

Cruise tourism directed to natural and cultural landscape areas in the Black Sea Basin

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ABSTRACT

Keywords:

Black sea basin,
Cultural routes,
Cultural tourism,
Social sustainability,
Cruise tourism,
Destination loyalty

Cruise tourism and tourism routes directed to the natural and cultural landscape areas of the region constitute the paradigm of this study, which is considered as an alternative tourism type in the Black Sea basin. With this paradigm developed for international port cities that have coasts on the Black Sea basin, each dynamic of the cultural, social, and economic values of the cities at national and international levels are approached as a phenomenon in this study. In this study, the results obtained by correlating the cognitive states of individuals resulting from the "natural sociability-social experience-social environment" approach in touristic travel with the cruise tourism type in the Black Sea basin are examined with empirical methods. In addition to correlation and regression analysis, landscape planning and design criteria are also used in route planning to reveal the causal relationships between cruise tourism experiences and people's destination loyalty. Both the sustainability of the attraction of natural and cultural landscape areas in destination loyalty and the positive conscience gained from the tourism experiences the people are examined with proactive solution suggestions in this study. In this context, with cruise tourism, which is suggested as an alternative tourism type for cities on the coast of the Black Sea basin, a management model for touristic routes is developed by providing opportunities both for the people to experience different tourism activities and the development of regional tourism.

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1. Introduction

When we consider the tourism activities around the world, the fact that there is a great increase in both the number of passengers and the expenditures strengthens the idea that this situation will continue so even in the future (UNWTO, 2015). The steady growth of domestic and foreign tourism in the dynamism of the global economy promises that the tourism economy forms an international basis (Gee & Fayos-Sola, 1997). This also means an increase in the number of people and tourism activities in the growing global economy. While the increase in the number of visitors contributes to the economy in the region where tourism takes place, it also raises the recognition of the socio-cultural structure and the environmental connections (Martin Martin, Guaita Martinez & Sanas Fernandez, 2018; Bogenç & Bekci, 2020b).

Majdoub (2010) defines the complexity of the cultural route (Yavuz, Acar & Zülfikar, 2019) as a geographical journey that passes through the local identity of a region besides the trip it creates in minds with values, senses, expectations,

experiences, and the tourism products (Düzenli & Alpak, 2017). This meta system also gathers up different regional systems according to the general system theory. To increase the richness and visibility of sustainable tourism, local administrations of the cities should invest in natural and cultural properties (Bogenç & Bekci, 2020a; Cengiz, Atmiş & Görmüş, 2019). Creativity and innovation are not only related to the research and cultural industries, but also to the organizational structure of a city, which should be consumed less (Ravetz, Fusco Girard & Bornstein, 2012). Alternative tourism activities indicate that new cultural routes are needed for natural and cultural attraction centers (Steenjacobson, 2010).

The enhancement and sustainability of cultural heritage sites is a strategic factor that improves the competitiveness of country systems. The characteristics of traditional natural and cultural landscapes in the countries located in the Black Sea basin are considerably apparent. However, this variety in the landscape cannot be reflected by large-scale inventories and routes. Although the rich cultural heritage areas of the Black Sea basin

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Research paper



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present an enormous opportunity to improve local economic growth, they cannot be managed efficiently and effectively. This study built on the above concept, emphasizes a variety of alternative tourism directed to the port routes of the countries bordering the Black Sea basin and the natural and cultural landscape assets of international port cities in Turkey. When it comes to tourism diversity, the first thing that comes to mind is road trip and air travel. However, presenting the natural and cultural landscape beauties of the Black Sea coast to individuals through a different experience is very important for regional development. Cruise tourism, which is designed at the national level, has the quality to be a start for the Black Sea basin and is a type of tourism that can be carried to the international level in the future. An integrated method combining deductive and inductive processes is used in the constitution of tourism routes which are the subject of this study. An alternative tourism strategy and management model is developed by referring to the cultural landscape areas as the primary component of the created routes and by using the different characteristics of the areas.

General context of the study

In planning the dynamic interactions of land use and social changes in natural and cultural landscape areas, it is observed that especially the land morphology is in a constant change. While these changes that take place today cause the rapid destruction of traditional culture and natural landscapes, they are also deemed as an evolution that adversely affects the characteristic identities of the regions (Antrop, 2005). Experiencing these changes felt on tourism routes also affects people's perception acquired through their travel experiences (Bogenc, 2020). These changes felt in values also formalize the use and perception of natural and cultural landscape areas. The individual perception changes experienced in the variety of cultural landscapes and their identities form the base of this study. The routes to be planned should be multi-stage and qualified to experience regional systems and to be used together with touristic systems. For this reason, this study thoroughly discusses the concepts of tourism, route, and human while developing different qualitative approaches to the planning of the routes that are the subject hereof. However, the theoretical framework to be used in determining thematic and cultural routes should be designed in a sensitive way to the up-to-date developments. The ideal tourism route to be designed is linear and its effects on individuals are extensive and

complex. The "natural sociality-social experience-social environment" (Maffesoli, 1996; Urry, 1990; Wang, 1999) concepts used in the phenomenon of this study, which is developed as a paradigm related to touristic cruise travels in the Black Sea basin in the 19th century, and the routes discussed are examined multidimensionally and the individuals' cognitive emotions are interpreted (Zabbini, 2012).

Cultural landscape, human, and tourism

To define natural and cultural landscape areas, traditional landscape areas should be discussed (Antrop, 2005). The word "traditional" is quite important for the landscape visibility and sustainability of the region (Cullotta & Barbera, 2011). Traditionalism is a concept that maintains the former character of the space, slowing down its development and enabling it to harmoniously integrate with the environment. Traditional landscapes on tourism routes, on the other hand, provide partly natural and partly cultural landscape areas, ensuring the interaction between humans and nature to last a long time (UNESCO, 1999). This strong relationship between tourism and the environment is dependent on a clean and pristine environment in some tourism types (Roberto & Salom, 2001). While examining the tourism preferences of individuals, it is observed that many tourists want to travel to these delicate and extraordinarily valuable intact regions.

It is very important to examine both ecological and socio-economic landscape qualities and characteristics as per the European Landscape Convention (Jones & Stenseke, 2011). Thus, while preparing the dynamic strategies and holistic planning approaches of the studies, the cultural landscape should be maintained and improved (Tagil, Gormus & Cengiz, 2018). It should not be forgotten that the structure of a cultural landscape area is a whole with its landscape quality, biological diversity and economic value. "Landscape composition and configuration, traditional land management, linear components and characteristics in rural areas, tangible and intangible cultural heritage features" consisting of the primary landscape elements developed by Moreira, Queiroz and Aronson (2006) and his friends after the components Cullotta and Barbera (2011) handled in their study are extremely significant for the sustainability of landscape areas. These values, which are seen as an important power in the preservation of a region's historical, cultural, religious and industrial past, also strengthen its cultural tourism (Terzic &

Bjeljac, 2016). With the integration of natural and cultural heritage areas in tourism, global trends take shape and increase the number of cultural routes and regions existing in the world (Di Pietro, Guglielmenti Mugion & Francesca Renzi, 2012). These changes felt on tourism routes positively affect people's travel experiences. Diversity and identity studies, which demonstrate alterations in cultural landscapes, constitute the center of tourism routes and enable them to take shape. While creating tourism routes, the complexity of natural and cultural landscape areas should be analyzed and planned in a comprehensible way without being assimilated (Czeczynski, 2008). The complexity of the system lies in bringing in a multidisciplinary and holistic perspective to the cultural landscape. The perceptibility of the impact of cultural routes on the region and the historical past that they bring into the visual quality is only possible through the interpretation of the collective autobiography and data analysis of the area. It should not be forgotten that tangible and intangible cultural heritage values are the main leading factors that determine the value of the.

