RESEARCH ON THE MOTIVATIONS AND INTENTIONS
OF POTENTIAL CRUISE PASSENGERS IN TURKEY

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Abstract: The study aims to explain the relationship between the motivations and intentions and to evaluate the differences according to their demographic characteristics. A quantitative research method was used in the study, and a questionnaire was used as a data collection technique. The research was conducted in Turkey and the data obtained from 253 questionnaires were analyzed. In conclusion, the research found that there is a positive and significant relationship between learning/discovery & thrill, which is one of the motivation dimensions, and intention. Furthermore, it was concluded that people between the ages of 46-65 have a higher intention to go on a cruise compared to people aged 25 and younger. The results obtained from this study can contribute to the advertising, promotion, marketing, and sales processes of cruise agencies in the Turkish cruise tourism market.

Key words: Cruise, motivation, intention, tourism, Cruise passengers, tourism marketing.

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INTRODUCTION

Although the cruise ship offers all elements of maritime transport together, it also has all characteristics of tourism activities such as accommodation, entertainment, luxury services, and security (Jugović, 2020). Currently, cruises are increasingly being viewed as floating resorts. Cruise tourism has become a type of tourism with a dynamic growth rate in the last 30 years, with the demand created primarily in the North American region, then in Europe, and in recent years in the region of Australia and New Zealand (Akgül, 2018). The average annual growth rate in the number of worldwide cruise passengers from 1980 to 2008 was approximately 8.4% (Brida, 2010). The increase in the number of cruise passengers between 2009 and 2019 was approximately 66% (CLIA, 2019). At these rates, the cruise industry is the fastest-growing segment in the travel industry worldwide. Although the number of people travelling by cruise was 29.7 million in 2019, it decreased to 5.8 million in 2020 (Statista, 2021). Due to the COVID-19 pandemic that has occurred around the world since 2019, there has been a great decrease in the demand for cruise tourism, as in all types of tourism.

In the world cruise market, the Mediterranean is the most visited destination in Europe and the second region in the world after the Caribbean (Aras, 2021). Most cruise travellers come from North America, Germany, and the United Kingdom. Italy, Spain, and Greece are the countries most visited on cruise travel in the Mediterranean (Kovacic and Silveira, 2020). Turkey, which constitutes the research area, has an important potential in terms of cruise tourism. Turkey, which has a coast to the Black Sea, the Aegean Sea, and the Mediterranean, is home to interesting ports and historical and natural beauty (Sezer, 2014). Although the number of cruise passengers arriving in Turkey was 581,848 in 2003, this number increased to 2,260,000 in 2013. In 2013, the number of cruise tourists in the world was 21.3 million. The number of cruise tourists visiting Turkey was approximately 10% of this number in the same period. The cruise tourism industry in Turkey has experienced a significant decline, especially after 2016. The number of cruise passengers visiting Turkey in 2016 decreased to 620,000, to 301,000 in 2017, and to 210,000 in 2018 (General Directorate of Maritime Affairs, 2021).

While the cruise tourism industry continues to develop around the world, Tor Kadıoğlu (2020) stated that the reasons for this decline in Turkey are terrorist incidents and events in Iraq and Syria. Furthermore, Turkey's political tensions with European countries and the United States were also effective in this decline. Cruise tourism, which was already on the decline in 2020 and 2021, came to a standstill in Turkey due to the COVID-19 pandemic. Despite these negatives, the aim is to rapidly increase the number of cruise tourists visiting Turkey by re-establishing the image of a safe country after the disappearance of the effects of the pandemic and improving relations with Western countries.

Turkey is one of the most populous countries in Europe, with a population of approximately 84 million, and a developing country. This situation makes Turkey viewed as a potential tourist-generating country. Before the pandemic, the number of Turkish tourists travelling abroad in 2019 was approximately 9.65 million (TURKSTAT, 2020).

Previous research on motivations and intentions in cruise tourism has generally been on customers who have taken a cruise tour. In order to increase the number of cruise tourists, it is important for marketing to investigate the motivation and intentions of potential cruise passengers. Erdil (2004) stated that businesses carry out marketing activities according to the characteristics of potential consumers' perceptions. This study aims to measure the relationship between the motivations and intentions of potential cruise passengers in Turkey and to determine differences according to their demographic characteristics. Understanding the perceptions and reactions of people towards cruise tourism in Turkey is

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critical for cruise companies in the marketing and sales process. There have been limited studies on cruise tourism in Turkey before. The fact that no study has been conducted on differences in motivations and intentions of potential cruise consumers according to demographic groups means that this study fills an important gap.

