been generated in the past ten years and nearly 44% in the past five years (Florida Caribbean Cruise Association, 2008). The cruise industry is one of the main sectors for the development of the Caribbean regions. The consumer demand exceeded the ability of supply, despite the fact that new vessels have been introduced. Cruise ships arriving are increasing both in number of passengers and size of the ships, conditioning the choice of location. The industry is also booming in Asia, Australia and Europe. The UK, Germany and Italy are experiencing considerable growth in the popularity of cruising and there is also a significant development in Spain, but less in France (Klein, 2003).

1.3 Why Cruise Tourism is Needed in Northern Cyprus

Due to limited economy in the island, there is a thriving workforce and technology of water. Therefore, major importance is given to tourism and service sector. As a result of this, more tourists are coming to the country and available ports are re-designed. Moreover, due to the fact that Cyprus is a natural bridge between Eastern and Western destinations, it has an important place in the travel cruise market.

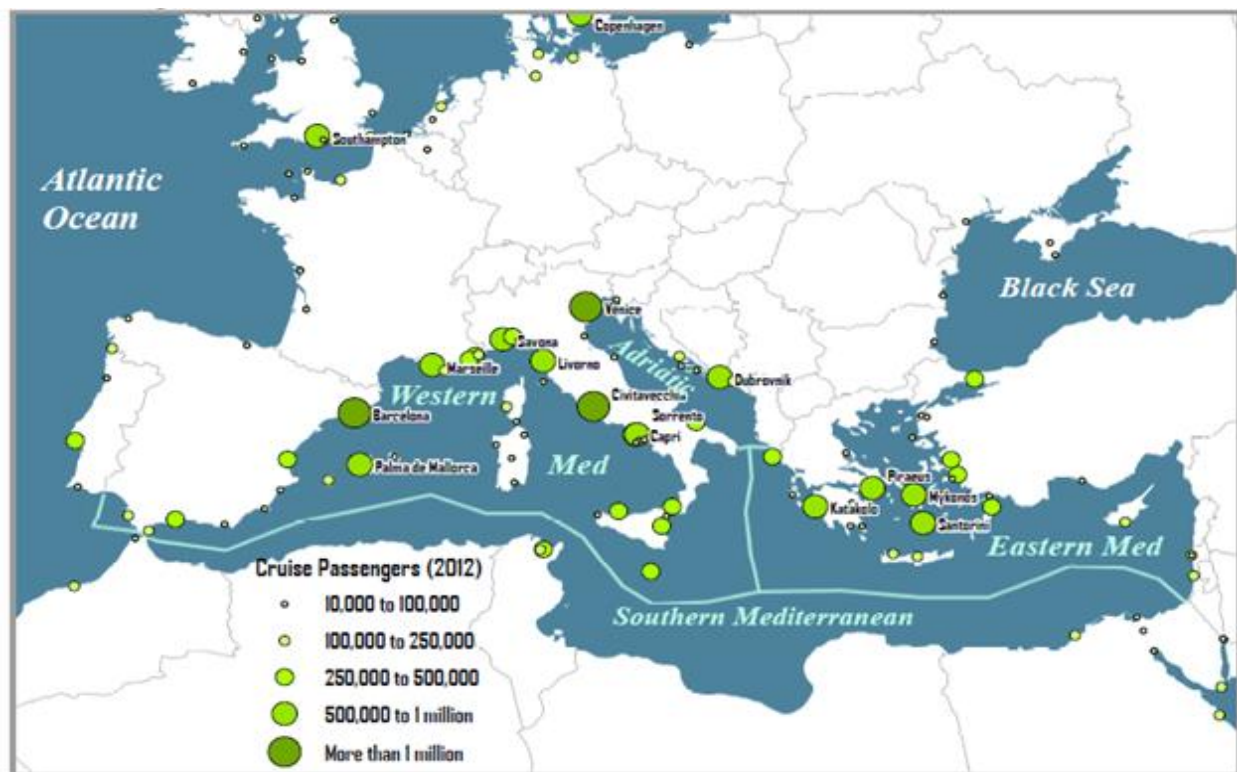


Figure 2: Map of Cruise Passengers to Mediterranean

As it can be seen with the above map (Figure2), the same strategic location, at the crossroads of three continents, Europe, Asia and Africa made Cyprus a crucial starting point for the most expensive maritime activity called cruising. Whether for a cruise that originates there, as a port of call or a fly and cruise option, today Cyprus is among the premier cruising destinations in the Mediterranean. The location of our country which is surrounded by sea offers all the amenities of a country that will enable us to become mariners and enables the country to carry out marine activities. Developments in the marine tourism and marine sports have increased the opportunities for people to benefit from the sea.

CHAPTER 2

LITERATURE

Cruise tourism is a rapidly developing tourism sector. It leaves grand revenue to the country or cities that it is conducted by being a kind of tourism that appeals to middle and upper income groups. Therefore, investment in cruising is an extremely expensive area. Today, 200 people luxury cruise ships cost 30-40 million dollars, while the cost of the 2500-3000 people cruise ship varies between 400 and 600 million dollars. Harbors visited by cruise ships and tourist services provided for tourists constitute the area in which hosting country has mostly invested. However, sea and ship make up the basis of cruise tourism. Cruise ships offer all kinds of products provided for tourists visiting a country such as; port services that will also include other transport and accommodation services within itself. Cruise ships start from specific ports. Among a certain number of ports and the trip that will last in certain time are the components of participants' transportation and accommodation (İncekara, 2002:9).

Definition of cruise tourism, according to Wild and Dearing (2000: 319), "is a sea journey which guests ride through pay". Depending on the size of cruise ship tourism, it can be classified as small and large cruise. As a passenger capacity of up to 300 passenger ships are considered small cruise. The capacity of large cruise ships can go up to 2500-3000 passengers. It has also been found that the reason why passengers prefer travelling in larger ships is because they want to stay away from everything and experience peace and leisure by visiting different destinations and having an opportunity of seeing different parts of the world with a diversity of leisure activities surrounded by good quality and comfort. Tourist agencies and lines that deal with cruise tourism play an important role in the size of the operation of the ship. There are three lines that cruise tourism is divided into Luxury cruise lines, large-sized and medium-sized cruise lines. Ships used by these lines also vary. These are mega cruise ships, large cruise ships, small cruise ships, sailing ships, river cruise ships and yachts. These ships, which have different features are placed in different categories and change according to the ports and terminals from which they receive services.

Until recent years South America and tropical islands have been in the foreground of cruise destinations, however nowadays Far East, the Poles, the Baltic Sea Region, the Arabian Peninsula, the Red Sea, the Black Sea, and Mediterranean Region need marketing strategies in

terms of creating new itineraries in particular for the cruise attention it draws. In the next 20 years, it is thought that Mediterranean basin is rising rapidly without stopping and this kind of tourism has come to the fore in the Mediterranean, especially in Spain, Italy, Greece, Croatia, in Malta and Egypt.

The world's leading cruise company is the American Royal Caribbean Cruise Company. The list of biggest cruise tourism enterprises and their capacities are as follows:

- Royal Caribbean and Celebrity Cruises – 29 ships and approximately 60.500 passenger capacity
- Princess Cruises- 15 ships and approximately 34.000 passenger capacity
- NCL Cruises- 14 ships and approximately 30.000 passenger capacity
- Holland America Cruises- 13 ships and approximately 19.000 passenger capacity
- Costa Cruises- 11 ships and approximately 21.000 passenger capacity

According to one Internet source, the biggest cruise company in the world is Carnival. It is followed by Royal Caribbean International (RCI) and Star Cruises. These three operators control 83 % of the global cruise market, leaving a variety of smaller, independent cruise companies to make up the remainder. RCI was founded in 1969. It currently has a fleet of 20 ships, branded as Royal Caribbean and Celebrity Cruises. Royal Caribbean has ten ships and appeals particularly to families and middle-market customers with its combination of value for money and quality. Celebrity Cruises operates at the top end of the mainstream, large cruise ship market. Renowned for good service, highquality catering and on-board facilities, Celebrity have a fleet of ten ships – ranging from the 13,000-15,000 passenger brackets to those carrying around 1,800. Star Cruises was founded in 1995 and is already the world's third largest cruise operator. It tapped into the cruise potential of the Asia Pacific region and has since acquired Norwegian Cruise Line (NCL) and Orient Lines. Star currently owns a combined fleet of 18 ships cruising to over 200 destinations and offering approximately 35,000 lower berths. Star Cruises is part of Genting Hong Kong, a leading global leisure, entertainment and Hospitality Corporation(Travel and Tourism Statistics, 2013).

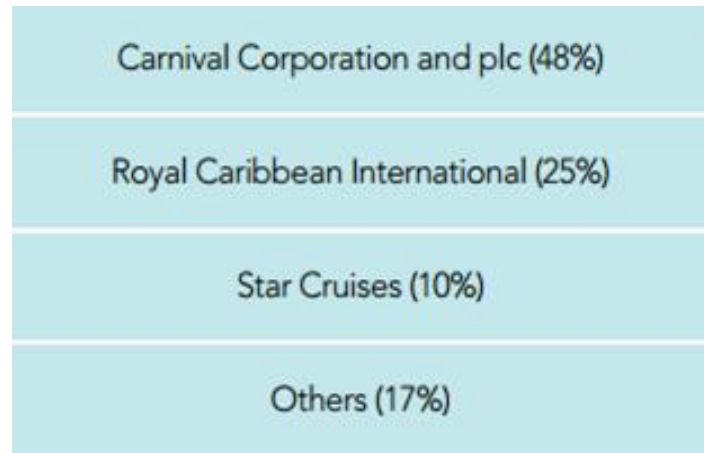


Figure 3: Percentages of the biggest corporations

Apart from the ones listed above, there are 6-star boutique ships that work with less passenger capacity. Voyager is currently known to be the world's largest cruise ship which belongs to Royal Caribbean with amusement parks, qualified activities and many holiday rich catering services that cannot be seen in the region, surpassing floating luxury hotel attributes of today gained cruise ships floating name (Goetzl, 2001). These are connections which organized tour travelers use, where recent technological developments and services are used appropriately (electrical, generators, water, telephone, internet and similar technical ports and lines), and where the country presentation and image for tourism will enjoy taking the next level in terms of dining facilities, shopping centers, unit for communications and transportation, counseling, information and banking services, accommodation units, office in which the marine structures and ancillary facilities take place. In addition to these, for all the passengers it is important that they are able to find the comfort and the luxury they had on board when they first set foot on a shore. Therefore, I would like to state that today cruise ports should move away from the idea of just being a place which passengers get on or off, and hence, they should turn into developed tourist complexes by moving away from being classic ports.

According to the information presented in UNWTO Annual Report (2010), 85 % of the world's supply of cruise ship bed-places is controlled by three large groups: Carnival Corporation & Plc., Royal Caribbean Ltd. and Star Cruises. In other words, this supply can be characterized as an oligopoly. "These three multi-brand groups encompass all market segments and operate very modern fleets (average age: 11.4 years). The figures for the leader among these three, Carnival

Co., give an idea of their economic scale. With market capitalization of more than US\$ 40 billion and ROE1 (profits divided by capital) in excess of 30% in 2006”, we can define it as one of the largest, greatest and most profitable tourism companies in the whole world.

The growth of ship size has led to the emergence of a longer and deeper berth need. Cruise ships are big but light in volume and meteorological conditions are important. For this reason when selecting the location of a new generation cruise, port should be more favorable according to meteorological and oceanographic conditions with load ports. Therefore, port infrastructure should be planned with piers and berths, depending on the characteristics of the new generation of cruise ships (Çayır, 2008: 24).

The access from the ship to the port area and access to land should be easy. The reason for this is when the ship reaches the port approximately two or three thousand people start to tour with motor vehicles, and when this is thought access of these passengers to the land from the port should not be of a long distance. Therefore, the new cruise ports which will be planned should be built in such a way that it would not be affected by traffic and congestion within the facilities of the city.