Maritime tourism and its historical process

Cruise tourism has been one of the fastest-growing leisure travels in recent years. Being integrated into the globalized economy, expanding its economic reach, and coordinating the resources and transportation, cruise tourism has opened a new window into the sector by carrying around 25.8 million passengers worldwide in 2017 (Yan, 2018). Cruise tourism has rapidly grown from 2017 to 2018, reaching 28.5 million passengers with a growth rate of approximately 7%. After 2018, it has grown by 6% worldwide and reached a passenger capacity of 1.4 billion (CLIA, 2019). The cruise industry champions the entertainment industry as well as the transportation sector. Considering the certain segments of the market created by cruise ship travel as a "long-lived community", various transformations are needed for recreational activities off and on the ship, as well as for the customers. Although the cruise tourism type, which performs a rapid growth today (Lester & Weeden, 2004), is defined to be limited in the literature (Wood, 2000) and having narrow study areas (Liburd, 2001; UNWTO, 2017), it has now begun to be diversified and started to secure its position in the sector. With the realization of cruise tourism, thousands of jobs have been created at sea and ports of call, and large amounts of income have been brought to the economies of the touristic destinations (Kizielewicz, 2013; Nugraha Budi, 2016). Effective management of the natural

environment, which forms the basis of the tourism industry, is another important issue to be handled in cruise tourism. Marsh (2012) emphasizes that high-quality tourism can be achieved by ensuring the sustainability of natural and cultural landscape assets in the scope of careful management and regulation of cruise tourism. Port areas are an interface between the city and the sea (Ligteringen, 2012). The economic globalization processes of these areas have started in the early periods of history. The globalized economy initially reaches the port cities and spreads from there. Port cities are core places that lead the way in terms of economic power. Port cities are the most competitive places and they constitute 36 of the 50 most competitive cities (Fusco Girard, 2013). According to the World Tourism Organization, maritime tourism is defined as an activity using excursion vessels that include at least two visiting ports (start and end) (Kizielewicz, 2012). According to the European Commission, spatial benefits will be provided to the city by improving the image (infrastructure and social acceptance) of the ports that will be reserved for cruise ships by carrying out tourism activities (Fusco Girard, 2013). Thus, recreational and touristic activities in cities can be promoted as a different type of tourism.

Together with climate change, there has been an increase in Arctic tourism over the last few decades (Johnston, Johnston, Stewart, Dawson & Lemelin, 2012). This change in shipping access resulting from the melting of sea ice in the Arctic has also been felt in maritime tourism activities and exploration of new places in the Arctic (Lasserre & Tetu, 2015). However, the cruise travel experience varies according to the cruise experience of the passenger, not to the schedule of the cruise ship (Jones, 2011). Only the desire of a person to go on a cruise trip is even deemed as an important motivation reason.

The cruise tour and passenger quantities of Turkey's international port cities along the coast of the subject of this study, the Black Sea basin, which began immediately after the proclamation of the Turkish Republic in 1934, has decreased gradually by the time and become limited with freight shipping today. According to the documents in Turkey Maritime Organization's records, the maritime transportation network which had 158,000 passengers in 1964, dropped down to 18,000 passengers in 1984. After this date, no maritime passenger transportation has been performed (Fışkın, Kaya & Balık, 2015). The cargo ships supporting the international ports in Turkey

located in the Black Sea basin, have provided great benefits to these ports and switched the investment activities to this market segment. Preparing a handling development plan according to the cruise ships in the ports, does not, unfortunately, constitute a priority for the authorities in Turkey. Besides, the fact that the main cruise route in Europe does not pass through the Black Sea basin also adversely affects such efforts. On the other hand, this support is strongly felt in the main ports serving tourism in the Baltic Sea.

2. Methodology

Selection of study areas

The rugged terrain of Turkey’s Black Sea and Marmara regions being located on the coast of Black Sea basin makes it difficult to have access to the shore. The Black Sea basin is conventionally planned within itself and serves its hinterlands (Aytaç, Çelik & Türe, 2007). The fact that the mountains in the Black Sea Region are high and very close to each other makes the transportation between the coastal and inland parts harder. The most important highway connections established to the extent permitted by the topography are Kalkanlı Pass in the south of Trabzon and Kop Pass on Kop mountains (Sezen & Yılmaz, 2010). It is a great contradiction that road transportation is still preferred instead of maritime and railway in cargo and passenger transport in a region with such difficult geography. Road users suffer principally time and then economic losses. It is observed that users who felt this drawback by the time need new transportation models and routes.

This study, inspired by the maritime passenger transportation carried out in the Black Sea Region between 1930-the 1980s, consists of the idea that "the contribution of cruise tourism to be performed in Black Sea basin to the region", the routes of the regular cruises to be made in the future, and tourism routes planned for the natural and cultural landscape areas of the region (Figure 1). The fact that cruise tourists show a similar tendency of visiting the same attractions as land tourists (Brida & Zapata, 2010) is another issue used in shaping this study.

Survey procedures

The surveys for this study, which is performed with the study on the subject “A case study on the relationship between coastal ecosystem and humans”, have begun to be prepared on 17.11.2021 upon the approval given by the “Social Sciences and Humanities Ethical Committee”. The survey forms prepared to determine the qualitative and quantitative data of the study are applied to the people who are curious about the Black Sea basin, who have visited the place, and who still have touristic places to see in the basin. The forms prepared for surveys and interviews are firstly applied online and then face to face to the individuals. The face-to-face surveys conducted during the Covid-19 pandemic are also applied to employees of state institutions and organizations by considering the mask and social distancing rules. Landscape architecture undergraduate and graduate students’ assistance is received for online and face-to-face survey applications. Each data

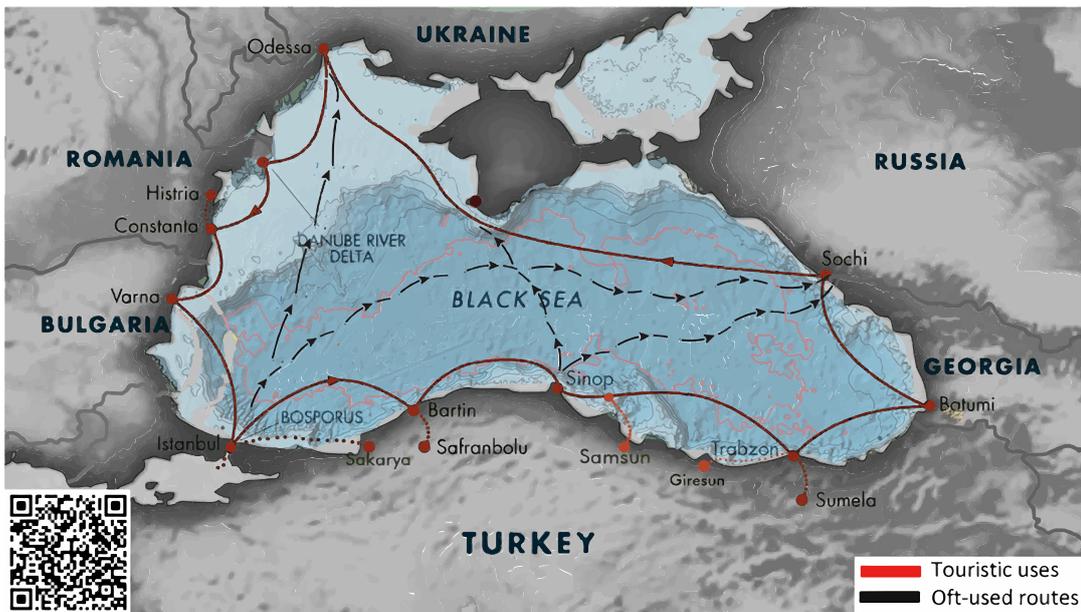


Figure 1: Black Sea Basin as the study area.