LITERATURE REVIEW
Cruise Tourism

Cruise tourism is unrivalled because it integrates elements from all tourism sectors, including transportation, accommodation, food and beverages, tourist attractions, and travel agencies (Brida, 2010). The number of cruise ports is increasing day by day. This type of tourism, which has great returns for regions and countries, is in high demand from consumers who abandon the sea-sand-sun-orientated tourism approach and seek alternative types of tourism (Tor Kadıoğlu, 2020). Observations of the literature have shown that studies have been carried out on different topics related to cruise tourism, which has a multidisciplinary structure. The focus of research on cruise tourism has been on the economic effects of cruise tourism. Additionally, environment, sustainability, sociocultural impact, perception of cruise tourists, satisfaction, and behavioural intention are also topics widely studied related to cruise tourism. Papathanassis and Beckmann (2011) stated that despite studies on different topics, business, management, and economics focus more than on other disciplines such as sociology, psychology, sustainability, geography, engineering, and technology. Vaya et al. (2018) in their research on the economic impact of cruise tourism, estimated the direct spending on the Catalonia region to be 442.5 million euros.

Expenditures made by ship passengers constituted 71.4% of total expenditures, expenditures made by shipping companies accounted for 27.4% and expenditures by crew accounted for 1.2%. Ji and Mazzarella (2007) presented the unique features of the cruise inventory and discussed how revenue management practices could be adapted to the cruise inventory. According to the simulations they created using real reservation data, they concluded that an average of 4.2% to 6.3% increase in revenue was achieved. Vega Munoz et al. (2020) revealed that the number of publications from 1980 to 2018 increased significantly due to the bibliometric analysis of research on cruise tourism.

Motivation

Motivation is one of the fundamental concepts of human behaviour (Bayih and Singh, 2020). It is the drive to satisfy people's physiological and psychological needs. Motivational research questions the causes of human behaviour, how it occurs, and how these behaviours can be directed. The main purpose of the theories developed to explain the phenomenon of motivation is to predict human behaviour (Fodness, 1994). Motivation for individuals is considered an internal factor that activates, directs, or integrates their behaviour (Han and Hyun, 2019). Travel motivation should be considered when promoting destinations and segmenting target markets because motivation drives people and is therefore very important when choosing a destination (Sancho Esper and Rateike, 2010). Travel motivation has become one of the most important aspects of tourism research, as it is recognized as the key to understanding tourist behaviour at the heart of the tourism structure (Rehman and Alnuznah, 2022). The motivation to travel is the first step that initiates tourists' decision-making processes and purchasing behaviour approach (Aydın and Sezerel, 2017). Push-pull means that there are sociopsychological reasons that encourage people to travel and specific characteristics that draw people to a specific destination (Whyte, 2017). Since the desire to travel often precedes destination choice, internal sociopsychological push factors can be considered as the ancestors of pull factors at external destinations (Whyte, 2017).

Push factors can be considered as internal forces that determine whether tourists are travelling or not. This motivates tourists to travel to meet their needs and expectations. On the contrary, the pull factor can be regarded as an external force that determines the decision of the tourist to travel. The characteristics of the destination, attractions, nature, local culture, prices, services, climate, etc. These qualities can be used for the destination preferences of tourists (Thiumsak and Ruangkanjanases, 2016). Uysal and Jurowski (1994), in their study of questioning the interrelationship between push and pull factors for a good trip, found eight motivational factors, including four push factors (family togetherness, sports, cultural experience, and escape) and four pull factors (Entertainment/resort, outdoor/nature, heritage/culture, and rural/inexpensive). Some studies have been conducted on the travel motivations of domestic tourists in Turkey. Kılıçlar and Aldoğan Şenol (2019) found 6 pull factors and 5 push factors in their research on the motivation to travel of senior tourists. While the pull factors include the dimensions of 'historical and cultural attractions, natural attractions and local foods, transportation and activities, local people, economic conditions, and infrastructure, hygiene, and security'; the push factors include the dimensions of 'acquiring knowledge, relaxation, adventure and excitement, friendship and escape'. Although different factors are related to motivation in the literature, it is generally seen that the push factors consist of discovery, escape, novelty, social esteem, relaxation, and learning, while the pull factors consist of cultural values, nature, and natural attractions, recreational activities, convenience, and shopping opportunities (Aydın and Sezerel, 2017).