Moreover, no one should underestimate the contribution of cruise tourism to the economy of the country. According to European Cruise Council Report (2011) data, each passenger embarking from a main port in Europe approximately spends 70 Euros each. Since accommodation costs that will be needed before and after the cruise are taken into consideration this figure is higher than the amount being spent in frequently visited ports. However, this figure is 61 Euros for the ports of call, and hence if they used airline, it has been calculated that they spent approximately an average of 215 Euros. For the main European ports 5.3 million passenger flights and accommodation in these cities, port taxes, the total expenditure for food and beverages and their equivalents have been calculated as 1.5 billion Euros.

In addition to these, according to worldwide average total Expenditure of Port Cruise Ship that is being spent in all destinations is 113 USD per passenger. For a ship that takes about 2500 passengers this totals up to 280,000 US \$. In cases where the two shipstake place this amount goes up to 560,000 USD, and the total expenditure incurred by passengers in a year (500,000 passenger area to a port) turns out to be 56,000,000 USD.



Figure 4: 2008-2013 -5 Year Growth and Employment Trends (CLIA, 2013)

CHAPTER 3

CRUISING AREAS, ROUTES AND PORTS

3.1 Mediterranean and Eastern Mediterranean Cruising and Ports

As has been the starting and ending point of cruise tours Main Port (Home Port) is the most important part. Therefore, they have the necessary equipment to enable them to boarding ships and disembarking passengers. It is also important to keep in mind that home port sector provides important employment opportunities both directly and indirectly. Moreover, depending on their location in relation to the ports; the hotels, airport, rail and port connections in the area earn important revenue (Perry, 1993).

Generally, when buying a cruise trip the frequency of the journey, ports included in the itinerary and the length of the journey are considered. The main objective of the trip is the sea route. This is why the route of the ship consists of the places which will be visited, the length of each visit and the overall composition of the route. European cruises are generally considered to be economically beneficial because the most cosmopolitan cities of Europe are coastal cities. The most attractive cruise destinations are Caribbean 43%, Alaska 25%, Bahamas 25%, Hawaii 15%, Mediterranean / Turkey / Greek Islands 14%, Bermuda 11%, Europe 9%, Panama Canal 8%, Mexico (West Coast) 8%. Some regions where the cruise tourism in the world is determined with 80% demand for North American cruises. The Caribbean region is currently maintaining its sovereignty with over 40% (İncekara, 2002: 31). Mediterranean region is the second in range among the world cruise market demand. Thus, we can conclude that among US and European tourists there is a rising trend in favor of the Mediterranean region. Essentially cruise ports in the Mediterranean region and Turkey have the fortunate position that can offer these opportunities together. However, another defining characteristic of the port is the mixture of port infrastructure and the price options. For example, a cruise ship traveling to the eastern Mediterranean is making a choice between ports with facilities, and the prices among both natural and cultural offerings (İncekara, 2002: 33).

It is important to know that Mediterranean market, after the Caribbean and the American market is the third cruise ship management market in the world. Mediterranean basin, in recent years has become one of the most important destinations in the cruise tourism industry. The demand for the market after Gulf War in 1991 and during Yugoslavia civil war decreased and therefore, the

number of passengers declined significantly. However, after 1995 the number of passengers and cruises began to increase. Those browsing in the Caribbean cruise market tend to look for Mediterranean Markets by searching for new and different place as an alternative. In the Mediterranean region Istanbul, Kusadasi, Bodrum, Antalya, Piraeus, Rhodes, Crete, Limassol, Beirut, Haifa, Alexandria, Port Said, Tunisia, Naples, Venice, Marseille and Barcelona are main tourist centers.

Mediterranean has become one of the important destinations in the industry of cruise tourism. The main reasons for these are; its strategic location between Europe, Asia and Africa, its rich history and culture, its archaeological sites, religious sites and historical monumental buildings, the combination of ancient and modern art, and also its natural landscapes and favorable climate. In the Mediterranean, Western Mediterranean is the most requested regions and for this reason, the demand for ports in the eastern Mediterranean also shows an increase compared to previous years. With the increased demand those ports which are located in the Mediterranean region have been obliged to create their own strategies in order to be included in the itinerary of the cruise vessel owners. Thus, ports serving in the Mediterranean in order to meet the tourists while they were in port have created specialized passenger terminals and have made their investments accordingly. Therefore, cruise ports constitute the most important infrastructure of cruise tourism. Turkey, Italy and Greece are the countries where the Eastern Mediterranean region is frequently visited by cruise ships. History, culture, religion and entertainments' are four main reasons of attracting cruises in the Eastern Mediterranean, and why people are being attracted.

According to an online source, the Eastern Mediterranean as a cruise region encompasses a broad range of territories including the Adriatic coast of Italy and Croatia, the islands of Greece, Turkey's Istanbul and Kusadasi, and the Black Sea, which features ports of Turkey, Ukraine (the Crimea) and Russia. Some cruises are called the Holy Land. They make stops in Cyprus, Israel and when it's safe enough in Egypt. This region is very famous in Europe and its popularity is increasing. Its mixture of ancient histories and antiquities along with more laid-back treasures, such as villages and beaches offers a fantastic variety of holiday options. It's the kind of a gateway that can appeal almost to everybody in a diverse group, from kids (who will adore riding donkeys in Santorini) to history amateurs (who will go on and on about their stops in Ephesus).

The keystone ports for most Eastern Mediterranean travelers are the cities of Venice, Athens and Istanbul. “In other instances, cruise lines mix a bit of the Western Mediterranean with the Eastern and may start or end voyages in Rome (served by Civitavecchia), Barcelona or Genoa”(http://www.cruisecritic.com/articles.cfm?ID=1351).

Medcruise is the Association of Mediterranean Cruise Ports. Its mission is to promote the cruise industry in the Mediterranean and its adjoining seas. The Association assists its members in benefiting from the growth of the cruise industry by providing networking, promotional, and professional development opportunities. As demonstrated in A Medcruise Report (2014), in total the 70 port members of the Association represent more than 100 ports in the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic. Four distinctive regions are identified. These are WestMed, Adriatic Sea, East Med and Black Sea. Moreover, 32 associate members, representing other associations, tourist boards, and ship/port agents, also share the benefits of the Association.

Table 3: Medcruise members

Croatia	Cyprus	Egypt	France	Georgia
Gibraltar	Greece	Italy	Malta	Monaco
Montenegro	Portugal	Romania	Russia	Slovenia
Spain	Syria	Tunisia	Turkey	Ukraine

Based on the information from the same report the major ports in the region experienced a 10% growth, which doubles the size of the growth when all ports in the region are examined. Growth in half of the major MedCruise ports has been off the double digit scale and only in one case negative variation is observed in the list of major ports. This picture reverses the one, that what had been observed in 2012, when six of the 10 biggest European ports had seen lower traffic movements comparing to 2011. The major four ports in terms of passenger movements retained their ranking for another year. Barcelona remains the top port in the Mediterranean Sea with almost 2,6 million passenger movements, recording an annual 8% growth in 2013. Civitavecchia is ranked second, being the only other port visited in 2013 by more than 2,5 million cruise passengers. While on an annual basis, both major ports increased by single digit percentages - Barcelona by 8% and Civitavecchia by 6% - when focusing on the 2009-2013 variation

Civitavecchia registers a comparatively higher growth: passenger movements increased from 1,8 million to 2,53; equal to a substantial 41% increase. Venice stands as the third major in terms of total passenger movements. The number of passengers increased by 2% in 2013. As the city imposed restrictions on cruise vessels weighing over 96.000 tones, and these vessels were banned from sailing down the Giudecca canal from November 2014, it is worth monitoring the effect that this decision will have on the specific port and not least in the broader region of the Adriatic and the Ionian Sea. Marseille continues to register the most dynamic picture of all MedCruise ports. Consequently, it rises in the rankings of major ports. A remarkable 33% rise of passenger movements within year 2013 alone led Marseille in the 6th position of the major ports in terms of passenger movements, whereas a year ago it was 9th in the respective rankings. The port remains the most dynamic when one compares its evolution with that happened in the region in the last five years. The 2013/2009 variation of cruise traffic in Marseille equals to an 88% growth. The second port that rises in the specific ranking is Piraeus. The port experienced a growth of 9% in 2013 that enabled it to regain the 5th position in the ranking of cruise passenger visits. This rise was helped by the fact that Naples experienced a decline of 9% within 2013; as a result the only declining port in the list lost two seats in the ranking.



Figure 5: General destinations visited in the Mediterranean

According to the sources, the number of cruise passengers increased by more than 5 times over the last 10 years and has reached to 2 million 133 thousand, and the amount of growth in the number of cruise passengers has an annual average of 29 percent. In the five months of this year, a total of 470 thousand 720 people had made their visits to the ports by Turkish cruise. According to the information received from the General Directorate of Sea Commerce,⁸ cruise ships in the Mediterranean, Aegean 10, Marmara 4 and Black Sea 4 are bringing 26 passengers to the port altogether. The most preferred port in Turkey is Kusadası, and it is followed by Istanbul, Izmir, Antalya and Marmaris respectively. In the area of cruise tourism among the Mediterranean countries of Spain, Italy and Greece, Turkish ports are located in the 4th place and they have reached to 13 million 836 thousand 105 of the passengers. As it has been reported in the Cruise Industry Overview 2013 report, 21.600 million passengers travelled worldwide with cruise ships. These figures show an increase of 3 percent compared to the previous year and the total income is 371 billion USD. The preferred areas for cruise passengers are; Caribbean / Bahamas 37.3%, Mediterranean basin 19.9%, European and Scandinavian Countries 9.8%, Asia 3.6%, Australia-New Zealand 4.1%, Alaska 5.4%, South America 3.4%, and other programs 16.5%. Moreover, in the Mediterranean basin in which Turkey is located has shown an increase up to 19 percent from 14 percent over the previous year cruise travel. However, Turkey still could not take an advantage of this denominator and couldn't benefit from this share (Florida Caribbean Cruise Association, 2013). In addition to the provided information, according to Cruise Industry Overview 2011 report, 15 million cruise passengers all over the world in 2011, 16.8 million cruise passengers in 2012 and 21.6 million in 2013 passengers have traveled with the cruise ships. The main reason for this growth is the increase caused by new ports and new generation vessels. During this trip compared to year 2012 annual revenue growth has reached to 3 percent and a figure of USD 371 billion (Florida Caribbean Cruise Association, 2011). By looking at these statistics and figures it is important to identify the needs of the country and create better ports that would contribute to the enhancement of this sector. For this reason, it is important to maintain good relations with cruise lines and tour operators, to reduce tariffs of port services to competitive levels, and it is also important to introduce our harbors and historical wealth to other countries in domestic and foreign trade fairs.

There are also cruises to Egypt in Cairo and Giza. According to different online sources, “one of the only practical ways to visit Egypt these days, outside of arriving by air is on a cruise ship”. Of course, there are many other possibilities, for example, land routes, but for many visitors they are not really much of an option. Many Mediterranean Cruises stop in Egypt. However, we can make “a distinction to those that visit the country very casually, together with a number of other countries, as opposed to those that provide more in-depth tours”. Casual cruises are cruises that stop at one or a couple of Egyptian ports; usually for a very short period of time (not more than a day or two), opposed to those which include a more complete tour. During many of the casual tours, not all Egypt's greatest wonders can be seen. At best, there might be one-day tours to Cairo, where the Great Pyramids of Giza and the Egyptian Antiquities Museum are located, and at worst, they might include a tour to the port cities such as Alexandria or Port Said. Moreover, Port Said has been the "gateway to the East" for ocean liner passengers since the opening of the Suez Canal. Situated where the marshes of the Nile Delta meet the sands of the Sinai Peninsula, the city has a history stretching back to Pharaonic times. Today, Port Said is a popular resort destination for Egyptians, who prize its duty-free stores and boutiques. Port Said is your gateway to Cairo, the Nile Valley, and the mysteries of ancient Egypt. The Great Pyramid of Cheops at Giza was one of the Seven Wonders of the Ancient World - and the only one of those ancient landmarks to survive today.