Source: elaboration by author

obtained has been archived in a digital environment without waiting. Survey participants are selected using non-probability sampling, and care is taken to choose different samples from the populations during data collection (Narayan, 1996). Besides, the data is archived by checking the number of surveys and the quality of the application every day during the survey period. Individuals are encouraged to participate in the survey regardless of their gender, age, income, and social status. The form is prepared in three stages so that the individuals could fill it comfortably. The survey is delivered to 1027 people and only 904 of them responded.

Survey design

The survey consists of three main parts. The interviews directed to the determination of cruise tourism travel in the Black Sea basin between the years 1934-1984 constitute the first part, the

individuals' points of view to the cruise tourism considered to be performed in the Black Sea basin are the second part, and planning the tourism routes directed to Turkey's international port cities located along the Black Sea basin is the third part. Table 1 lists the variables corresponding to these issues and their short remarks.

The questions that make up the survey are prepared in multiple-choice and open-ended formats. Since this study aims to create the tourism routes that will enable cruise tourism in Turkey's international port cities located on the coast of Black Sea basin and to reveal the causal relationships among the people's tourism experiences, brief explanations and examples are given to the individuals to avoid false interpretations. The key feature that is sought in the survey participants is the willingness to attend

Table 1: Relevant survey items and their corresponding variables.

Variable	Survey item
Reflections of the individuals who participated in the cruise tourism in Black Sea basin between the years 1934 - 1984	<i>Interview</i>
Socio-demographic questions, Eastern Black Sea cruise tourism experiences (the process experienced in cruise tourism, travel duration, travel conditions, comparison with other transportation means, type of transportation to be preferred under today's conditions)	<i>The past and current experiences of the individuals are discussed by asking open-ended questions (Liu, Wang & Yue, 2020).</i>
Examination of the individuals' points of view to the cruise tourism in the Black Sea basin	<i>The cruise tourism in the Black Sea basin is examined with 3 different evaluation methods.</i>
Examination of the individuals' points of views to cruise tourism (views to tourism and cruise tourism in international ports, cruise tourism's future state and contribution to their social interchange)	
Examination of the individuals' cruise tourism preferences over the selected independent variables, (Would you like to try different travel experiences (plane, train, ship, bicycle, etc.) Would you like to have the accommodation and travel at the same timeframe in cruise ship tourism? Would you prefer maritime travel while wishing to see and experience different places?)	<i>While some of the questions are multiple-choice and evaluated by Yes/No answers, the others are evaluated by scoring (Berti, 2013).</i>
The effects of the individuals' cruise holiday experiences on their social interactions (Does the social interaction that you would gain with cruise tourism positively affect your holiday experience? Do the natural and cultural landscape routes to be created have a role in the development of your social interaction?)	
Constitution of tourism routes within the area of study	<i>Route Planning</i>
Even if the cultural routes take place in different regions, it is aimed that they have an effect from the local to intercontinental levels and demonstrate a common consistency by being configured as sub-networks. To increase the visibility of the routes, consistency and image sustainability are enabled.	<i>(Terzic and Bjeljac, 2016; Zabbini, 2012; Richards, Russo & Grossman, 2008; Dayoub, Yang, Dayoub, Omran & Li, 2020; Berti, 2013).</i>
The routes are classified under 4 articles (UNWTO, 2015); Classification according to design, (Start and finish points, establishing a network model, finding the inter-point portindex) Classification according to the general theme, (The route itself constitutes a theme or is formed of several themes, etc.) Classification of routes within the regional context, (Local, regional, national, trans-national (several countries), and international) Reconfiguration of the cultural routes with their history and current situations.	

Source: elaboration by author

maritime travels and cruises along the Black Sea basin.

Data analysis

To create a sustainable cultural route, first of all, the delicacy of the places that are accepted as a part of the routes and the opportunities they offer should be carefully considered besides the intangible principles. The most important factor in planning the routes for cruise tourism is to fully include the elements that will support destination loyalty (Berti, 2013). Both the relationship between the natural and cultural landscapes on the route and the evolution through the route are examined by conducting surveys and interviews with the users to enable destination loyalty for the study areas.

The research has been conducted in two stages as an interview and a survey study. In the interview part, which constitutes the first stage of the study, the individuals are asked open-ended questions about their cruising travels in the Black Sea basin between 1934-1984, and the data obtained by examining the experiences of the individuals in the past and their expectations from the cruise tourism (Liu, Wang & Yue, 2020) are interpreted. The second phase of the study consists of the socio-demographic status (gender, age, marital status, educational status and, employment status) of the surveyed participants, the users' points of view through the projected cruise tourism in international port cities of Turkey bordering the Black Sea basin, the effects of the cruise holiday on the social interaction of individuals, and the planning of the routes directed to the natural and cultural landscape areas of these port cities. In this stage, the data obtained are analyzed with statistical methods and landscape planning decisions.

The changes in cruise tourism in the Black Sea basin between 1934-1984 and its future process are analyzed, and the causal effects experienced during this tourism activity are revealed. In the survey study, first of all, the individuals' perspectives on cruise travel are examined against 8 different criteria and 3 different elements; "their points of views on tourism and cruise travel in international ports, the future state of cruise tourism, and its contribution to social interactions of the individuals" (Berti, 2013). The data obtained are analyzed using the Correlation (Pearson) with a 95% confidence level ($p < 0.05$) and the positive and negative significant results are interpreted in Table 2. However, the dependent variable "Do you like traveling?" asked to the participants in the

study is predicted with 3 different independent variables: "Would you like to try different travel experiences (plane, train, ship, motorcycle, etc.)? Would you like to have your travel and accommodation within the same timeframe in cruise ship tourism? Would you prefer a cruise ship while you want to see and experience different places?" and the data obtained are examined using the Regression analysis method (Table 3) (Figure 2). Besides, the impact of social interactions gained in cruise vacation experiences on individuals are defined under 2 different titles: "Does the social interaction you get with cruise tourism affect our holiday experience positively? Do the natural and cultural landscape routes to be created have a role on the development of your social interaction" and 10 different criteria: "It improves my imagination, it increases my social interaction, it helps me discover my skills, it helps me develop my relationships with family and friends, I return to home rested and enjoyed, I like to experience new places, I like to be interested in things that will increase my knowledge, I want to be familiar with the cultures of the region, I like to come together with people who have common pleasures, I like to manage my life with different points of view", and the individuals' holiday experiences which they acquire through their social interactions during the travel process are analyzed by correlation analysis (Pearson) method.