Few studies have looked at the motivation factors for cruise travellers. Fan et al. (2015) determined five factors in their study on potential Chinese cruise consumers. Hung and Petrick (2011) developed the scale to measure tourists' motivation to travel in the cruise tourism market: self-esteem and social recognition; escape and relaxation; learning, discovery, and thrill; and bonding factors. Qu and Ping (1999), due to their research on the Hong Kong cruise tourism market, determined that the main travel motivation factors are 'escape from normal life, social gathering, and beautiful environment and scenery.' Jones (2011) investigated the motivations for cruise travel of 306 North American tourists by grouping them as first-time and repeat passengers. 'Physical and mental relaxation', 'escaping from daily routine', and 'exploring new places/things' have been identified as the main motivation factors for first and repeat tourists. Van der Merwe et al. (2011) found cruise travel motivation factors (time usage, destination attractiveness, escapism, relaxation, and personal dependency) in their research of tourists visiting five ports in South Africa. Andriotis and Agiomirgianakis (2010) investigated cruise ships' motivations,

satisfaction, and probability of re-visiting the Hera port and recommending it to their relatives. Data were collected from 164 cruise passengers through the questionnaire. As a result of the analysis of the data, 6 motivational dimensions were found, including 'exploration', 'escape', 'socialization and shopping', 'time and cost', 'entertainment', and 'novelty'.

Intention

Intention can be defined as the tendency to react positively or negatively to purchasing behavior (Wiastuti et al., 2022). Many research results and models indicate that travel intentions are not a simple construction. Many researchers believe that travel intentions are complex concepts that include many factors (He and Luo, 2020). According to Eagly and Chaiken (1993), the intention is to motivate a person to try performing a behaviour and to plan it consciously. The personal attitude toward intentions is one of the important psychological phenomena that must be associated with behaviour (Lee and Green, 1991). Future-oriented intentions are said to be a strong predictor of behaviour (Huang, 2009). Most previous studies were conducted to measure the effects of different variables on intention. Research on cruise passengers by Petrick (2004) found that quality influences intention. The results of research on Chinese visiting Australia by Huang et al. (2015) showed that satisfaction with the guided tour experience directly affects behaviour intention. Meng et al. (2011) revealed that both the perceived value and satisfaction of Taiwanese cruise tourists play an important role in perceived post-purchase intentions. Tsai and Bui (2021) revealed that social media users' word of mouth significantly affects consumers' purchase intention. In many studies in the literature, although different variables (quality, satisfaction, value, etc.) have generally been found to have a direct effect on intention, for some variables the situation was the opposite. Ahn (2019) analyzed data from 292 cruise tourists in the United States, supporting the evidence that the corporate social responsibility signal influences customers' positive evaluation and identification with a cruise brand, but no direct impact on behavioural intentions was observed.

Motivation and Intention

Although the number of empirical studies on the relationship between motivation and intention is quite limited, this relationship has been suggested in some attitudinal and marketing studies (Li and Cai, 2012). Mohaidin et al. (2017) showed that travel motivation is a driving force that drives individuals' intention to travel or revisit a destination. Hsu and Huang (2012) revealed that motivation has a direct effect on both attitude and intention to visit the destination. Soliman (2021) showed that travel motivation significantly and positively affects tourists' attitudes and revisit intentions. This is the result with the greatest direct effect on the intention to revisit among all structures examined in the study. Yoon and Uysal (2005) demonstrated that both push and pull factors that act as tourist motivations have a significant impact on destination loyalty, as measured by revisit intention and word-of-mouth recommendation probability. He and Luo (2020) in a study, which investigated the motivation, satisfaction, and revisit intentions of skiers, found that pull motivations affect revisit intention. Hung and Petrick (2011) found a significant relationship between motivation and intention to go on a cruise, but behavioural intention and motivation dimensions were not tested.

MATERIALS AND METHODS

The flowchart of the research methods is shown in Figure 1. Before designing the questionnaire to be used in the research, the scales used in previous studies in the literature were investigated. Then, the questionnaire was designed in accordance with the purpose of the research and the data collection process was started. Finally, the analysis of the obtained data was carried out.

