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VALUE CHAIN ANALYSIS OF TOUR APPLICATIONS FOR CRUISE TOURISM

ABSTRACT

Main objective of this study is to reveal the variables which must be included within value chain analysis of tour organizations in cruise tourism as well as is to investigate value chain model. The study was being accomplished with qualitative research method and interview method was being used in data collection process. In this paper, Kuşadası cruise travel agencies in the district of Aydın was utilized as primary source. The contents of package tours which are prepared and served to the cruise ships anchored to the Kuşadası port were examined by the frame of value chain analysis. Hence, which of the stages in this process are stronger or weaker are attempted to be put forward. Analysis result reveals us which link is more valuable, which link needs to be supported. Eventually, various proposals are presented in order to make weak aspects more functional. With this study, it is expected that travel agencies which are operating in port towns will realize their internal administrative advantages and disadvantages and will review their operational policies in this direction.