Immediately after analyzing the individuals' perspectives on cruise travel, tourism routes are planned by examining the natural and cultural landscape routes projected for the study areas by focusing on local people and proactive local management policies (Edwards, Jones & Nowell, 1997). The planning aims to increase the sustainability and preferability of living cultural heritage assets by creating an awareness on the local people. Thus, with the planning approaches, natural and cultural landscape areas defined on a national scale can be transferred to the international platform. The preferability of Turkey's international port cities "Trabzon, Giresun, Samsun, Sinop, Kastamonu (İnebolu), Bartın (Amasra), Zonguldak (Ereğli), Düzce (Karasu)", selected primarily as the study area in the creation of the routes are examined with 5 different questions, and the individuals' expectations from the port cities are determined. On the planned routes, it is tried to create platforms for travelers and tourists to communicate with local people. Besides, while the planned cultural and natural routes are expected to serve as a guide to sustainable development, it

is also kept in mind that these routes are local people's living spaces. To avoid homologation on the routes, the natural and cultural landscape areas are focused, without being affected by the consequences of social identity loss (Jenkins, 2014) and settlement with migration (Walton Roberts, 2007). The routes are planned to continue by land starting from the destination points reached by the sea route, and the topographical elements on the routes are examined by considering the cluster connections (Acovitsióti-Hameau, 2018; Fusco Girard, Baycan & Nijkamp, 2011). Thus, by ensuring the sustainability of the connections between people and the spatial plane, perceptual analysis of the region is conducted by reading the memory of the relationships between people and places.

3. Results

With the natural and cultural tourism routes created to improve the recognition of the cities' images, it is aimed to provide individuals with regional experiences. As much as each tourism experience and expectation offered to the individuals, the natural and cultural landscape experiences, where tourism diversity is presented, are emphasized. In this study, the concepts of "tourism-route-human", which are considered as the basic installations, are considered together with both the settlement typology of the international port cities on the Black Sea basin and the natural and cultural landscape values. With this planning approach adopted in the study, a new cruise tourism route is planned in the Black Sea basin and an alternative tourism type is developed for the consumer.

The analysis of the experiences of cruise tourism conducted in Black Sea basin between the years 1934-1984

In the study, individuals who had cruise travel experience between 1934 and 1984 are contacted and interviews are made to determine their travel experiences. In the interviews, each of the participants is asked 5 questions and their responses are discussed below (Table 1).

Interview 1: (Male, 74 years) When I was 17 in 1964, I remember that there were piers in Hopa, Fındıklı, Çayeli, and Rize city center. Ships were anchored in the open to allow passengers to be landed and boarded, and transportation between the pier and ship was provided by boats. The ship departing from Artvin would stop at various ports all the way to Istanbul and complete its travel. The tour took 2 to 3 days. The ship that we traveled during our 1975 trip to Istanbul with my wife was divided into 3 classes according to the services it provided. Although the cruise took longer than land travel at that time, it was safer. There were many traffic accidents since the highway was in poor condition. The most

popular item in cargo transportation were hazelnuts, apples, and tea products. Although the sea voyage took 1-2 days more than the road trip, I would still prefer it today if I had a chance.

Interview 2: (Male, 82 years) In 1958, I went from Hopa to Istanbul for my university education. Since Hopa did not have a harbor, one could go to the ship with boats and get on via a ladder. However, there was a pier in Istanbul and the ship could dock at the port. The voyage would take 2 to 3 days. Traveling on cruise ships was made in three classes. I traveled in Class I. So, my journey was very comfortable. Sea travel was more expensive than land travel. Despite being more expensive, it was preferred for its reliability and comfort. The passenger ship and the ship carrying cargo and animals were separate from each other. Although I have seasickness, I would still prefer a cruise if I had a chance today.

Interview 3: (Female, 65 years) In 1966, when I was 10 years old, we went to the ship anchored in the open with the boats departing from the Hopa pier. It was very nice for me at that moment as I saw the ship and the sea for the first time. The journey to Istanbul would take about 2 nights and 3 days. During the journey, a few more cities were visited. That's why the journey would take a long time. Since my father had bus sickness, we preferred the cruise. There were three different preference options on the cruise. We picked Class I, which included bed and dining. We used to ride a bicycle with my sibling on the deck. I am 65 years old now, but I could never forget those memories. At mealtime, the bell would ring and we would go down to the dining room as the whole family. Everything was decent and well prepared. We would listen to the piano in the afternoons. There were wooden sunloungers on the deck and we would sunbathe there during the day. However, the darkness of the night and the deep sound of the waves would be very scary. Although the cruise was expensive and long, it was preferred because of being safer and more comfortable than road travel. Today, I would still prefer the cruise ship to air travel.

Interview 4: (Female, 68 years) I used the cruise three times when I was in my 20s and each time I felt like I was on a honeymoon. We would drop by many ports like Sinop, Samsun, and Zonguldak on the way to Istanbul. There would be a 2-3 hour break at each port. We used to spend these breaks dining in the city center. The voyage took 2 nights and 3 days. The comfort and cleanness of the cruise made in the 1st class were perfect. This comfort of the ship was preferable to the highway. Providing food, swimming pool, disco, and game arcade services to passengers during the journey made the trip expensive. Although it was expensive, it was quite difficult to allocate a place on the ship. I also witnessed people spending the night on the sun loungers on crowded days. I would still prefer the cruise ship due to its relaxing atmosphere.

Interview 5: (Female, 78 years) I had many cruise travels between Ordu-Trabzon when I was young, and between Trabzon-Istanbul after I got married. There was not a port in each place, so you could reach the ships by boat. During the journey, Sinop, Samsun, and Zonguldak were visited. I do not remember having been traveled in the cities. The cruise travel was great and it took about 3 days. I would like to prefer the ship again due to its comfort. Pricing was categorized as upper, middle, and lower classes. Some people would spend the night outside on the deck to avoid paying a lot of money. There was a huge demand for cruise ships. For this reason,

all of our journeys had been crowded. When I think of cruise tourism, I remember stylish clothes and polite people. I would like to have a cruise trip if I were healthy enough, but my age is not that suitable for this anymore.

Interview 6: (Female, 70 years) Since my husband loved cruise travel, we used to have it frequently. I loved cruise ships. I would have special clothes made for the cruise. Passengers used to get on and off at different ports during the voyage, but I remember spending a lot of time in Sinop port. We used to walk around the city center in Sinop. The trip took 2 nights and 3 days. The cruise ships offered a very comfortable journey when you travel with your kids

The cruise voyage in the Eastern Black Sea region, whose starting and ending points were Hopa and Istanbul, respectively, took place between 1934-1984. According to the impressions obtained from the interviews, it is determined that while the ships berthed to the dock in Istanbul and picked up the passengers, the transportation to the ships was provided by boats due to the absence of a dock in Hopa. 3 classes were offered to the passengers during the cruise travels and it is determined that the participants of the interview preferred the 1st Class which included bed and dining. It is stated that the voyage took longer than the road trip, as it took 2 nights and 3 days to pick up and drop passengers by stopping by various ports. This duration is found to be more relaxing by the participants as the passengers had a safe and comfortable journey. It is emphasized that the passengers were allowed to tour the city for about 2-3 hours when they stopped by the ports to take passengers and this time was spent by gastronomy activities in the city centers. Although cruise travel was expensive, it is stated that it was preferred by individuals due to the safe and comfortable service it offered.