Questionnaire design

The quantitative research method was used in the study. The questionnaire technique was preferred as the data collection method. The questionnaire had two parts. The first part focused on the motivations and intentions of potential cruisers. Items related to the motivation scale (Fan et al., 2015; Hung and Petrick, 2011; Qu and Ping, 1999) and all intention items (Lam and Hsu, 2006; Fan et al., 2015; Hung and Petrick, 2011) were adapted from previous literature research. The first part of the questionnaire contained 25 motivational and intentional items. All scale elements were measured using a seven-point Likert

Figure 1. Flowchart of the research methods
(Source: compiled by authors)

scale ranging from 1 (strongly disagree) to 7 (strongly agree). The second part contains demographic characteristics, including gender, age, family size, level of education, and income. First, the questionnaire was prepared in English and then translated into Turkish by the author who is fluent in both languages.

Sampling

The questionnaire form was distributed to seven different regions of Turkey between August 2021 and March 2022 to measure the motivations and intentions of potential cruisers. The convenience sampling method, one of the non-probability sampling methods, was used in the study. The questionnaire was administered face-to-face. People who had never been on any cruise tour before were excluded from the investigation. Therefore, respondents were first asked
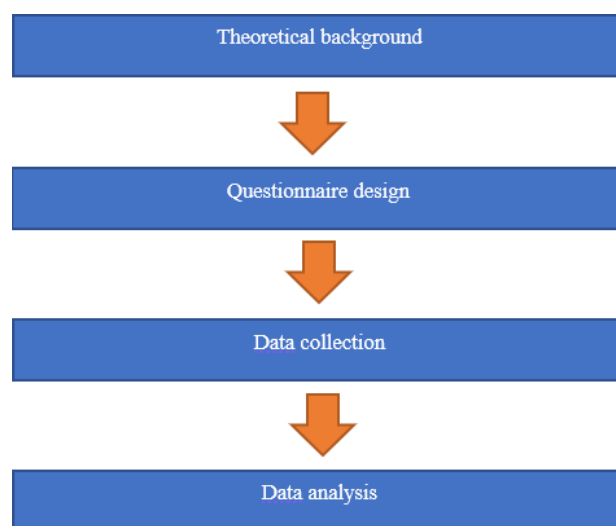
whether they had ever been on a cruise tour before. The survey was conducted according to the responses of the people to this question. The convenience sampling method was used.

Data analysis

Although 271 questionnaires were collected, some were not suitable for analysis. 18 questionnaires were excluded from the analysis due to a straight-line problem and more than 5% of missing values. After this stage, the remaining 253 questionnaires were prepared for analysis. The data obtained from the participants within the scope of the study were analyzed through the Statistical Package for the Social Sciences (SPSS). Data were subjected to screening before analysis. First, missing data were identified and substituted with the appropriate method. Consequently, in accordance with the procedure suggested by Hair et al. (2014), the mean substitution method was used to replace the missing data. Reliability tests were performed using Cronbach's alpha to understand the internal consistency. In the study, frequency analysis, factor analysis, independent sample t-test, variance analysis, and regression analysis were used.

RESULTS AND DISCUSSION

The profile of potential cruise passengers who volunteered to participate in the study is presented in Table 1. Frequency analysis was performed to determine the distribution of the data according to demographic characteristics. According to the findings, 55.3% were female and 44.7% male. Considering the findings on the ages of the participants, 40.3% were younger than 25 years, 37.2% were between 26 and 35 years old, 13.8% were between 36 and 45 years and 8.7% were 46-65 years old. Many respondents were young, and it can be explained by the young population of Turkey. The respondents usually had three-person (22.5%), four-person (22.9%), and five-person (23.3%) families. Most of the respondents had a university degree (53.8%) and 26.9% of the respondents had a post-graduate degree or above. Considering the income ranges prepared for the annual household average income, it was determined that the respondents were generally in the middle-income groups.