Cyprus is on the route of all cruise lines travelling to Egypt, Israel and the Holy Land. This creates an important locational advantage for Cyprus.

The below figure is referring to the statistics of cruise ships and cruise passengers that arrived in Turkey in 2013. Moreover, they are the latest data available on the internet.

Table 4: Cruise passenger arrivals, 2013 (TC Ulaştırma ve Denizcilik ve Haberleşme Bakanlığı)**2.5. KRUVAZİYER GEMİ VE YOLCU İSTATİSTİKLERİ****2.5.1. Limanlarımıza Uğrayan Kruvaziyer Gemi ve Yolcu Sayılarının Yıllık Gelişimi**

(Adet)

Liman Adı	2003		2004		2005		2006		2007		2008		2009		2010		2011		2012		2013	
	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu	Gemi	Yolcu
ALANYA	63	30737	106	56139	100	70190	114	80440	124	93937	84	57.000	73	50285	2	1.071	19	22.324	22	25.743	53	40.8
ANAMUR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	351	1	63	0	0
ANTALYA	92	48.012	63	51.049	40	30.424	32	13.015	34	15.680	41	25.057	23	12.549	41	103.859	64	127.250	55	159.430	64	163.
BARTIN	0	0	0	0	0	0	0	0	0	0	8	957	10	941	4	555	2	208	9	882	15	20
BODRUM	63	15.416	79	33.231	55	8.921	66	10.478	63	9.892	126	52.862	87	38.414	89	31.700	82	46.031	131	52.832	114	28.5
ÇANAKKALE	23	3.629	25	4.191	33	7.460	24	5.008	23	5.207	31	8.776	33	8.712	17	7.670	23	4.371	25	4.184	36	7.4
ÇEŞME	0	0	0	0	0	0	0	0	0	0	3	1.819	1	817	16	9.247	1	89	25	4.787	54	62.7
DATÇA	0	0	0	0	0	0	0	0	0	0	1	207	3	1.041	3	778	0	0	0	0	0	0
DİKİLİ	25	16.661	23	6.405	19	4.444	23	3.990	13	2.631	29	10.424	13	6.592	26	15.401	34	17.485	24	4.865	21	7.6
FETHİYE	22	2.532	21	3.682	7	3.157	67	3.566	4	948	13	4.217	8	2.615	5	879	5	1975	11	1969	4	10
GÖCEK	0	0	0	0	0	0	0	0	0	0	6	1.121	10	1.532	16	2.274	7	1.216	6	1.038	2	25
GÜLLÜK	0	0	0	0	0	0	0	0	0	0	19	2.747	5	1.172	1	279	3	1692	7	1079	7	47
SKENDERUN	0	0	0	0	0	0	0	0	0	0	3	819	2	1.884	1	106	5	1308	0	0	0	0
İSTANBUL	199	200.079	141	114.390	202	176.768	306	273.553	340	422.896	404	489.544	313	476.541	342	508.246	420	627.897	382	596.027	381	689.
İZMİR	5	3.271	33	75.934	39	66.285	105	184.797	122	287.357	133	318.451	129	315.454	159	378.266	262	493.533	288	552.764	190	486.
KAŞ	0	0	0	0	0	0	0	0	0	0	6	600	4	1.341	8	1.317	3	507	7	1.018	3	1.1
KEMER	0	0	0	0	0	0	0	0	0	0	1	37	0	0	6	602	0	0	0	0	0	0
KUŞADASI	337	225.330	348	221.417	441	301.105	471	368.696	613	466.677	601	518.872	506	462.746	517	493.911	568	662.456	464	564.317	428	577.
MARMARIS	51	32.977	74	74.753	97	83.094	83	65.265	64	60.039	70	101.874	74	81.472	84	146.531	84	170.021	88	110.279	112	152.
MERSİN	0	0	0	0	0	0	0	0	0	0	4	941	3	1.583	1	106	3	416	2	774	3	13
MUDANYA	0	0	0	0	0	0	0	0	0	0	1	482	4	1.309	1	224	5	922	0	0	2	41
SAMSUN	0	0	1	257	3	1.364	9	2.661	8	186	5	596	9	1.524	4	825	3	208	7	1190	12	12
SINOP	0	0	0	0	0	0	0	0	0	0	6	3.136	14	7.861	7	7.098	9	4.088	10	3.708	16	7.4
TAŞUCU	0	0	0	0	0	0	0	0	0	0	1	18	3	440	2	201	4	805	4	709	0	0
TRABZON	7	3.204	13	3.816	12	4.351	17	4.845	13	2.950	15	4.813	18	7.369	14	7.952	13	6.267	18	8.015	24	8.1
TUZLA	0	0	0	0	0	0	0	0	0	0	1	2	0	0	2	0	0	0	0	0	1	0
TOPLAM	887	581.848	927	645.264	1.048	757.563	1.317	1.016.314	1.421	1.368.400	1.612	1.605.372	1.345	1.484.194	1.368	1.719.098	1.623	2.191.420	1.587	2.095.673	1.572	2.240

2.5.2. Limanlarımıza Uğrayan Kruvaziyer Gemi ve Yolcu Sayılarının Yıllık Grafiksel Gelişimi ve Dağılımı

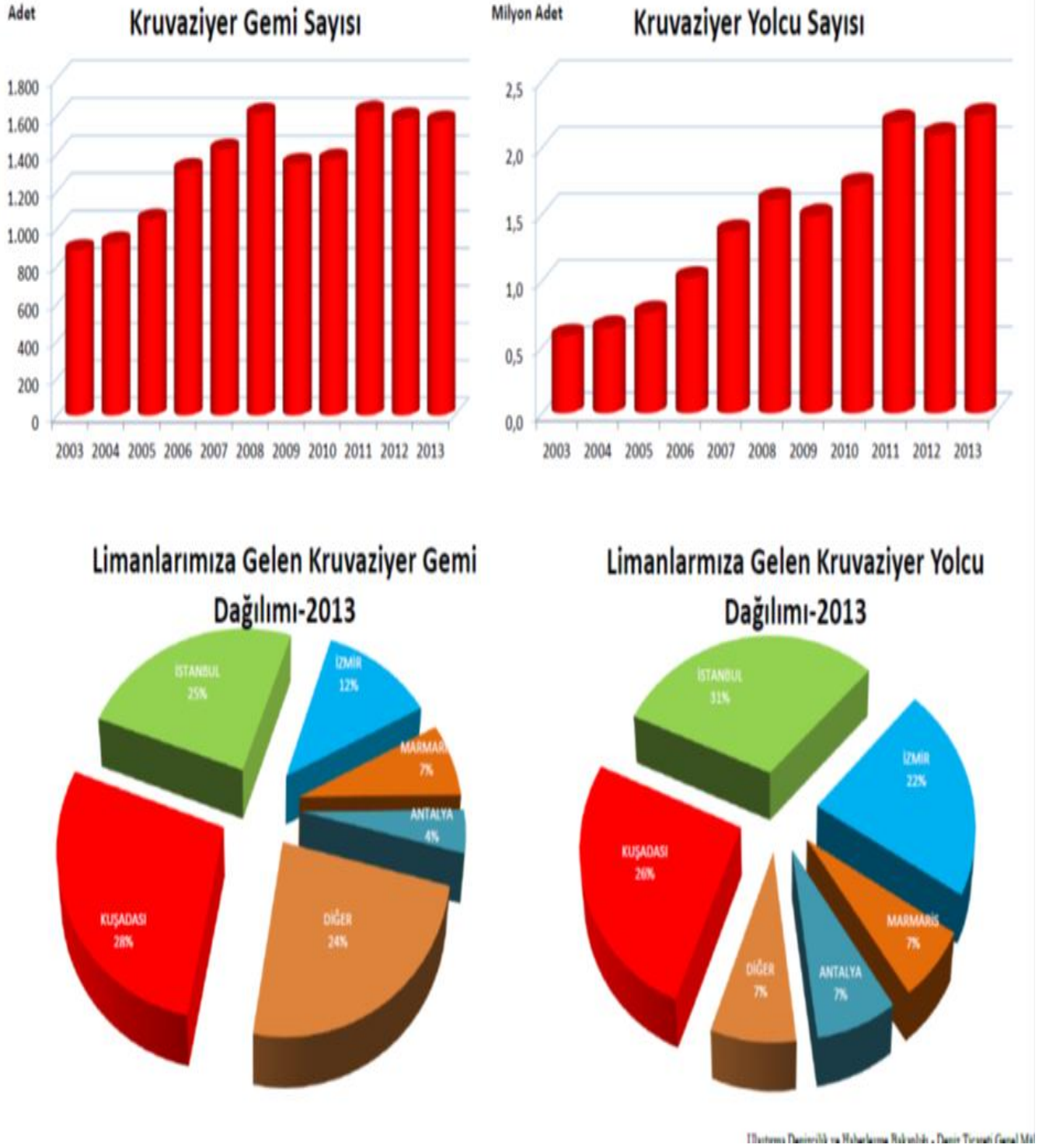


Figure 6: The number of cruise ships and passengers visiting Turkey in 2013

According to the figures mentioned in tables, graphs and pies by Turkish Maritime Transport and Communications Ministry and copied above, average annual growth rate in the number of worldwide cruise passengers for the period 2003-2013 from 0.5 went up to 2.5 until 2013. Note that the participation of passengers and the amount of cruise ships have increased from the mentioned year up until the present time. Although the figures and statistics above represent the data only up to 2013 is no doubt that this number has grown more and is even bigger now in 2015. The growth is the result of the rise in demand from new sources such as Asia and Europe. Current trends in Turkey in planning a port development programme which will be completed in 2023 can be analysed as reflecting this continuous growth in the market. The Tourism Strategic Action Plan 2023 programme once being completed there will be ports built in the cities of Istanbul (Galata-Haydarpaşa, Ataköy, Zeytinburnu areas), Samsun, Trabzon, Çanakkale, Çeşme, Kuşadası, Antalya, Alanya, Mersin and Samandagi – Iskenderun (Ministry of Culture and Tourism, 2007). Mostly all these cities are located on the Mediterranean coast of Turkey and also signify the regions' potential which should be used by Cyprus. Cruise revenues change from one region to another across the world. The revenues left by passengers in ports such as Venice, Civitavecchia and Piraeus do vary among themselves. The main ports of Venice, Civitavecchia and Piraeus do have the revenues of 731, 655 and 515 million Euros respectively. The amount of money spent by passengers at each location depends on the features and characteristics of the port. If provided facilities are reasonable, passengers find more opportunities to spend their money and therefore, the revenue they leave to the country rises up.

Below is a table reflecting the revenues of destination ports which should also indicate the potential for Kyrenia port if developed as a destination port.

Table 5: Revenues of Cruise tourism in the Eastern Mediterranean in 2011(Contribution of Cruise Tourism to the Economies of Europe, 2012)

<u>Port</u>	<u>Revenues from Passengers and Crews</u> (million of Euros)
Dubrovnik	64
Santorini	62
Mykonos	44
Bari	38
Palermo	37
Valetta	37
Rhodes	34
Limassol	21

Although the tables shown above indicate the number of passengers and members of the crew, we know for sure that the number of passengers do not reflect everything. The most important factor to consider is the economical value that these passenger groups will bring to the overall economy of the country. When we reflect on this point from a local perspective, we can see that it can be an important income source for Cyprus which is a potential we are lacking right now. There are other ports gaining these benefits at the moment. So the question is: why shouldn't us?