Analysis of the individuals' points of view to cruise tourism

While evaluating the cruise travel preferences of the participants, some relationships that are found to be significant among the individuals' socio-demographic structures (gender, age, marital status, educational status, employment status) are not interpreted since they are not related to the scope and purpose of the study. However, positive and negative significant relationships at 95% confidence level ($p < 0.05$) between the socio-demographic status of the individuals and their cruise travel preferences, which are not included in Table 2, are evaluated. It is found that women participating in the survey deem traveling as a need, they would like to travel alone or with their families, they could prefer cruise travels, and this type of travel would positively contribute to the tourism of the region at the international and national scale ($r = .107^{**}$; $r = -.182^{**}$; $r = -.066^*$; $r = -.066^*$). While the young people participating in the survey state that they would like to experience different types of travels and see the skylines of the cities during their cruise ($r = .082^*$; $r = -.080^*$), they also wish the cruise travels between the years (1934-1984) to be realized again ($r = -.103^{**}$). However, while the educational status of the individuals is not found to be significant with the cruise travel preferences, the opinion of the working individuals is that cruise travel would support tourism at national and international level ($r = -.093^{**}$); it is even concluded that employing this type of tourism in the Black Sea basin is necessary.

According to Table 2, where participants' perspectives on cruise travel are examined, it is

Table 2: Analysis of the individuals' points of view to cruise tourism.

	b	c	d	e	f	g	h
Do you think that traveling is a need? (1: Yes; 2: No)	-	.177**	.073*	.178**	.029	.158**	.094**
Who would you like to travel with? (1: Alone; 2: My family; 3: My friends; 4: My family and friends)	.066*	-	-.047	-.041	-.009	.054	-.047
Would you like to experience different vehicles (plane, ship, boat, etc.) for your travels? (1: Yes; 2: No)	.097**		.264**	.127**	-.014	.116**	.059
Would you like to take your trip to Black Sea region with the projected cruise tourism? (1: Yes; 2: No)					.410**	.248**	.218**
Do you think that it is a deficiency in terms of tourism that the cruise tourism in Black Sea (1934-1984) does not exist anymore? (1: Yes; 2: No)						.378**	.322**
Do you think that a potential cruise tourism would positively affect national and international tourism? (1: Yes; 2: No)							.164**
Would you like to watch the city skylines on your cruise travel? (1: Yes; 2: No)						.295**	.176**
Do you think that it is an advantage to be given a long time to tour the centers of the port cities? (1: Yes; 2: No)							.102**

**Correlation is significant at the 0.01 level (2-tailed); *Correlation is significant at the 0.05 level (2-tailed)
Source: elaboration by author

Table 3: The multivariate regression analysis results of the individuals' desire to experience the cruise travel according to their travel preferences.

Data	Unstandardized		Bootstrapping BCa 95%CI		Standardized		R ²	F
	B	SE _B	Lower Limit	Upper Limit	β	t		
Constant	-.319	.288	-.885	.247	-1.106		.679	.000 ^a
Do you like to travel?	.071	.034	.005	.138	.047	2.100		
Do you wish to try different travel experiences (plane, train, ship, motorcycle, etc.)?	.267	.036	.197	.337	.219	7.509		
Do you like to have the travel and accommodation in the same timeframe in your cruise travels?	.072	.032	.008	.136	.064	2.215		
Do you prefer a sea voyage when you wish to see and experience different places?	.587	.029	.531	.643	.595	20.536		

p < .001

Source: elaboration by author

found that individuals who like to travel alone and with their families (r = .066 *) would prefer different travel experiences (car, plane, ship, boat) (r = .177 **), they would like to benefit from the future cruise travel experience in the Black Sea basin (r = .073 *), they deem it as a deficiency (r = .178 **) that cruise travels (1934-1984) do not take place in the Black Sea basin, they would love to watch the city skylines during the cruise (r = .158 **), and they think that the opportunity of spending a long time in cities (r = .094 **) would positively affect the image of cities. Besides, it is highlighted that individuals who deem it as a deficiency to not having cruise travels in the Black Sea basin (1934-1984) think that a future cruise travel route would positively affect the national and international tourism by giving the chance to watch the city skylines (r = .322 **) and increasing the experience by spending a long time in the cities (r = .164 **). Other significant relationships in Table 2 are not reinterpreted since what they reveal is similar to the above.

The analysis of the individuals' cruise travel preferences through the dependent variables

The dependent variable "Do you like to travel?" is predicted by 3 independent variables consisting of the participants' desire to try different travel experiences (airplane, train, ship, motorcycle, etc.), their fancy to have the travel and accommodation in the same timeframe during the cruise travel, and their cruise travel preferences; and the obtained data are analyzed by using a multivariate regression analysis method. As a result of the analysis, a significant regression model F (4,898) = 474,374, p < .000 is obtained and it is determined that 68% of the variance in the dependent variable (R²adjusted=.68) are explained by the independent variables. The answers given by individuals who

like to travel β = .47, t (898) = 2,100, P < .036, pr² = 0.0016 are interpreted to be positive and significant, as well as the individuals' desires to try different travel experiences (β = .219, t (898) = 7.509, P < .000, pr² = 0.002), to have the accommodation and travel in the same timeframe in cruise travels (β = .064, t (898) = 2.215, P < .027, pr² = 0.002), and to see and experience different places (β = .595, t (898) = 20,536, P < .000, pr² = 0.18) (Table 3).

Examining the data in Table 3 and the graphic in Figure 2, it is observed that when the dependent variable "Desire to have travel" is studied together with the independent variables by Regression analysis method, the results are found to be significant and even that the results obtained from the dependent variables support the individuals' desire to experience the cruise travel.

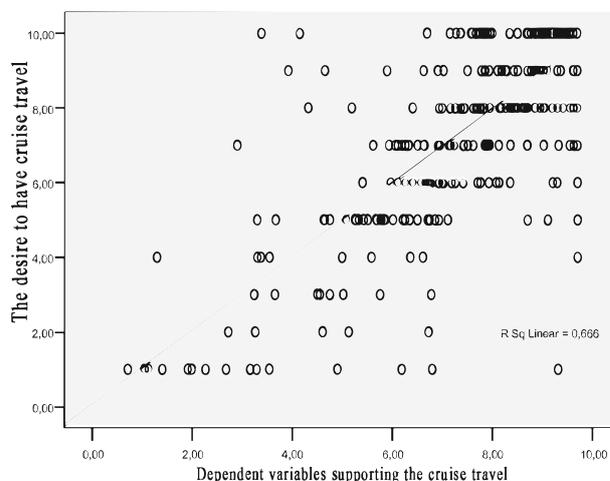


Figure 2: Dependent variable graphic of cruise travel
Source: elaboration by author