Table 1. Demographic profile of the respondents

Variables	Category	Frequency	Percentage (%)
Gender	Female	140	55.3
	Male	113	44.7
	Total	**253**	**100**
Age	≤25	102	40.3
	26-35	94	37.2
	36-45	35	13.8
	46-65	22	8.7
	Total	**253**	**100**
Family Size	1 Person	5	2.0
	2 Persons	34	13.4
	3 Persons	57	22.5
	4 Persons	58	22.9
	5 Persons	59	23.3
	6 Persons or above	40	15.8
	Total	**253**	**100**
Education	Secondary school or below	18	7.1
	High school	31	12.3
	University degree	136	53.8
	Postgraduate or above	68	26.9
	Total	**253**	**100**
Total Household Annual Income	Below 50,000 TL	10	4.0
	50,000-99,999 TL	31	12.3
	100,000-149,999 TL	38	15.0
	150,000-199,999 TL	51	20.2
	200,000-249,999 TL	62	24.5
	250,000-299,999 TL	31	12.3
	300,000 TL or above	30	11.9
	Total	**253**	**100**

Table 2. Importance of the motivation of respondents

Motivation	n	Mean	Std. Deviation
Enjoy the beautiful environment and scenery	253	6.15	1.320
Experience attractive routes and destinations	253	6.04	1.421
See and experience new cultures	253	6.23	1.327
Visit different places in one trip	253	5.87	1.665
Travel to a place where friends or relatives have not visited before	253	5.73	1.675
Discover new things	253	6.40	1.059
Taste foods and beverages from different cultures	253	5.92	1.524
Experience a new type of transport	253	6.12	1.351
Relieve stress	253	6.22	1.299
Enjoy luxury services	253	5.83	1.549
Seek new excitement	253	6.15	1.377
Accompany family members who wish to join a cruise	253	5.24	1.928
Escape from the routine of daily life and workload	253	6.11	1.405
Provide spiritual purification and moral enlightenment.	253	5.83	1.622
Enjoy cruise activities and facilities (swimming pool, bar, fitness, etc.)	253	5.60	1.760
Take photos of exotic places for social media posts	253	5.29	1.915
Spend time with family	253	5.68	1.709
Enjoy the entertainment and shows	253	5.87	1.554
Meet different people and make new contacts	253	5.74	1.590
Tell others about the places visited and the journey after the trip	253	5.61	1.743
Enjoy SPA	253	5.51	1.774
Visit friends or relatives who live in countries on the cruise's route	253	4.83	2.195
Enjoy health and exercise	253	5.55	1.180
Have a casino experience	253	3.33	2.382
Show off friends/relatives	253	4.83	2.172

Using descriptive statistics, the mean values of each item were determined on the motivation and intention scales. The item with the highest mean motivation value was 'Discover new things' (M=6.40), followed by 'See and experience new cultures' (M=6.23), 'Relieve stress' (M=6.22), 'Enjoy the beautiful environment and scenery' (M = 6.15), 'Seek new excitement' (M=6.15), and 'Experience a new type of transport' (M=6.12). The lowest motivation score was 'Have a casino experience' (M=3.33). Gambling in public is prohibited by Turkish lawmakers. Furthermore, the fact that most of the society in Turkey is made up of Muslims and that gambling is forbidden in Islam explains this result. Due to social pressure, participants may have skewed their answers, giving a lower score for 'Enjoy the Casino Experience' (Fan et al., 2015).

The item with the highest mean score for the intention to cruise was 'I would like to go on a cruise in the future' (M = 5.61), followed by 'I will recommend the cruise to others' (M=5.10) and 'I am going to encourage friends and family to take a cruise'. (M = 4.84) and 'I am interested in cruise ship travel' (M=4.64). The item 'I am planning to go on a cruise in the next three years' was found to have the lowest mean score for the intention of the cruise.

Table 3. Importance of the intention of the respondents

Intention	n	Mean	Std. Deviation
I am interested in cruise ship travel	253	4.64	2.036
I would like to go on a cruise in the future	253	5.61	1.736
I will recommend the cruise to others	253	5.10	1.887
I am going to encourage friends and family to take a cruise	253	4.84	1.886
I am planning to go on a cruise in the next three years	253	3.86	2.159