CHAPTER 4

EVALUATION OF NORTHERN CYPRUS IN TERMS OF CRUISING

4.1 The Country's Attractiveness and Climate for Cruising

Due to its location, Cyprus acts as a natural bridge to all eastern and western destinations. Also due to being a safe environment, it situates itself at the top of the cruising centers among the ones that are already in the cruise market. Its proximity to Middle East Ports, port services, and its being close to the major attractions as well as available facilities make Cyprus a perfect place for all types and sizes of cruises. As it is well known by everyone North Cyprus has a Mediterranean climate which is warm and mostly dry and the warm season goes long from May to October whereas, it is mild and wet from December to February. The hottest months of the whole year are July and August and during these two months the temperature revolves around 34 °C degrees and can even go up to 40 °C degrees. During the coldest months this temperature drops down to 7 and 15 degrees. Snow only falls in the mountains once or twice a year and everyone in North Cyprus can enjoy sun at all coastal areas and can take part in the marine activities. The weather conditions both in summer and winter and long periods of sunshine provide an opportunity for visitors/tourists to choose North Cyprus for as a holiday destination.

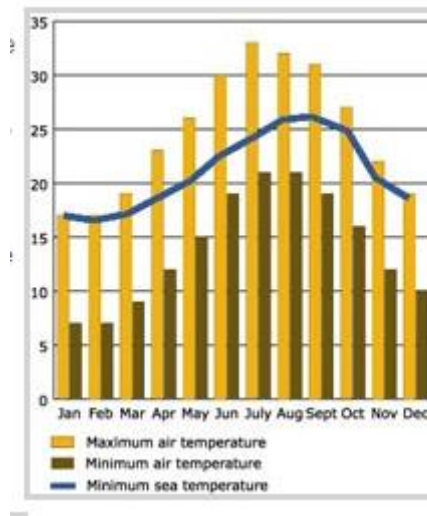


Figure 7: Monthly temperatures in North Cyprus

4.2 Historical and Cultural Richness of North Cyprus

On the other hand, one of the reasons why so many people prefer to visit North Cyprus during their vacation is its rich history. There are a lot of touristic places available for the visitors and one of them is the Kyrenia Castle, situated in Kyrenia town. According to the information written in the books and on the internet, this castle was built in the 7th century to protect the town against Arab raids. Also, there is another castle called Kantara castle which was constructed with a similar purpose to protect the town. They both played an important role. Initially Kyrenia castle was quite small. Between 1208 and 1211 AD John d'Ibelin enlarged it and constructed a large section of the castle. The improvements consisted of a new entrance, square and horseshoe-shaped towers, embrasures for archers, and dungeons. When the work on the castle was finished, its walls also encompassed the small church of St. George, which the Byzantines may have built in the 11th or 12th century. During the Lusignan reign royalty used the castle as a shelter when it was a time of war or as a place to relax during times of peace.



Figure 8: Kyrenia Castle



Figure 9: Aerial view of Kyrenia castle, ancient port and city



Figure 10: Kyrenia Castle at night

Kyrenia castle suffered considerable damage because of a Genoese attack in 1373. A hundred years later the Venetians took control of Cyprus, they seized the castle and made their own alterations on it giving it its present-day appearance. They reconstructed the fortifications. The chief changes, such as the addition of thick walls and embrasures for cannons, were adaptations to changes in warfare in the form of gunpowder artillery. In spite of all this, in 1570, they surrendered the castle to the Ottomans without showing any resistance. The Ottomans too made

some changes to the castle, but the British removed those during their occupation. However, in the castle you can find the tomb of the Ottoman Admiral Sadik Pasha. The British used the castle as a police barracks and training school, and also as a prison. Although the Department regained control in 1959 and the castle became open to the public, in the 1960s part of it was used as military headquarters by the Greek National Guard. In 1974 the Girne Department of Antiquities and Museums took over responsibility for the castle's preservation and use and created the atmosphere of an open-air museum.



Figure 11: St. Hilarion Castle

Another important historical place is St. Hilarion Castle which is located on the Kyrenia Mountain range. It is the best preserved ruin of the three former strongholds built by the Byzantines and Crusaders, the others being Kantara and Buffavento. These castles formed the defense of the island against Arab pirates raiding the coast. St. Hilarion was originally a monastery. It was named after one Egyptian monk who according to the legend fled persecution from Palestine during the 7th century to live and die up in the castle. A monastery and a church were built there in the 10th century. Later a fort grew around there. The Byzantine fort was called Didymos, but during the Lusignan rule they called it Dieu d'Amour.

The castle is divided into three parts or wards. The lower and middle wards served for economic purposes, while the upper one was for the royals. Along the western wall, there is a fantastic view over the northern coast of Cyprus.

With its walls and towers which sprout out of the rocks St Hilarion looks like a fairly-tale castle. They say that Walt Disney took it as a model to create the castle in Snow White and the Seven Dwarfs. They believe St Hilarion had 101 rooms. All rooms could be easily found except for one which was an enchanted hidden garden with marvelous treasure.

Another important attraction is Shipwreck Museum, which is located in the Kyrenia Castle. It exhibits the remains of the oldest trading ship ever to be discovered, together with the cargo. According to some information resources the ship sailed in the waters of Mediterranean during the period of Alexander the Great and his successors. When the vessel was sailing to Cyprus, a storm wrecked it less than a mile from the anchorage of Kyrenia. It was first noticed by a sponge diver who showed the wreck to archeologists. The researchers from the University of Pennsylvania Museum of Archaeology and Anthropology surveyed the site and studied the wreck. The tests applied indicated that the vessel was approximately eighty years old when it sank. The 15-meter hull of the ship which is made of Aleppo pine sheathed in lead and its amphorae are preserved in a specially controlled environment in the Museum. More than 400 wine amphoras found on the ship are supposed to have been loaded in Rhodes. They consist the main cargo and indicate that the ship made an important stop at our island. They also found 29 millstones and 9000 perfectly preserved almonds. From all these it can be assumed that the ship sailed southwards along the coast of Anatolia, calling at Samos, Kos and Rhodes before continuing eastwards to her destruction in Cyprus and that the crew's main supply of food was almonds. They haven't discovered any human skeletons on the vessel. The photo of the mentioned ship which is housed in this museum can be seen below.



Figure 12: Shipwreck Museum



Figure 13: Inside the Shipwreck Museum

Of course the attractions of North Cyprus are not limited to the historical sites mentioned so far. There are so many other historical places which are worth visiting. People who live in Famagusta know Saint Sophia Cathedral. It is also known as Lala Mustafa Pasha Mosque. According to the

information found on the Internet we can learn that this building is the largest and the most beautiful medieval structure of the Mediterranean region. It took more than 100 years to complete it. It was commenced in 1300 and completed in about 1400. It is originally known as Saint Nicholas's Cathedral where the Lusignans were crowned as kings of Cyprus. These ceremonies continued until 1571 when the Ottoman Empire captured Famagusta from the Venetians and the cathedral was converted into a Mosque and a minaret was added. It remains a mosque to this day known as the Ayasofya (Saint Sophia) Mosque of Magusa.

In accordance with Muslim religion which prohibits the depiction of creatures or iconography the altars and most tombs were swept away, all images of the human form in stone, cruciforms, stained glass windows, paintings and all frescoes were removed were plastered over. However, all aspects of the Gothic structure have been preserved. A few medieval tombs can still be identified in the north aisle. The canopied doorways of the west front are typical of French cathedrals. The unparalleled window is of Gothic style. The 16th century gallery in the courtyard and the circular windows at the entrance keep Venetian tracery. You can see two chapels at the side. In front of the building there is a tropical fig tree which is rare on the island.



Figure 14: Saint Sophia Cathedral -Lala Mustafa Pasa Mosque

Famagusta City Walls are another must-to-see place in Famagusta. The walls which are still remarkably well preserved are about two miles in length and they totally encircle the old city of Famagusta. The walls were built by the Lusignans. Initially the walls were high but thin, that's why when the Venetians took over the island from the Lusignans they immediately brought in specialists from Venice to fortify the walls which were no longer suitable defence against artillery fire particularly against the Ottomans who were seen as the major threat. The walls and bastions were renovated, updated and strengthened.



Figure 15: Famagusta City Walls

The towers and bastions are as follows: · Canbulat (Arsenal) · Porta del Mare (The Sea Gate Bastion) · The Othello tower (Castella or The Citadel) · Signonia (Ringed Embrasure) · Diamante (The Karpaz Bastion) · Del Mezzo (The Martyr Bastion) · Martinengo Bastion (The Tophane) · Pulacazaro · Moratto · Diocare · Ravelin (The Land Gate, The White Tower or the Akkule) · Santa Napa (The Golden Bastion) · Andruzzi (The Water Bastion) · Camposanto (The Ringed Bastion). There is also the Othello tower as an interior castle. It was originally built by the Lusignans as a moated castle. The two of the original entrances still stand: Ravelin (The Land Gate) and Portadel Mare (The Sea Gate). During the British period they opened two more gates: the Djanboulat Gate and the New Gate and also modified the wall on the sea front, the Mantinengo bastion and the Ravelin.

The most famous part of the walls guarding both the harbour and the town of Famagusta is the Citadel, which is commonly known as Othello's Tower. In one of Shakespeare's plays Othello is described as a Moor. In fact that is a name of a Venetian commander, who was sent to Cyprus by his masters. The play refers to "a seaport in Cyprus" and "Cyprus, the Citadel". However, Shakespeare knew little about Cyprus and had never been there.

As it has already been mentioned above the Citadel was built by the Lusignans to protect both city and harbor and was originally the main entrance to the town. In 1492 the tower was renovated and remodeled by the Venetian Captain Nicolo Foscarenno. Above the main gateway there is a marble slab on which sculptured the badge of Venice, a winged lion of St Mark, which can be also seen in other parts of Cyprus such as in Kyrenia Castle, Nicosia, and Bellapais Abbey. The inscription on the marble credits Nicolo Foscarenno with the renovation.

When you enter the tower, you begin to appreciate its scale. In the open courtyard, there are some interesting old cannons lying on the ground along with piles of iron cannon balls. One Spanish cannon which is made of bronze is over 400 years old and still in excellent condition after being out in the wind and rain for such a long period. The Turkish cannons can be easily recognized. They have iron rings along the muzzle, designed to prevent damage if the cannon itself would explode. There are some stone balls that would have been used in a trebuchet, or siege catapult. There are large rooms around the courtyard. The most magnificent one is the Great Hall with the large kitchen at one side. We can presume that it was used as the refectory or dining room. The hall which dates to around 1300 is built with a vaulted roof supported by tall Gothic arches. Due to the lack of windows the whole hall looks dark. In those times windows were unglazed and usually very small for defence purposes. Unfortunately, some parts of the hall ceiling are gradually being eroded by the sea air.

The courtyard and the Great Hall are still sometimes used for folklore performances.

Steps from the courtyard lead up to the embattlements where you can catch a glimpse of both ancient and modern harbours. Nowadays ships continue using the same harbour entrance as it was in the golden age of Famagusta, 1300 to 1400 A.D. Across the harbour you can see a clump of rocks on a promontory where there was a chain tower. The chain was lowered into the water across the harbour entrance in order to protect it.



Figure 16: Othello Castle

It is rumoured that there are some lost chambers which contain treasures hidden by the Venetian merchants during the Ottoman siege. When the Venetians surrendered to the Ottomans they were not allowed to take anything with them when they were leaving the city. These treasures are still supposed to be there. Although several excavations have been made, no treasures have been found.