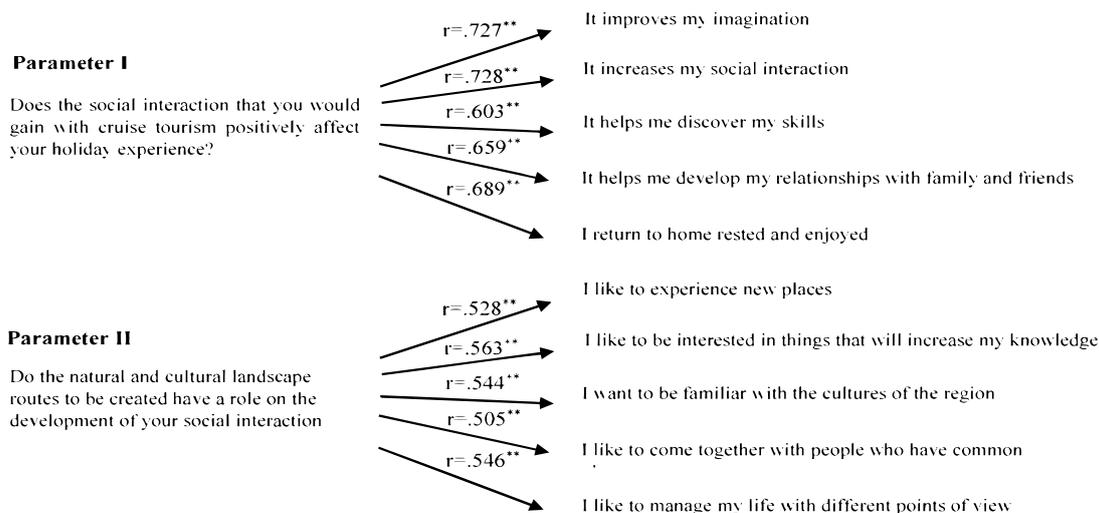


Figure 3: The analysis of the social interactions’ effects on cruise holiday experiences with 2 parameters and 10 criteria.

Source: elaboration by authors

The effects of the cruise holiday experience on the social interaction of the individuals

The measurement of the social interactions of the participants towards their cruise tourism experiences is conducted right after the determination of their travel experiences and expectations. In this measurement, while it is found that the experience levels of the participants from their social interactions vary with a confidence level of 95% ($p < 0.05$), the elements discussed are analyzed under two titles.

It is determined that the question "Does the social interaction that you would gain with cruise tourism positively affect your holiday experience?", which is discussed as the first title, reveals significant positive results with the parameters "1: It improves my imagination, 2: It increases my social interaction, 3: It helps me discover my skills, 4: It helps me develop my relationships with family and friends, 5: I return to home rested and enjoyed" at ($p < 0.05$) confidence level ($r = 0.727 **$; $r = 0.728 **$; $r = 0.603 **$; $r = 0.659 **$; $r = 0.689 **$). It is also determined that the question "Do the natural and cultural landscape routes to be created have a role on the development of your social interaction?", which is discussed as the second title, reveals significant positive results with the parameters "1: I like to experience new places, 2: I like to be interested in the things that will increase my knowledge, 3: I want to be familiar with the cultures of the region, 4: I like to come together with people who have common tastes, 5: I like to manage my life with different points of view" at ($p < 0.05$) confidence level ($r = 0.528 **$; $r = 0.563 **$; $r = 0.544 **$; $r = 0.505 **$; $r = 0.546 **$) (Figure 3). While it

is observed that the passengers who prefer cruise travel mostly improve their "social experience" acquisitions (Urry, 1990), their desire to benefit from the qualities of the natural and cultural landscape on the tourism routes they choose also matches up with their "social environment" (Wang, 1999) interactions.

Planning the tourism routes directed to the cultural and natural landscape assets of Turkey’s international port cities located along the Black Sea basin

In this study, to diversify the tourism routes, both a sustainable tourism route and destination points are created for tourists by making use of the synergetic interactions in the "experience-expectation-quality of the natural and cultural landscape" acquired from the routes. With the help of the proposed tourism routes, it is aimed to create a multiplier effect in the tourism economy. While planning sustainable cruise tourism, initially the information is obtained about the familiarity of the individuals on Turkey’s international port cities bordering the Black Sea basin and their natural and cultural landscape values (Figure 4). As can be seen from the graphics handled in Figure 4, the expectations of individuals from the international port cities vary. The Istanbul international port is excluded from the survey due to being in the Marmara Sea and the possibility of its natural and cultural landscape values overshadowing other cities subject to the study. When the individuals are first asked the question "Which port’s natural and cultural landscape areas would you like to see the most?", it is observed that they prefer Sinop,

Amasra, and Trabzon with the percentages 35.21%, 30.89%, and 27.24%, respectively. Individuals have 40.64% and 33.55% up-to-date information on the major city ports of Samsun and Trabzon, and it is detected that the cities which they most want to see and spend time are Sinop 34.10% and Bartın (Amasra) 32.44%. Besides, it is observed that the city of Sinop comes to the forefront by having the first areas desired to be seen in terms of natural landscape 35.21% and cultural landscape 33.55%.

As the results reveal, individuals state that they wanted to visit Sinop and Bartın (Amasra) cities due to their natural and cultural landscape values and they even needed time to spend in these cities. The fact that these cities are located in the Western Black Sea region makes it difficult for individuals to visit the cities since the Black Sea Coastal Highway only passes through the Eastern Black Sea region. However, although this problem in transportation seems negative in terms of tourism, it provides an opportunity for alternative tourism types by keeping the natural landscape values of the cities untouched. As a result of these evaluations of the participants, the study proceeds to the final phase; planning of cruise tourism routes. Connections and corridors on cruise tourism routes developed in the study are planned as "multi-point routes" that an ordinary tourist can understand (Figure 5). With this planning manner,

it will be possible to tour many regions having different qualities from each other. With these routes, regional competition and cooperation will be supported by increasing the satisfaction of tourists, and regional cooperation opportunities will be provided. The national and regional classification technique taken as a reference in the development of cultural landscape routes in Europe will be used for planning the routes. Tangible cultural landscape sites develop many dialogues in time and space by affecting the exchanges among countries and regions multifacetedly (UNESCO, 2004).

While the routes created will provide the individuals with a cruise experience, they will also offer an alternative tourism experience with tours to natural and cultural landscape areas. The level of satisfaction at the start and end points, which are important elements in the creation of destinations, will provide positive motivations for tourists. Having a positive satisfaction level will also positively affect the destination loyalty for the planned routes. As Briedenhann and Wickens (2004), Hoel and Perfater (1992) and Leiper (1990) discussed, practical applications of attraction theory are also included in the development of routes.