Table 4. Factor analysis of respondents' motivation

Motivation	Factor loading	Eigen-value	% of variance	Alpha
Learning/discovery & thrill (Mean= 6.04)		**10.394**	**45.19**	**0.89**
Enjoy the beautiful environment and scenery	0.797			
Experience attractive routes and destinations	0.782			
See and experience new cultures	0.813			
Travel to places where friends and family have never visited before	0.521			
Discover new things	0.739			
Taste foods and beverages from different cultures	0.660			
Experience a new type of transport	0.630			
Meet different people and make new contacts	0.525			
Enjoyment (Mean = 5.68)		**2.500**	**10.87**	**0.90**
Visit different places in one trip	0.598			
Enjoy cruise activities and facilities (swimming pool, bar, fitness, etc.)	0.699			
Enjoy the entertainment and shows	0.670			
Enjoy SPA	0.837			
Enjoy health and exercise	0.842			
Relaxation and Escape (Mean = 6.08)		**1.404**	**6.10**	**0.89**
Relieve stress	0.761			
Seek new excitement	0.757			
Escape from the routine of daily life and workload	0.774			
Provide spiritual purification and moral enlightenment.	0.699			
Social/Esteem Need (Mean = 5.24)		**1.226**	**5.33**	**0.84**
Take photos of exotic places to show friends	0.780			
Tell others about the places visited and the journey after the trip	0.716			
Show off friends/relatives	0.690			
Family/Relatives (Mean = 5.25)		**1.013**	**4.41**	**0.79**
Accompany family members who wish to join a cruise	0.774			
Spend time with family	0.759			
Visit friends or relatives who live in countries on the cruise's route	0.767			
Total variance explained			**71.90**	

In order to group items belonging to the motivation scale with similar measurement properties, factor analyses were applied. Varimax rotation was carried out. The item 'Enjoy luxury services' was excluded from the analysis because its factor load was less than 0.50. After this item was removed, the second round of analysis was conducted. The item 'have a casino experience' was discarded due to cross-loading. The results of the factor analysis performed are presented in Table 4. According to the findings, 23 items were grouped into five factors. These factors were called 'learning/discovery & thrill', 'enjoyment', 'escape and relaxation', 'social / esteem needs', and 'family/relatives'. Two of these factors constitute a pull factor (learning/discovery & thrill and enjoyment) and three push factors (escape and relaxation, social/esteem need, and family/relatives). The factor loading scores of all items were higher than 0,05. The factors had an eigenvalue greater than 1 and a Cronbach alpha of 0.7 or higher. In the research, a linear regression analysis was performed using SPSS to determine the relationship between motivation and intention. In the analysis, while the dependent variable was the intention, the motivation factors were defined as independent variables. According to the analysis results, learning/discovery&thrill (Beta=0.646, p<0.001), one of the motivation factors, affected "intention" significantly and positively. Enjoyment, escape and relaxation, social/esteem need, and family/relatives were insignificant.

Table 5. Multivariate regression analysis ANOVA test

Model		Sum of squares	df	Mean Square	F	Sig.
	Regression	221.051	5	44.210	26.734	<.001
1	Residual	408.473	247	1.654		
	Total	629.525	252			

Table 6. Multivariate regression analysis

Model	R	R^2	Adjusted R^2	Standard Error	Durbin-Watson
1	0.593	0.351	0.338	1.285	1.932

Table 7. Multivariate regression analysis (Coefficients)

Variables	B	t	p	Collinearity Statistics	
				Tolerance	VIF
Constant	0.484	-1.006	0.315		
Discovery	0.646	6.136	**<.001**	0.515	1.942
Enjoyment	0.083	0.990	0.323	0.440	2.271
Escape	-0.007	-0.069	0.945	0.463	2.162
Social esteem	0.125	1.922	0.056	0.534	1.873
Family	0.050	0.818	0.414	0.636	1.573

Table 8. Differences between the demographic characteristics of participants and motivation and intention

Variables	Education	n	Mean	Std. Deviation	F	p
Family/ Relatives	A. Secondary school or below	18	6.17	1.004	5,04	0,002
	B. High school	31	5.23	1.566		
	C. University degree	136	5.42	1.673		
	D. Postgraduate or above	68	4.71	1.626		
	Age					
Intention	A. ≤25	102	4.44	1.513	3,94	0,009
	B. 26-35	94	4.93	1.658		
	C. 36-45	35	4.86	1.030		
	D. 46-65	22	5.59	1.580		

To determine the differences between motivation and intention and demographic characteristics of the respondents, t-tests and ANOVA were conducted. It was found that there was a significant difference between "family/relatives", which is one of the motivation factors, and the education level of the participants. No differences were found between demographic characteristics and motivation factors other than education level. However, as a result of variance analysis (ANOVA), it was concluded that there was a significant difference between intention and demographic characteristics, age. People aged 46-65 who participated in the survey have a higher intention to go on a cruise compared to participants younger than 25 years of age. This study aimed to determine how the motivations and intentions of potential cruise consumers differ in terms of their demographic characteristics. In the study, the relationship between the motivations for cruise tourism of the respondents and their intentions was also investigated. As a result of the factor analysis, five dimensions of motivation (learning/discovery & thrill; enjoyment; relaxation and escape; social/esteem need; and family/relatives) were found. In earlier studies on participants' motivations for cruise tourism, it was observed that different dimensions could occur.