The St. Barnabas Monastery is another important historical place. The site consists of a church, which serves as an icon museum, the monastery, which exhibits an archaeological collection, and a chapel where the remains of the saint are kept. The monastery which bears Barnabas' name was originally built in the 5th century to commemorate the foremost saint of Cyprus. According to some resources, St. Barnabas was born in ancient city of Salamis in a Jewish family, who had emigrated from Syria and settled for some time in Cyprus. He was originally called Joseph and the name Barnabas was given to him by the early Christian apostles. As a missionary of Christianity Barnabas visited a lot of places together with his assistant St. Paul among which was Cyprus. Because of his activities he was arrested, imprisoned in a Salamis synagogue and later stoned to death. His remains were hidden in some marshland, later to be deposited into the sea. However, the followers of St. Barnabas retrieved his remains and took them to an underground cave to the West of Salamis. They secretly buried the remains and put a copy of Mathew's Gospel on his chest. The tomb of St Barnabas was forgotten for many years. In 477 AD, Bishop Anthemios said that he had a dream in which he saw the location of the lost grave. When the tomb was opened they could identify the body of St. Barnabas by the Bible of St. Mathew lying on his chest. After that the bishop went to Constantinople (now Istanbul) to present the bible to

the Byzantine emperor, Zeno. Delighted by this gift, Zeno granted autonomy to the Cyprus church and even gave donations to build a monastery on the place where the grave was located.



Figure 17: St. Barnabas Monastery

The monastery is still in good condition. In 1991, a restoration project was started. The rooms of the monastery which once housed the monks and pilgrims who came here to pray have become an archaeological museum. This section displays exquisite collections of ancient pottery, bronze and marble art objects. The church has been restored and turned into an icon museum. The St. Barnabas monastery is very important to the Orthodox Church. There are frequent church services held there. It is one of the most visited places by tourists and local people.

The ruins of the ancient city of Salamis are another famous place in Famagusta. It is one of the most spectacular and amazing archaeological sites on the island. According to legends, the founder of the city of Salamis was Tefkros (Teucer), the son of Telamon, who was the ruler of the Greek island of Salamis. The city shared the destiny of the island during the occupations by different dominant powers of the Near East, viz. the Assyrians, Egyptians, Persians, and

Romans. The city of Salamis used to play a very important role. The evidence of this fact is the discovery of some golden coins with the name of Evagoras, 411 to 374 BC, on them.



Figure 18: Salamis Ruins

The first most monumental part of this site is the Gymnasium with its colonnaded Palaestra. You may notice that the columns are different in size. The reason was the earthquake of 331 AD which destroyed the building. The second most impressive sight is the theatre which comprises a stage, orchestra and auditorium. It is estimated that the theatre would have more than 50 rows of seats and a seating capacity of 15,000. Only eight rows of the original ones have remained up to

our times, the rest have been reconstructed. There are a lot of niches all around the building. Those niches contained marble statues, and, sadly, those which can be seen are headless. To the south of the theatre there are buildings which are made from huge stones and have not been fully excavated yet. They are Roman Baths. As it is known The Romans had an obsession about baths. In the Great Hall buildings one could take the Sudatorium (hot baths), the Frigidarium (cold baths) and the Caldarium (steam bath) thousand years. In a similar way, the Italian city of Pompeii was buried in volcanic ash.

Before 400 AD the city of Salamis used to be a colourful town with marble columns, coloured statues and numerous mosaics of which only a few have remained. During the period known as Byzantine epoch (400 AD - 1100 AD) the first great Christian basilicas were built. Saint Epiphanius Basilica and Campanopetra are the largest churches in Cyprus. Various invasions and occupations caused the destruction of the whole city. There must have been a great climate change as the Roman city of Salamis was overwhelmed and buried in sands for more than a thousand years. In a similar way, the Italian city of Pompeii was buried in volcanic ash. So we can say that Salamis to Cyprus is like Pompeii to Italy.

Having talked about the places in Famagusta and Kyrenia, there are also some other places to visit in Karpaz. For example, The Apostolos Andreas Monastery.



Figure 19: Apostolos Andreas Monastery

The Apostolos Andreas Monastery is a monastery visited by the locals and the tourists. There are some days when visitors come here to light their candles and make their wishes. As soon as their wishes come true, they have to visit the same place again and express their thanks.

There is one more monastery available to be seen in Guzelyurt. This monastery is called the St. Mamas Monastery. It is believed that St. Mamas was a Christian saint who lived there in the 12th century. According to the sources on the internet, in Cyprus there are about fourteen churches dedicated to this saint. The monastery refers to the 18th century. There used to be a Byzantine church on the remains of which the Lusignans built the entrance and columns of the monastery. They say that the saint's tomb have been here from the very beginning. When you enter the monastery on your left side you can find his grave. Venetian shields cover the marble bottom part of the iconostasis. Its top which is made of wood and painted is a vivid example of the 16th century carving art. Nowadays, the building is used as offices.

4.3 The Country's Closeness to Holy Lands

There is a disagreement on where and when the first actual sea trip went to. Although historians agree that the first tour operator was Thomas Cook, this situation is not the case for the first cruise operator. It is said that the Peninsula and Oriental Steam Navigation Company has invented the first cruise for leisure and entertainment purposes in 1844 (Ward, 1999: 11). There are many reasons as to why the strategic location of Cyprus is very important. According to Atun (2003), since the beginning of history Cyprus has become under the influence of several civilizations. The reasons are the following ones: it is located between the eastern Mediterranean and North African countries, and also situated between East and West at the crossroads of international trade, being close to the Holy Land. There is a wide variety of geographical reasons as well. Its geographical importance continues today. Moreover, in addition to geographical features traces of history also points out that Cyprus has been the scene for many international conflicts of interest in which political balances were determined. For this reason, as Atun pointed out, this lively history of Cyprus has made the country a mosaic of cultures and civilizations. Therefore, starting from the Hittite; Egyptians, Phoenicians, Assyrians, Persians, Ptolemies, the Romans, Byzantines, Arabs, Genoese (a part of), Lusignan, Venetian (Italian), the Ottomans and finally the British, all these cultures and civilizations left traces on the historical mosaics of the island. According to the history, there has been 13 different sovereign powers that ruled the

country, and 13 different languages were spoken and this affected the region names quickly and has led to the changes. As it is well known, Europeans who wanted to go to the Holy Land as it was required to become a pilgrim had to choose the method of transportation by sea. Starting from the Venetian port sailing ships, in line with the wind blowing, respectively Crete, Rhodes and Cyprus to stop by, met the requirements of water and salt, and after the elimination of the need of the roads, they continued on this route. Depending on the winds four to seven-day breaks were given during this journey in order to meet the needs of the journey at every port. For this reason, this recreation opportunities and this opportunity given to those travelers touring the island made them keep diaries or travelogue, memoir in their own language pen or a book and wrote things they saw or they came across with and as they published it since their own language and pronunciation the local names in Cyprus have been passed to registrations as they pronounced it.

According to the article by Akin, Cyprus is an island in the middle of the Eastern Mediterranean which economy had laid on sea trade since Prehistoric times. Its ports, with changing significances through history were the main scenes of its past. Among its port cities, Famagusta is a more recent one comparing with the others. Its name began to emerge only after the 10th century, parallel to decline of Salamis/Constantia, facing with many problems like earthquakes, Arab invasions and its silted up the harbor. Port of Famagusta, which is located at the back of Famagusta Bay on the east shores of Cyprus, had supplied the best anchorage possibilities in the island throughout its history, because of its natural protection. The port consists of an outer and an inner port. The outer port is 1.5 km long and surrounded by natural reefs. The inner port, lying along the sea walls, between Citadel and Arsenal Tower, is very safe and protected due to three small islands on the sea side. In the 13th century, after the reign of a noble crusader family 'Lusignan', Famagusta became the main port. Famagusta was favourable because of its closeness to the ports of the Holy Land and Ayas in Lesser Armenia and its geographical advantages. F. Amadi, mentioning a tower used for the defense of the port in his 'Chronicle', gave the earliest remarks on a building on the port and in the town in 1232. As this formation continued over the years there are some basic physical elements that began to emerge. Their functions were mainly for defending. Especially, the port which was used for military purposes protected its importance up until 19th century (Akin, 2008).

Mini Cruises are a type of cruise also known as 'Pocket Tour'. This is a tour that only lasts 2-3 days, and it is an organized tour. For the year 2015 there are a lot of pocket cruises planned from Cyprus to the Holy Land, Egypt and Beirut. Also, there is a two day cruise to Egypt that departs twice a week from Limassol. The cruise to the Holy Land also departs twice a week from Limassol to Haifa. On arrival passengers can be taken by coach to Cairo to see the Egyptian museum, the Pyramids at Giza and the sphinx. Usually a couple of shopping venues are included as well. There are cruises from Cyprus to Beirut (Lebanon) and to the Greek islands. From below the schedule for pocket tours can be seen. The cruise to the Holy land also departs twice a week from Limassol to Haifa. Then a coach will take the passengers who book in advance to Jerusalem and take a guided tour of Golgotha and the Kidron valley, also a walk to the wailing wall, churches, bazaars and then on to Bethlehem. Even only these examples should indicate the potential North Cyprus carries in cruise tourism. It is already located on popular routes and if this is doubled with an attractive cruise port there is no reason why North Cyprus should not enjoy the benefits of cruise tourism.

CHAPTER 5

CURRENT CONDITIONS OF THE KYRENIA TOURISM PORT

Geographically Kyrenia Tourism Port is located at 35°20.5'N latitude and 33°19.8' E longitude. It has been opened to international ship traffic on 16 November 1987. Its proximity to Turkey's southern coasts has brought it to an advantageous position in relation to time and cost. It holds an important position both in the carriage of goods and passengers between Turkey and North Cyprus.

Due to the need occurring over time for increased physical capacity an extra passenger lounge has been completed in November 17, 2007. Together with the additional lounge the total size of the passenger lounge has reached up to 35000 m², incoming and outgoing lounges inclusive. The additional passenger lounge has the capacity to serve 750 passengers, both incoming and outgoing.

Before going into the evaluation of the Kyrenia Port's evaluation in terms of cruise potential it is important to understand the current physical conditions of the port. Total quay length is 810m and turning circle diameter is 250m. Port entrance width is 180m, main mast length is 1000m and secondary breakwater length is 250m.

We now turn to berthing areas and its depths. Dock No 1 has an 8m depth. Dilliskelesi A and Dilliskelesi B have 8 and 4.5 meters depth respectively. Dock No 2 has 8m depth. Dock No 3 has 6.5m depth, Dock No 4 has 4.5m depth and Dock No 5 has a 4m depth. The port average depth is 6m.