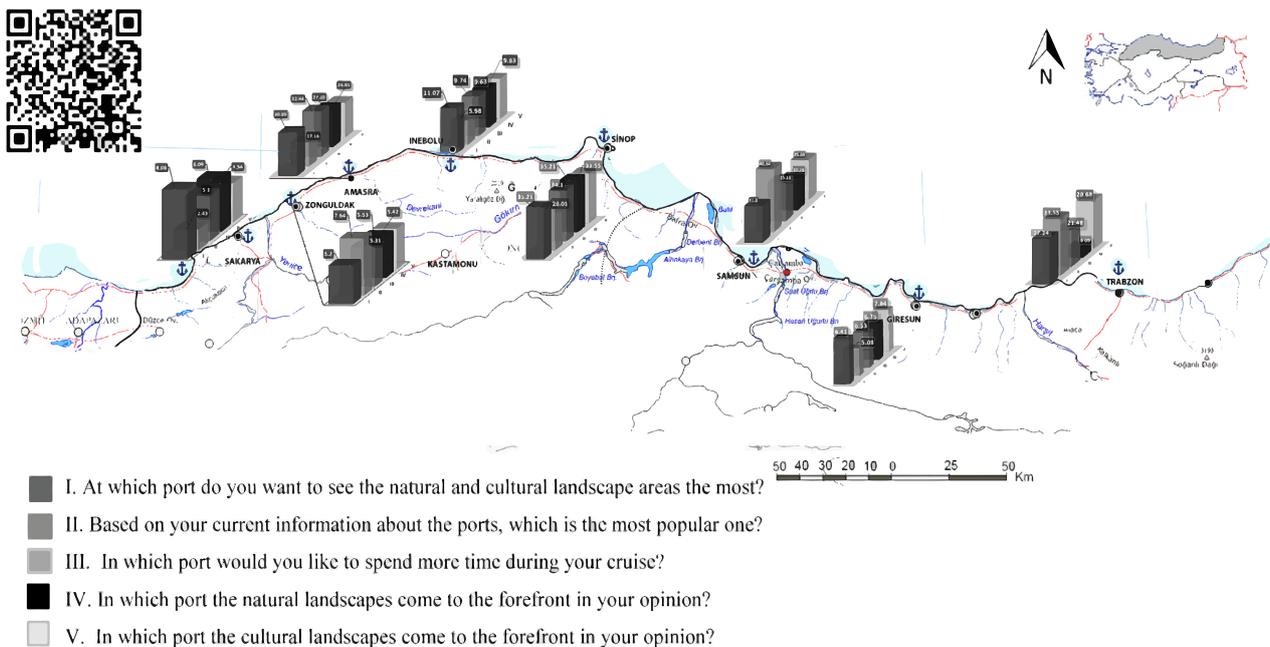


Figure 4: The preferability of the port cities along the Black Sea basin.

Source: elaboration by authors

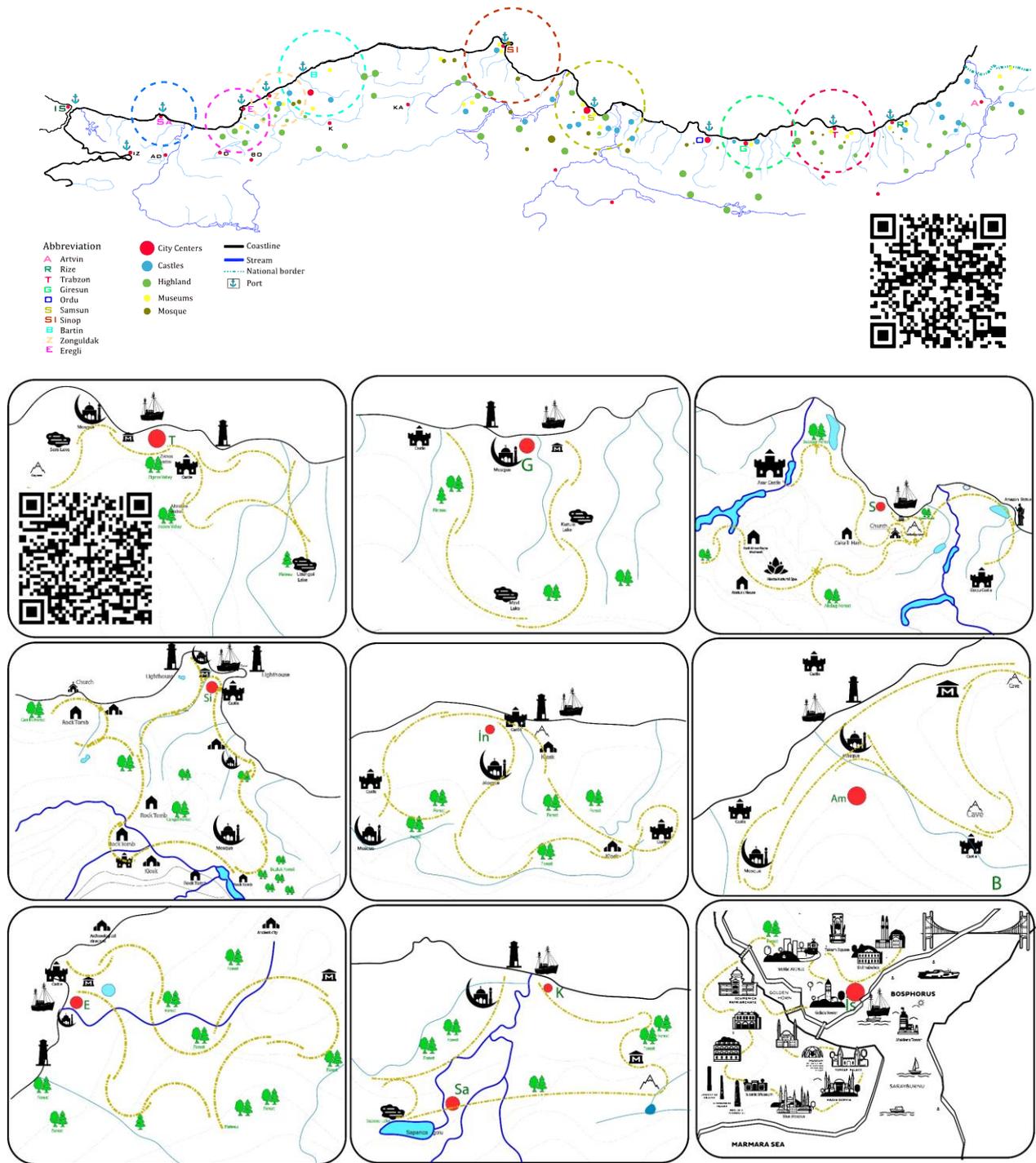


Figure 5. Planned touristic routes directed to the international port cities in Turkey bordering the Black Sea basin.
 Source: elaboration by authors

While access to a single and primary tourism center will be provided with these routes, local tourism will also be improved by connecting secondary attraction centers to each other (Figure 5). Unlike the conventional destinations, the planned routes are created without including the accommodation sites in the routes. One of the most

important points to be considered on the routes is that people could experience the satisfaction of highways, through which they will take advantage of the natural and cultural landscape assets in the areas they travel.

4. Discussion and suggestions

The interaction among the physical environments of natural and cultural landscape characters creates restrictions on people and forms singular fields (Acovitsióti-Hameau, 2018). However, there is a strong bond between this immaterial structure of singular fields and their ecosystem services. The unreal background of this bond is formed of the elements that individuals grasp with their thoughts and emotions (Tunali, 2020). For this reason, the protection of traditional landscapes that have been shaped by homologations and survived until today has gradually become more important in terms of tourism. Whether it is a single country or all European countries, the information obtained about the consistency and variability of the natural and cultural landscapes of a particular area composes an inventory for tourism (Cullotta & Barbera, 2011; Fusco Girard & Torre, 2012; Hritz & Cecil, 2010). As stated in the Florence European Landscape Convention (2000), the micro-political practices in European landscape areas should be excluded from the management model and it should be administered from an international point of view (Olwing, 2007).