Due to the research conducted by Han and Hyun (2019) on cruise passengers in the US, 4 different dimensions of travel motivation (self-esteem and social recognition; escape and relaxation; learning/discovery & thrill; and bonding) were revealed. Research on motivation in different regions and markets, the cultural characteristics of the societies in which the research is conducted, and the dynamic nature of motivation may lead to different results. When the results of the regression analysis were evaluated, it was seen that there was a positive and significant relationship between the motivation dimensions 'learning/discovery & thrill' and 'intention'. Overall, it has been observed that the willingness of potential cruise passengers in Turkey to explore new places, learn and experience this excitement can increase their intention to go on a cruise tour. In their research on outbound Chinese tourists, Li and Cai (2012) found that the novelty dimension of motivation directly affects behavioural intention. The items in the novelty dimension in Li and Cai's study and the items in the learning/discovery & thrill dimensions in my study have expressions close to each other. Therefore, it can be said that the results of the two studies are similar. In addition, Hung and Petrick (2011) also proved that motivation influences intention in their studies in which they take motivation. On the other hand, a partial effect between motivation and intention was also seen in the study by Fan et al. (2015). In their research on potential cruise tourists in China, a relationship was found between the dimensions of "relaxation and family" and "enjoyment" and intention. Furthermore, the relationship between motivation dimensions and intention in this study, Fan et al. (2015), differed from the study.

No differences were found between motivation factors and gender, age, income, and family size. On the other hand, it was determined that there was a significant difference between education level and family/relatives, and participants with low educational levels for family and relatives had a significantly higher mean value than people with high educational levels. This result is directly related to the family structure of Turks. In their research, Yavuz and Özmete (2012) revealed that as the level of education of people in Turkey increases, the problems they experienced with their families increase more.

A significant difference was found between the ages of the respondents and the intention. According to this result, it was observed that participants between the ages of 46-65 had a higher intention to go on a cruise than participants aged 25 and under. This result in the research supports the CLIA 2022 report. According to CLIA (2022), the average age of cruisers between 2018 and 2020 was 47.6 years. Additionally, this result was not a surprise, due to reasons such as the efforts of people aged 25 and younger to have a good career and not yet have enough financial strength (Doğan and Akçalı, 2021). The results of the study provide important data for cruise agencies and operators in their advertising, promotion, marketing, and sales processes in the Turkish cruise market. Family packages can be offered to potential cruise customers with low education levels. Since consumers between the ages of 46-65 have more cruise travel intentions, it is thought that marketing efforts aimed at the wishes and expectations of this age group may increase sales. Focussing on attractions such as discovering new places, recognizing different cultures, tasting local foods, and experiencing a beautiful environment and scenery to encourage consum.

CONCLUSION

Cruise tourism is a growing sector in Turkey as well as in the world (Aras, 2022). Turkey is a potential market for cruise tourism due to reasons such as being a developing country, its population, and the increase in the number of participants in tourism every year. Consequently, this study has attempted to measure the motivations and intentions of potential cruise consumers in Turkey and to define the differences according to the demographic characteristics of the participants. It can be said that this study is a pioneering study that aims to explain the motivations and intentions of potential cruise consumers in Turkey. The study's results will contribute to cruise tourism policymakers, cruise industry representatives, and cruise tourism researchers by providing data on the motivations and intentions of potential cruise consumers in Turkey. The research results can provide a theoretical basis and reference recommendations for the development of cruise tourism in destinations and strategic marketing of cruise travel.

Like many other studies, this research had a few limitations, which in turn provided future research opportunities. Although Turkey's relatively young population is a factor, the high number of young participants is among the limitations of the study. The main reason for this is the convenience sampling method used in the collection of research data. In future studies, the demographics of the sample could be more appropriate.

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