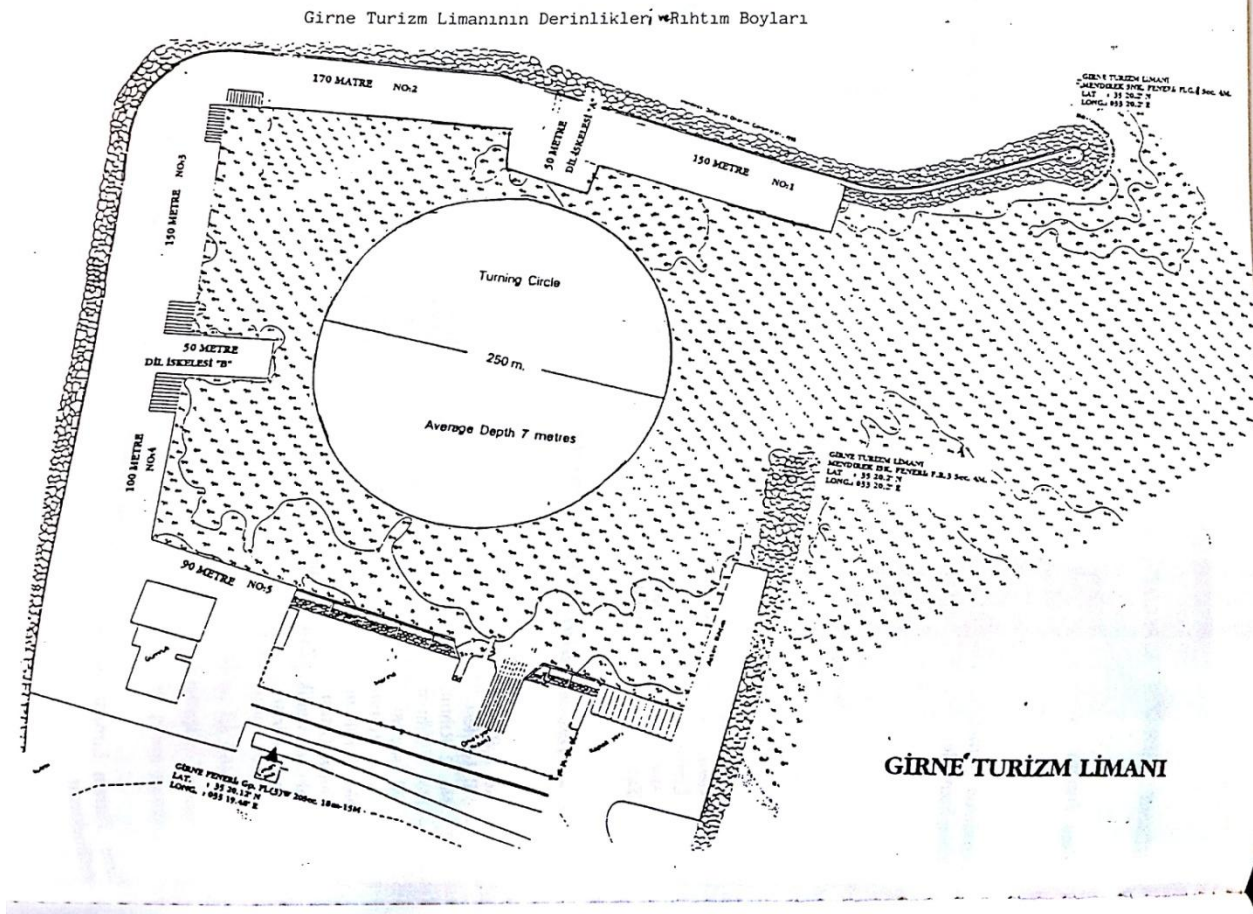


Figure20: Kyrenia Tourism Port Depth and Berths Plan

Kyrenia Tourism Port – Current Situation

Basic physical conditions of the Kyrenia Tourism Port stated above shows that under the current conditions the port is not able to accommodate large cruise ship. Due to its low daft any ships with a daft higher than 6 meters cannot enter into the port. Similarly, due to the 250m turning circle makes it impossible for ships longer than 115m to enter into the port. Last but not least the total length of docks 1 and 2 make up 350 meters, which falls quite short of being able to host a large cruise ship.

According to 1987 T.R.N.C. Harbors Mandate, Decree, the Kyrenia Tourism Port is prohibited for cargo handling, storage, crane facilities and bulk cargo. Only on-wheel transportation, import and export can be done with ferryboats and ro-ro ferries.

This section of the thesis will now formulate recommendations for transforming Kyrenia Tourism Port into a cruise destination port. Also, the planning of cruise passenger lounge will be suggested in this chapter with the reasons as to why it should be included in this project.

Cruise ship ports are divided into two types. These are A type and B type cruise ship ports. The A type of cruise ship ports are ports which are safe to disembark passengers even if four cruise ships are at the port simultaneously. These types of ports generally have two terminal buildings where passenger input and output can be done separately. Also A type cruise ports consist of business and management units, blower systems for passenger transport, tourism offices, travel agencies and tour operators businesses, luggage shipping areas, loading and unloading systems, conference and meeting rooms, entertainment, hair and beauty salons, VIP service room, eating and drinking facilities, cinema, laundry unit, helipad, infirmary and first aid unit, utility buildings, advisory unit, closed circuit security systems, announcement broadcast system, toilets and special arrangements for the disabled, enough toilets and showers for men and women, email and other communication service units, customs and duty-free sales units, bank service units, staff meeting rooms, fuel system and the refueling unit, safety and supply depot for boats, sports facilities, docks and piers, lights and signs, generators and lighting systems, clean water, potable water and hot water installations and warehouses, fire alarm and warning systems, bilge water, sludge, waste oil, waste, waste water storage and purification systems, dark parking area, sports facilities, and mooring boats, fire extinguishers boat. On the other hand, B type ports can only accommodate only two cruise ships at the same time.

In this section of this thesis my purpose is to suggest building of a new separate port in Kyrenia in order to benefit from the cruise tourism. Cruise ports are one of the main components of the cruise tourism, other being cruise ships. Cruise ports are ports where cruise ships are berthed and receive contemporary technological services such as electricity, energy generators, water supplies, telephone, internet and similar supply connections. Cruise ports provide customs duty services for passengers as well as other touristic services such as dining areas, shopping areas,

communication and transportation units, and information desks and banking services which all contribute towards heightening the touristic image of a country.(<http://www.denizcilik.gov.tr>)

A popular saying in tourism emphasizes that a tourist would remember the most his first and last image of a new place. From this perspective, it can easily be concluded that ports play an important image role for a country as they are the first and last places a cruise passenger would see. Overall ports around the world were unable to keep pace with the developments in the cruise tourism. The rapid modernization of the port of cruise ships has not been reflected at the same rate. Today, among many countries which Turkey also takes place, cruise ships are docked in the passenger berth at the commercial cargo ports. A view covered with cranes, containers, trucks covered with a view is an unpleasant image for such passengers. Piers and docks which are not intended for cruise passengers to create difficulties for passengers getting on and off of the ship as they have to climb high ladders or walk for long distances. On the other hand these ports also create maneuvering difficulties for cruise ships as they are not designed for this. In planning for cruise ports commercial and passenger lounges should be included in the plan. However, revenues in the commercial port operations and cargo ships, is much higher compared to passenger revenues. Therefore, commercial port operators do not appreciate cruise tourism as they consider cruise ships occupying the ports unnecessarily long periods of time with a smaller revenue compared to commercial usage. For almost all ports there is a shortage of the rear area. Commercial ports prefer to use the large areas at the rear of the port for cargo operations instead of passenger lounges and bus parking lots. For this reason there is a need to separate cruise ports from commercial ports (Gököz, 2010). On the one hand, the new generation cruise ports provide ships with an adequate quay length, depth and a geographical location safe enough for cruise ships to berth and on the other hand they provide quality services to passengers which match the comfort they already find on board. The new generation of cruise ports will be planned as a modern tourist complex and will operate with the same approach.

B-TYPE CRUISE PORT

A B-type cruise port can be identified with following features: 1) A long and safe enough dock at least for one cruise ship to come close and safely drop off its passengers, 2) A terminal building with the capacity to provide services for the amount of passenger matching at least one cruise ship , 3) Parking area for tour buses and taxi stops, 4) Security control units for staff, passengers

and baggage, 5) Advisory Unit, 6) Public services building, 7) Eating, drinking places and lounges, 8) Closed-circuit security systems, 9) Advertisement broadcast systems, 10) First aid unit, 11) Disabled toilets and other special arrangements for disabled people, 12) Postal and other communication services unit, 13) Customs duty and sales units, 14) Exhibition and suitable locations for shows, 15) banking units if non-existent in the nearby area, 16) The staff meeting room (Gököz, 2010). Therefore, the aim is to suggest new tourism complexes that would be established in the wider area. Kyrenia has the potential to be the most suitable cruise port city in Cyprus. Kyrenia port has two mooring boats. The details of these boats are given below.

1- 20	Temmuz-	13.2 m	load -	3.8 m,	breadth -	caterpillar engine	-265 HP
2-	Meh IV	-11.1 m	load-	3.5	m,	breadth -	caterpillar engine -265 HP

The Kyrenia Tourism Port needs tugboats. Minimum one harbour track tugboat is compulsory. However, for the safety and security of maneuvering two tugboats are recommended with the following characteristics: 1) a tugboat type – harbor track tugboat; 2) length overall – approximately 20 meters; 3) maximum draft – 4.5 meters; 4) bollard pull – minimum of 20 to 30. At the open market the price of reconditioned tugboats is around 750,000 – 1,000,000 US \$. The design of tractor tugs should be unlike conventional tugs. The propulsion units should be fully turning controllable pitch blades, and should be able to give thrust in any direction and act as steering units or fixed azimuth or controllable pitched propellers. The propulsion units should be placed far ahead of the towing point, close to the pivot point, thereby producing a large turning momentum. This potentially gives a poor steering performance, which is overcome by fitting a large centerline skeg. The general characteristics that should be available at any port and any dock would have are as follows: full power availability in all directions, quick response to engine movements, very maneuverable, especially in tight sea space, reduced risk of girting / girding, reduced maneuverability if towing from forward at higher speeds, reduced directional stability, particularly in open waters, reduced bollard pull per kilowatt output, relatively deeper draught therefore increased risk of bottom damage from grounding, and increased training required for tug masters. With such poor facilities Kyrenia Tourism Port has given services for small / pocket cruise ships. Island Sky is the first foreign flagged small cruise ship that visited Kyrenia Tourism Port on October 27, 2008. MCS Island Sky with a Bahama flag, 4200 gross tonnage, length overall 90 meters arrived at our terminal with 110 passengers and departed to Egypt. After that in October 23, 2013 the Clipper Odyssey came from Egypt to Famagusta and

from Famagusta went to Kyrenia with 60 passengers. Moreover, MS Black Sea ship which used to be the last Turkish cruise ship that Turkey sold to Greece in 2005 and its flag changed with a Malta flag, and its name changed to ‘Dream’. Turkey was left without any cruise ship and it started to market cruise ships to foreign countries. From the statistics below the Black sea ship entry and exit records can be seen.

Table 6: Informationbased on Kyrenia Tourism Port Traffic Log, MS Black Sea ship entry andexit records

Entry date	Num. of Passenger	Exit date	Num. of Passenger
02/01/98	174	02/01/98	169
07/07/98	44	07/07/98	44
14/07/98	111	14/07/98	111
21/07/98	100	21/07/98	100
28/07/98	81	28/07/98	81
04/08/98	65	04/08/98	65
11/08/98	102	11/08/98	102
18/08/98	149	18/08/98	149
25/08/98	172	25/08/98	172
08/09/98	94	08/09/98	94
15/09/98	71	15/09/98	71
22/09/98	143	22/09/98	143
30/09/98	102	30/09/98	102
06/10/98	169	06/10/98	169
13/10/98	53	13/10/98	53
01/04/99	148	02/04/99	148
01/07/99	112	03/07/99	112
10/08/99	69	11/08/98	69
Total	1959		1954



Figure 21: Photoof the last Turkish flagged cruise ship M/S Karadeniz

CHAPTER 6

RESULTS AND DISCUSSIONS

This thesis is based on the research done in the scholarly literature to present and review the past and current status of the cruise market in general and in Cyprus in particular. Furthermore, the cruise industry is among the most exciting and fast-growing categories in the market of leisure and this industry has had an average passenger growth rate 7.2% per year since 1990. Since 1980, over 176 million travelers have taken deep-water cruises (duration 2-days or longer). Of this number, nearly 70% have been generated for the last 10 years, and 40% of the total passenger numbers have been generated for the last 5 years alone. The cruise industry market has strong potential – North Americans who intend to set sail over the next 3 years are over 50 million. The industry's products are incredibly diversified and offer something attractive for everyone. They deliver unprecedented customer satisfaction as a vacation experience exceeds expectations consistently on a wide range of vacation travel attributes.