There is no methodology for the maritime tourism inventory for the port cities in Turkey, which have been discussed in this study, having a coast in the Black Sea basin. However, there is a serious need for routes and methodologies to guide the creation of national and international policies, to establish international landscape connections, and to ensure continuity among these connections. Authorities and stakeholders, who have a significant effect on cruise tourism, prioritize integrated coastal management to improve their tourism planning (Stewart & Draper, 2006; Pashkevich, Dawson & Stewart, 2015). Although there have been developments in port facilities in recent years, there is a vacancy in cruise tourism in the Middle East and Eastern Asia. There is even a lack of awareness being felt among the individuals about cruise tourism culture and management (Yan, 2018). One of the most important behavioral problems of cruise tourism encountered in academic studies is the assumption that the sense of elitism prevails among the cruise passengers (Yarnal & Kerstetter, 2005).

Once the interviews conducted in the study are examined, it is observed that the women who had experienced cruise travels emphasize the changes in the sociological dimension of the region. It is seen that female passengers who had cruise travels remember more details than males, as understood

from the expressions such as "I used to get prepared attentively, I would like to attend all the recreational activities on the ship by turning the trips into a feast, I had the opportunity to socialize with many polite people during the activities." It is observed that women considered cruise travels as a tourism activity, while it was a means of transportation for the men. This information remembered in detail tells us that opportunities for experiencing such excitement and performing such behavior are no longer offered to people in 21st-century conditions. This situation sheds light on only a few of the negative situations that women in the study region encounter today. However, cruise tourism, which is considered as only a type of travel, can also give us information about the historical process of the sociological changes in the region (Domash & Seager, 2001). As the participants get younger, the number of memories remembered and the marks they leave on individuals get deeper. Pleasant experiences gained in tourism activities at a young age are remembered again in individuals' older years and create a sense of happiness. What is more, it is observed that women experience the same excitement while reminiscing their pleasant experiences years after. This detection about the emotional state coincides with the tendency of individuals to recall happy moments when they experience negative emotional states, as stated in the majority of the studies examining the effect of mood on cognitive and information processing, (Erber & Erber, 1994; Foland-Ross, Cooney, Joormann, Henry & Gotlib, 2013; Rusting & DeHart, 2000). The fact that the cruise travels made in the past are gladly remembered and wished to be preferred by many people, has frequently given rise among the researchers to the question of why it was removed. The need for different types of tourism in today's conditions has brought forward the necessity of reconfiguring the plans for cruise travel.

The cruise tourism type, which provides a considerable economic input to the countries, is esteemed as a source of motivation in the Arctic region, where is largely affected by climate change (Johnston, Johnston, Stewart, Dawson & Lemelin, 2012; Preston Whyte, 2004). Howell, Duguay and Markus (2009) emphasizes the importance of tourism routes and industrial preparations to be created in journeys to new regions and highlight the necessity of presenting natural and cultural landscape areas that will affect tourists to increase the satisfaction of the routes to be planned. By reorganizing the traditional land management

with the tourism routes to be planned by taking these conditions into account, the sustainability of the natural and cultural landscape areas that have been surviving for centuries will also be ensured (Oikonomopoulou, Delegou, Sayas & Moropoulou, 2017) Regardless of the type of alteration in the planning, development, and research of tourism, changes in the tourism paradigm should not be considered separately from the ones affecting all scientists and science fields (Dwyer, 2017). When evaluated from this perspective, it is seen that cruise tourism is gradually turning into a more important sector (Seidl, Guiliano & Pratt, 2007). Each tourism route planned without harming local competitiveness supports the local competition power by creating an alternative to economic development. Social interaction acquisitions that the individuals will gain from their holiday experiences coincide with the criteria of "Natural Sociability" (Maffesoli, 1996), "Social Experience" (Urry, 1990), and "Social Environment" (Wang, 1999). Besides, regular preference of the type of tourism shaped by individuals' desire for social interaction increases destination loyalty and promotes sustainability in destination loyalty, general satisfaction, and destination image.

Tourism activities will provide the country with the foreign currency inflow it needs and will also make it possible to increase the living standards of the local people. In her study, Diedrich (2010) emphasizes that instant acquisitions in the development of tourism cannot be sustained for a long time with the illiberality inherent to the political cycle and uncontrolled tourism. In this context, long-term economic acquisition solutions are suggested for the sustainability of the tourism scenario created for an area (Dragin, Dragin, Plavsa, Ivkov & Djurdjev, 2007). This type of approach, which is considered to be an ideal solution suggestion in terms of environmental sustainability, is so effective as there was no tourism activity in the area.

5. Conclusion

In this study, international port cities used for trade purposes are considered as application areas where alternative tourism can be developed. These areas offering potential opportunities contain both contradictions and conflicts in tourism. However, each study, regardless of covering a particular region or the entire European or Asian continent, provides information to individuals about the natural and cultural landscape assets of the study area. In this context, the concept of "Sustainable Development in Spatial Planning and Tourism" is

considered as a starting point for the planning of tourism routes that are subjects of this study as per the EU directives. By so, the cruise tourism type discussed in the study area and the inclusion of other countries' ports along the Black Sea basin in tourism in the future, will provide opportunities for the creation of new tourism routes. This study, which includes an important political approach in the development of international tourism, contains an exemplary methodology for establishing cross-border landscape connections. However, the alternative cultural routes and diversity of activities developed in the study area in a feature to keep the researchers busy for some more time. With the paradigm established in this study, the attention of tourism managers and researchers will be drawn to cruise tourism and management models directed to different natural and cultural areas can be created. Moreover, with these suggested planning and design approaches, revitalization can be performed in the port cities and the spirit could be brought to the places again. To conclude, the port cities can be transformed into more attractive and prosperous areas with cruise tourism and the image of the cities can be improved.

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Cruise tourism directed to natural and cultural landscape areas in the Black Sea Basin

Abstract

Cruise tourism and tourism routes directed to the natural and cultural landscape areas of the region constitute the paradigm of this study, which is considered as an alternative tourism type in the Black Sea basin. With this paradigm developed for international port cities that have coasts on the Black Sea basin, each dynamic of the cultural, social, and economic values of the cities at national and international levels are approached as a phenomenon in this study. In this study, the results obtained by correlating the cognitive states of individuals resulting from the "natural sociability-social experience-social environment" approach in touristic travel with the cruise tourism type in the Black Sea basin are examined with empirical methods. In addition to correlation and regression analysis, landscape planning and design criteria are also used in route planning to reveal the causal relationships between cruise tourism experiences and people's destination loyalty. Both the sustainability of the attraction of natural and cultural landscape areas in destination loyalty and the positive conscience gained from the tourism experiences the people are examined with proactive solution suggestions in this study. In this context, with cruise tourism, which is suggested as an alternative tourism type for cities on the coast of the Black Sea basin, a management model for touristic routes is developed by providing opportunities both for the people to experience different tourism activities and the development of regional tourism.

Keywords: Black sea basin, Cultural routes, Cultural tourism, Social sustainability, Cruise tourism, Destination loyalty

Authors

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Banu Bekci:	Conceptualization, Methodology, Software, Validation, Formal analysis, Data Curation, Writing - Review & Editing,	100%

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