During the past ten years, the cruise industry has responded to the extensive consumer research which has guided the addition of brand-new destinations and themes, original ship design concepts, creative on-board and onshore activities, to reflect the changing patterns of today's market. Each and every day the number of cruise ships and passengers are increasing. With this, the length of the cruise tours is becoming longer. With modernization of ports they will expand and increase their capacity. As a result, it is expected that the ships will stay at the ports for a longer period of time. Currently operating costs for ships are higher than the cost of operating the ports. To extend stay at ports cruise tourism can become more attractive if opportunities and different options are made available for passengers. Shortly, presenting new and different activities at each port, and visiting more than one place in the city the ship, passengers will be provided with a longer stay in the harbor. To summarize, the new generation cruise ports should be well planned and everything that is necessary to please the passengers and companies that take part in the business should be thought thoroughly. In the event of regional or global growth in the economy, it is very likely that the demand for tourism will also grow. However, in such cases when the world's economy and tourism shrink by the influence of external factors such as earthquakes, war, and terror, to protect the existing demand different measures may be required,

such as price reductions which could cut the cost of the current supply and keep the demand in place. Cruise tourism with pre-programmed flights and passengers traveling for entertainment, is providing high quality services and soon in many countries possibility of gradually increasing and hosting these specified arrangements on site at the SEBEA for the last 20-25 years is continuously rising and becoming a new trend. Cruising is important for sampling destinations to which travelers may return. Over 80% of passengers think that a ship cruise is a good way to sample a destination, they may want to visit again on land-based vacation. 40% of cruisers state that they had returned to vacation at destinations first visited during a cruise. Ship management, tourism and leisure sectors together referred to as cruise shipping, reached an average economic volume of \$ 35 billion and provided employment to over 320,000 just in the USA (Yücel, 2001). United States of America within itself hosts different cultures of the world cruise tourism companies with advanced economies as being the central location. However, an increase in ships moving from European ports can be seen. The biggest Carniva Costa Aida (48%) owned by Carnival, which is followed by Caribbean (24%) has increased its cruises over time.

Therefore, some measures should be taken to ensure that we receive a greater share from the world cruise tourism pie. Firstly, in addition to the middle class passengers who have decided to visit our country, but have no money to make an expenditure except the money they have paid, we should try to take upper income group cruise tourists who tend to spend more money for the luxury consumption in order to take the goods from the places they go as souvenirs. Secondly, by taking into account that they would not buy everything, and considering the limited time they have in the country, we should make successful presentation of local products, carpets, leather, jewelry, etc. that they would like to buy to remember our country. For this it is essential to advance the potential by making the necessary incentives for promotion in target. Fourthly, to increase port safety and emergency rescue measures should be taken and passenger terminals should be given a contemporary look. To pull cruise passengers to our country additional measures such as reduced port tariffs should be noted and kept in mind in addition to infrastructure.

Cruise ships are large in size, however light in mass. Having too much “free on board” may cause the vessel to become more vulnerable to effects such as strong winds. In short, the choice of the location for a new generation meteorological cruise port and oceanographic conditions should be

favorable compared to the cargo port. Ports pier and also the pier infrastructure should be planned depending on the characteristics of the new generation of cruise ships. A new generation ports are important in terms of the length, berths, depth, and geographical location, they will also be places where safe berthing services are provided. On the other hand they should also guarantee the comfort and the quality for the passengers. Considering these facts, the large berth should be 300 m and the small berth should be 200 m according to the recent planning, and also up to 350 m, which means even larger ships can be tied to these berths if they are done. The new generation of modern complex cruise port tourism will be planned and operated in the same manner. Ports are initial investments with high operating costs. It is not possible to get profitable investments and to draw the attention of investors with only ships and passenger services economically. Therefore, ports should be built in such a way that with the help of the additional activities they would gain extra revenues. Buying a tour as long as the ship is in the port and due to the activities passengers spending money on will increase the economical revenues as they are leaving the tour. Thus, ports should offer a wide range of services consisting of port customs, port, the presidency of the organization as well as the port, the port administration as enhanced brand stores, the local culture is introduced and marketed as shops, leisure areas, social and cultural centers. Cruise tourism refers to medium and high income passengers who have a high potential to spend money. Therefore, cruise ports will have an additional source of revenue with the help of the passengers, spending money and enjoying the activities on board. The small town of Dubrovnik in Croatia with a population of 30,000 has the capacity to accommodate seven cruise ships simultaneously. 2,000 guests with a thousand staff, which is a medium-sized ship leave for the port more than \$ 250,000 tax.

As mentioned above, according to World Tourism Organization data, there are mainly four dominant companies in the cruise market. These firms are called "The Big Four": Carnival Corporation, the Royal Caribbean Cruise Line, Peninsula and Oriental Stream Navigation and Princess, and Star WTO. According to Cruise Lines International Association research made by the masses the cruise tourism product demand; old, rich, a cruise ship takes a great weight on the basis determined by the direction of people who prefer other types of tourism. While the average age of the tourists who have taken the existing cruise is around 49-50, the average age of those who are expected to participate in this sector has decreased to 43-45.

The touristic potential of the existence of the provision to the use of the world's people, international market conditions, the structure, to follow the trend towards increasing the share taken from the market to prepare strategies and policies is an essential condition for the increase of the effectiveness and efficiency. In order for a society to be "tourism society" or to develop its skills that would mean the world's tourists can benefit from the country's tourism products is very beneficial. As it is known the sustainable development of a cruise destination has a very high cost. Therefore, at this point it is important to ask ourselves this question; which one is more important; the benefits of tourists coming to our country or the cost? It is for sure that everyone is working hand in hand in the cruise industry, including cruise lines, local governments and population, shore operators, civil society organizations' to take proactive measures to ensure a sustainable future for cruise tourism. A good planning is needed to be done at every stage as it is an important sector that would help the country to develop at its best financially. The lack of planning that allows confronting the massive arrivals of cruise tourism is the guarantee of multiple negative effects in a destination, wherever this segment exists or is under consideration as an option for its economic growth. Ports too often perceive that they need the cruise ships more than the cruise lines need them, but in fact there is a mutual need. Ports have not yet realized that with the recent expansion of the cruise industry, cruise lines need new ports as much if not more than the ports need them. Ports continue building new piers and terminals to both attract cruise ships and to keep them coming back (Klein, 2003).

This thesis is nothing more than a preliminary study about the cruise ship industry, and how it is and it will be in North Cyprus with the development of the existing ports. This thesis could be used for future researches. According to 2013 the cruise industry report based on an overall evaluation of how cruise tourism is in countries situated in the Mediterranean basin is, an annual average of 900 thousand cruise passengers arrives at the top 24 ports. For the cruise ports in our country to reach same figures it is necessary to determine the general and specific strategies.

When cruise ports are chosen based on important elements of the research, the selection of cruise passengers and cruise operators were determined that it needed evaluation of the both. The feedback received from passengers after leaving a port, port fees, harbor cruise operator, tours and their duration and proximity to the destination of the ship, the revenue gained all play an important role for Cruise operators in port selection. To list these factors more neatly they are:

1) expectation of cruise passengers (attractions, shopping facilities, infrastructure) 2) port revenues of the cruise operator (tour sale, shopping commissions) 3) proximity to the general route (proximity to the ship's existing route) 4) port costs (all port expenses). The analysis of the potential of a port should be made in the light of these four factors. Therefore, the existing potential must be examined, then, the unused potential should be revealed.

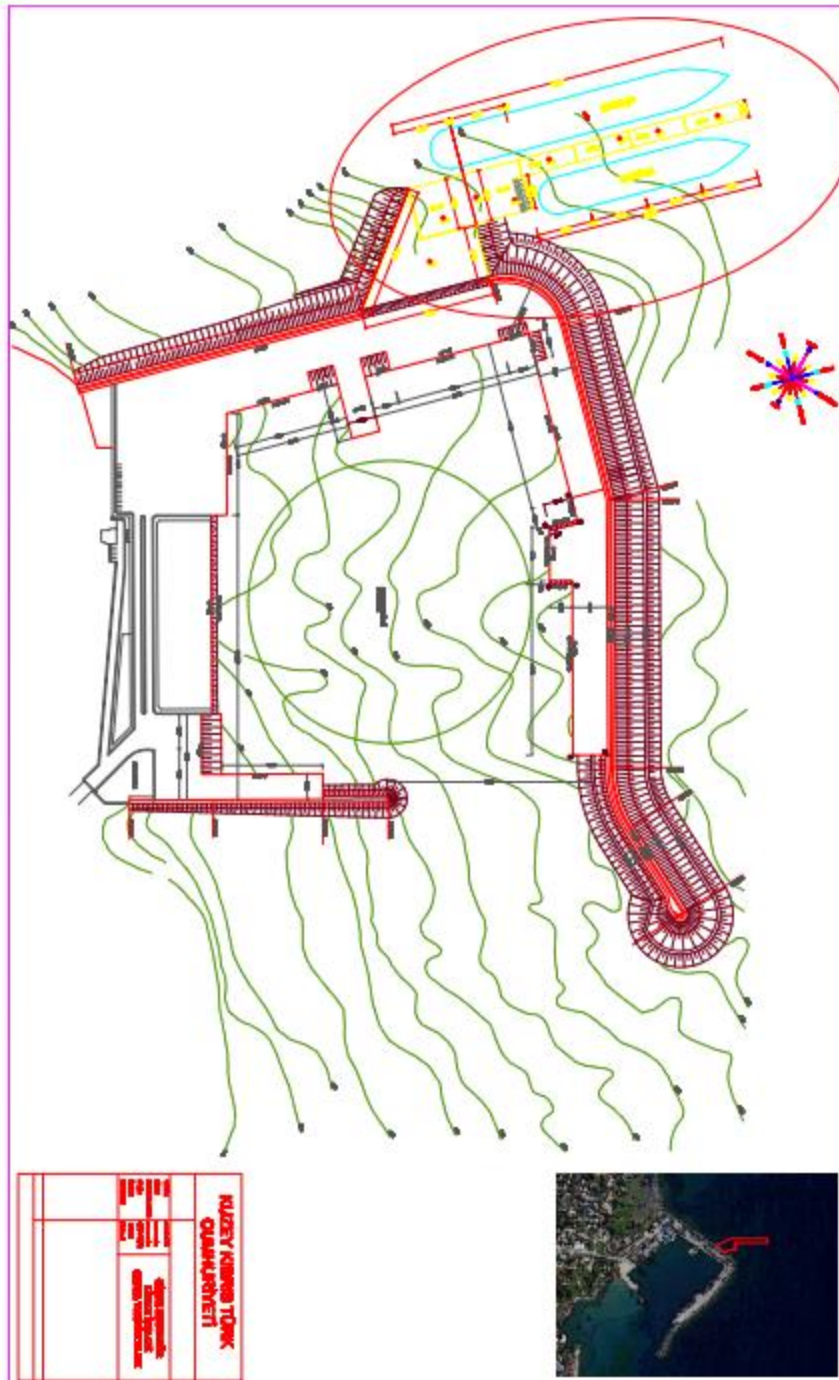


Figure 22: New planning of the cruise berth (Kyrenia Tourism Port)

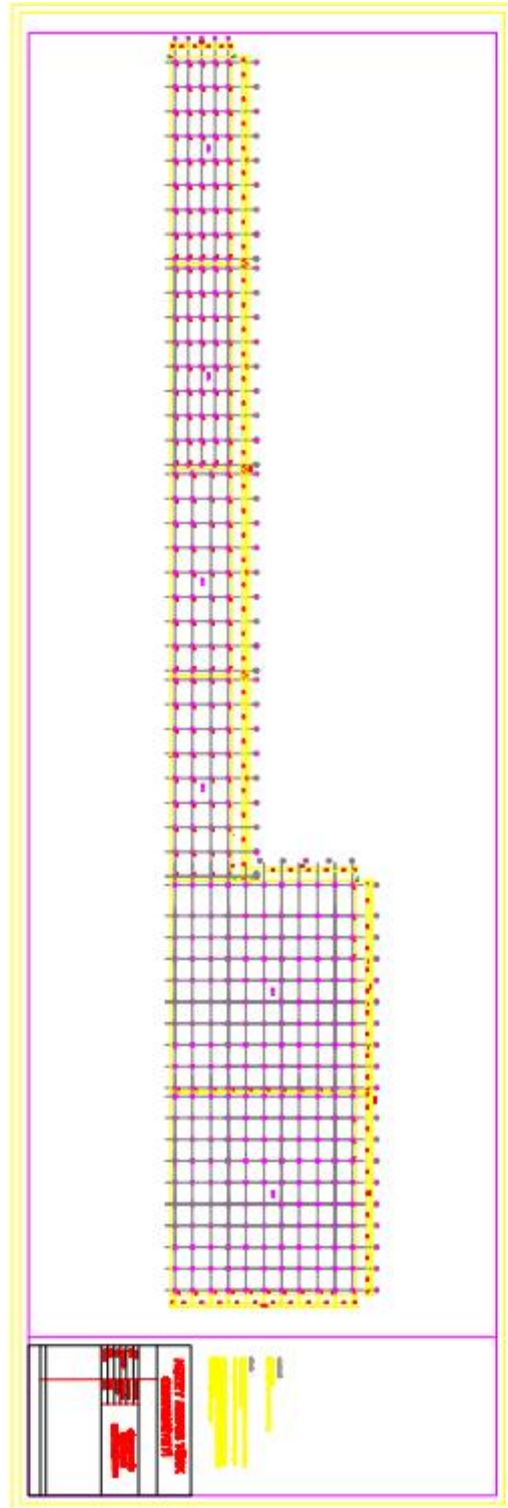


Figure24: Berth structure plans

The type of the berth that has been designed for Kyrenia is aimed at providing opportunities which can accommodate cruise ships and provide the platform for the passengers to enter and disembark the cruises at the beginning and the end of the journeys, respectively. This type of dock will also be capable of providing the essentials required for a luxurious cruise voyage. The supplying may vary from fuel resources for fresh drinking water, alcoholic beverages, food etc.

Similar docks to the one described above (Figures 20, 22, 23) can be found around the world. Some examples include Florida's Port of Miami and Port Everglades, and Puerto Rico's Port of San Juan. The recommended dock for Kyrenia and suggestions that have been made are made with the intention to design Kyrenia as a cruise destination port. The port should be designed and re-organized for large or mega cruise ships. There are some facilities and physical characteristics that are needed to be changed at the port available now. What is being recommended is that a separate cruise port outside the harbor should be built with sufficient depth for mega cruise ship draft. Moreover, cruise passenger berth pocket hall is needed to be built, and the size of this should be around min 40 x 50 m and close area should be at least 2000 m². There are some other things that are needed in order to bring this project into life such as; collaboration with civil society organizations, Municipal-tourism ministry, Chamber of Commerce, Tour agents-guides-tour operators. All stakeholders should work collaboratively. In addition to increased collaboration shops selling local products and souvenirs or specific shopping centers should be built. For example, with the cooperation of the state a walking path connecting the port to the historical city center can be realized. In the suggested dock sketch above this would be approximately 1.8 km. By adding these and more the possibility of tourism in Kyrenia will increase. At the moment we are only using the North part of the available berth. The total berth length is 810m that is currently being used, but for the big ships, this is 300m and number 2 berths. In accordance with the fetch area calculations based on wave height and wind force, planned cruise berth out of the harbor is recommended. Therefore, it would be appropriate to say if cruise berth is to be built the area which is now 500m will be able to be used for large cruise ships and the capacity of Kyrenia Port would have been increased two times more.

This is the area showing the shaded sketch of the proposed plan.

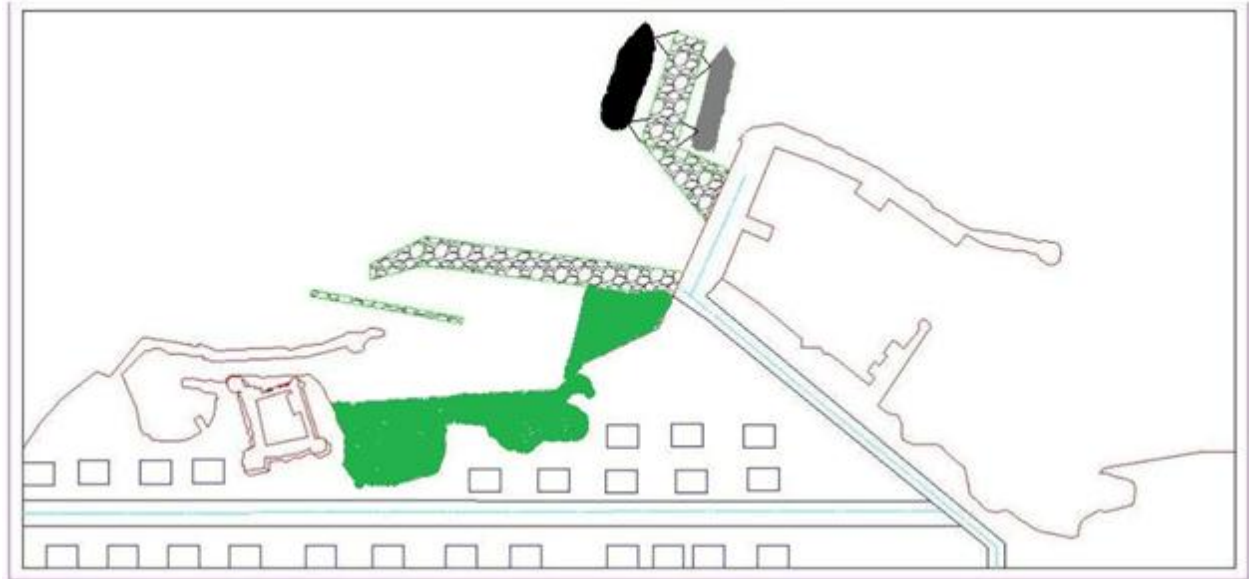


Figure 25: Cruise Berth Area - Kyrenia Tourism Port - Kyrenia Castle - City Center Site Plan

As shown on the site plan above in the scanned way, passage from port is given with a walking path to the castle, old port and city center and green shaded area shows the café, restaurant, local product sale areas in which passengers can find and buy jewelry, leather, carpets, rugs, and etc. outlets within a walking distance around 1 km. For example, in Stockholm (Sweden) from

terminal quay to Gamla Stan which is the ancient city center the distance is a walk-away distance around 1.5 km, whereas in Dubrovnik (Croatia) from Gruž Harbour to Dubrovnik castle and ancient port (Pile Square) the walk-away distance is about 1.7 km.

In addition to the walking path also additional arrangements for installing shopping areas, galleries, cafes and restaurants in the area surrounding the walking path can be put in place. These smaller projects can be realized in cooperation between local government, municipalities and civil society organizations. Moreover, between the Kyrenia Castle and the cruise berth, further yacht marine can be planned.

To summarize the strategy for designing Kyrenia as a destination port we can draw attention to two main areas. First is the strong need for the appropriate infrastructure. Specific berthing areas designed for cruise ships, amelioration of surrounding areas, integration of platform projects to cruise tourism, cooperation and collaboration between local government, civil society, tourism-economy organizations, national and local master plans to be applied with a consideration towards cruise tourism in mind can be steps to improve the infrastructure.

Second is the need for promotion once the necessary infrastructure is in place. There are two legs of promotion. One is in relation to tour operators and other in relation to potential cruise passengers. World exhibitions and fairs for the cruise sector should be closely followed and representation at these events should be secured. Also hosting similar events can be another way of attracting the sector's attention. For potential passengers production of special audiovisual publicity material is necessary. Gaining and protecting an online presence is a must for visibility. Production of local goods and souvenirs should be planned and applied accordingly. In order to keep visiting passengers satisfied museums and other sightseeing places should be maintained and managed well.

In this new recommended dock mini pocket or passenger cruise berth saloon is needed. Safety and security of the place should be thought thoroughly, operable perimeter fencing is needed, consolidated CBP office functions, open design plan which should be easily sterilized, high ceilings and easily transformed space, access to lobby entry are other things that are needed with the new dock. The specified standard is 50 x 50 m - 2500 m². With the existing infrastructure at Kyrenia Tourism Port pocket cruise ships can receive services. In this context, two foreign

flagged pocket cruise ships came to our country and got served. They were connected to dock number 1. These are MS Island Sky and MS Clipper Odesey. Besides these between 02.01.98 – 10.08.99 dates Turkish flagged MS Black Sea ship visited the country. Istanbul and Egypt cruise ships came to our port 18 times. As destination port Kyrenia Tourism Port is used. With the available sketches to build cruise terminal outside the available port 15 million dollars is needed given current economic conditions. Once it is built there would be advantages such as; large and mega large cruise ships will be tied without having any problems, mega cruise ships which have 10 m water draft would be able to tie easily. Assuming usually empty greater dock cruise ships and cruise asylum-pratique supply services staff change will be increased by giving income generating services. Port-Pilotage and Towage charges should be fixed and the contributions it will add to the economy of our country should be considered. For 5years, it is best to announce that port and harbor services will be free of charge. During the next 5 years the cruise lines using our port regularly will get a 50 % discount. The other important thing is to build and market the project of the private dock to cruise companies.



Figure 26: B-Type Cruise Passenger Terminal



Figure 27: B-Type Cruise Passenger Terminal with Landscape

CHAPTER 7

CONCLUSION

Throughout the thesis the importance of cruise tourism in our country and in the other countries has been emphasized. The existing ports as well as the cruise ships have been written show the available conditions at the moment and it could be enhanced with various changes put in place. On the issue a detailed research has been done to reflect the strengths and weaknesses of the topic at hand. However, as it is obvious this is a project that can only be done with the help of the authorities and by their cooperation. Firstly, the Ministry of Tourism should identify the tourism areas, internships should be planned on the subjects regarding eco-tourism, culture, and history of tourism which is believed would make people more aware of the problems. As it is known these days are being organized at the moment in some parts of Cyprus, and in those days things that are reflected or part of our culture are being sold (Korucam, Kalavac, Buyukkonuk can be given as examples). In addition to these, the Ministry of Food, Agriculture and Energy can help boost eco-tourism with regards to organic farming, endemic plants, and natural parks. Investment incentives and good planning should be reinforced.

I believe with the help of all cruise tourism will take a big step forward and our country will benefit a lot from it. We have no reason to be left behind in this tourism as we live on an island we should be able to use all the benefits of the country and the sea that we have. Therefore, although it's a very big amount of money that is needed to be invested for the new berth project, which has been suggested and pointed out with pictures in the thesis, we know for sure that this amount of money will not be wasted but will help in the improvement of the economy of our country.

To gain the maximum benefit from the cruise tourism we should set our objective as being able to bring the cruise ships and passengers to the Kyrenia Tourism Port, Northern Cyprus. Therefore, the first five years of the port services should be free of charge for the cruise ships. Afterwards, the ships visiting our port regularly will be given a 50 % discount during the next five years. This information can be spread to the cruise companies and tour operators. Design and construction of the cruise berth can be undertaken by the State. On the other hand, as an

option, the cruise berth can be offered to the cruise port operators in Build-Operate-Transfer model. The private berth system can be offered as well.

By using any of these methods, if any cruise operator can be brought to Kyrenia, it will return as an economical benefit to the region. However, agencies that are interested in this business seek an economic benefit and productivity. Therefore, all those activities will follow each other in a domino effect. Kyrenia region will become a popular cruise tourism port city, agencies will benefit from the success and the port incomes will reflect as positive outcomes for the State and local economy.

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