YAŞAR UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

MASTER THESIS

MARKET SEGMENTATION ANALYSIS BASED ON YACHTERS' MARINA EXPECTATIONS: A STUDY ON MARINAS LOCATED IN IZMIR AND AYDIN

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İzmir, 2014

TEXT OF OATH

I declare and honestly confirm that my study, titled "**Market Segmentation Analysis Based on Yachters' Marina Expectations: A Study on Marinas Located in İzmir and Aydın**" and presented as a Master's Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions, that all sources from which I have benefitedare listed in the bibliography, and that I have benefited from these sources by means of making references.

.. / .. / 20…

Neslihan PAKER

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Thesis Title:	

Having evaluated the answers of the candidate to questions about the field of study and questions from departments representing the thesis basis after ……… minutes of thesis defence based on the personal study of the candidate, the jury decides with

☐ SUCCESSFUL (S) ☐ CONSENSUS

1 ☐ INCOMPLETE (I)

2 ☐ FAILED (F) ☐ MAJORITY OF VOTES

3 ☐ Since the jury coldn't gather, the examination hasn't been done.

4 ☐ The student hasn't participated in the examination.

☐Successful (S)	☐Successful (S)	☐Successful (S)
☐ Incomplete (I)	☐ Incomplete (I)	☐ Incomplete (I)
☐ Failed (F)	☐ Failed (F)	☐ Failed (F)
Member :	**Member :**	**Member :**
Signature :	**Signature :**	**Signature :**

1 *In this case, the student is given 3 months' time.*
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3 *In this case, a new datewill be set for the exam.*
4 *In this case, the Institute Board of Directors discussed if the student has an excuse certificate. The student will be dismissed if the board does not accept the excuse.If thestudent has a valid excuse, the Board of Directors will give a new exam date.*

ABSTRACT

Master Thesis

Market Segmentation Analysis Based on Yachters' Marina Expectations: A Study on Marinas Located in İzmir and Aydın

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Yaşar University

Institute of Social Sciences

Master of Business Administration

The social-economic contribution of marinas to destination involved is significantly important. Turkish marina industry has been getting enlarge and marina investments has been increasing as parallel to improvements of this industry. So, it is taken into account that determination of potential and existing market segments, target market selection, and positioning of marinas appropriately themselves by improving market strategy regarding their target market. On the other hand, there is a literature gap in the literature on this field.

This study aimed to explain both yachters' demographic and yachting characteristics and motivation factors encouraging them to get involved yachting in the market, to determine marina features creating yachters' expectations from marinas with their importance level, and to investigate market segments based on yachters' market expectation from marinas considering segmentation theories based on benefit. Research's questions were answered through triangulated research methodology that combines qualitative methods such as structured, unstructured interviews and quantitative analysis like exploratory factor analyzing, cluster analyzing. İzmir and Aydın provinces were chosen as research sample because of having attractiveness on yachters and significant potential for marina investments, and a survey was applied on 261 yachters by visiting all marinas in these locations. Results revealed that there were five different segments in the market, and there were differences in terms of demographics, yachting characteristics, and individual motivation factors encouraging them to get involved yachting. This study can be used both repositioning of existing marinas by improving the best market strategy and as a guide for new marina investments. Additionally, it is a source for academicians who want to research on market segmentation, marina marketing, and marine tourism.

Keywords: Market Segmentation, Marinas, Marina management, Marine Tourism, Service Marketing

ÖZET

Yüksek Lisans Tezi

Yatçıların Marina Beklentilerine Dayalı Pazar Bölümlendirme Analizleri: İzmir ve Aydın'da Yer Alan Marinalar Üzerine Bir Çalışma

Neslihan PAKER

Yaşar Üniversitesi

Sosyal Bilimler Enstitüsü

İşletme Yüksek Lisans Programı

Marinaların bulunduğu destinasyona sağladığı sosyo-ekonomik katkı son derece önemlidir. Sektördeki gelişmelere paralel olarak, Türkiye'de marina pazarı gittikçe büyümekte ve her geçen gün marina yatırımları artmaktadır. Dolayısıyla, marina pazarındaki mevcut ve potansiyel pazar bölümlerinin belirlenmesi, hedef pazar seçimi ve hedef pazara uygun stratejiler geliştirerek marinaların kendini en uygun şekilde konumlandırması üzerinde önemle durulması gereken bir konudur. Öte yandan, literatürde bu alanda yapılmış çalışmalar son derece yetersizdir.

Bu çalışma; marina pazarında yer alan yatçı müşterilerin demografik ve yatçılık özelliklerinin yanısıra yatçılığa yönelmelerinde etkili olan motivasyon faktörlerini açıklamış , yatçıların marinadan beklentilerini yaratan marina özelliklerini önem dereceleriyle birlikte belirlemiş ve literatürde yer alan faydaya dayalı segmentaston teorilerini dikkate alarak, yatçıların marinadan beklentilerine dayalı mevcut pazar bölümlerini araştırmıştır. Araştırmanın soruları; hem yapılandırılmış, yapılandırılmamış görüşmeler gibi nitel yöntemler hem de keşifsel faktör analizi, kümeleme analizi gibi nicel yöntemler kullanılarak araştırma yöntemlerinde çeşitlendirme yaklaşımıyla yanıtlanmıştır. Yatçılar tarafından cezbedici bulunan ve yeni marina yatırımları için yüksek potansiyele sahip , İzmir ve Aydın illeri araştırma sahası olarak seçilmiş ve bu illerde yer alan tüm marinalar ziyaret edilerek, 261 yatçı müşteri üzerinde anket çalışması yapılmıştır. Buradan elde edilen sonuçlar, marina pazarında beş farklı pazar bölümünün var olduğunu ve bu bölümlerin demografik, yatçılık özellikleri ve yatçılığa yönelmelerinde etkili olan motivasyon faktörleri bakımından farklılık gösterdiğini ortaya koymuştur. Çalışma, mevcut marinaların en uygun pazarlama stratejisini geliştirerek kendini yeniden konumalandırmasında ve yeni marina yatırımlarına rehberlik etmede kullanılabileceği gibi, akademisyenlerin pazar bölümlemesi, marina pazarlaması ve deniz turizmi konularında kullanabilecekleri bir kaynak olmuştur.

Anahtar Kelimeler: Marinalar, Marina Yönetimi, Deniz Turizmi, Pazar Bölümlemesi, Hizmet Pazarlaması

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ABBREVIATIONS

3S	Sun, Sea and Sand
BMF	British Marine Federation
BPM	Behavioral Perspective Model
CLV	Customer Lifetime Value
CM	Christmas Market
CRM	Customer Relationship Management
DIS	Dynamic Interaction Segmentation
EFA	Exploratory Factor Analysis
FEE	Foundation for Environmental Education
GDP	Gross Domestic Product
IMCI	International Marine Certification Institute
IMI	International Marine Institute
MIAA	The Marine Industries Association of Australia
PIANC	The World Association Waterborne Transport Infrastructure
SCUBA	Self-contained Underwater Breathing Apparatus
STP	Segmentation, Targeting and Positioning
TCS	Turkish Chamber of Shipping
TÜRÇEV	Foundation of Turkey Environment and Education
TYHA	The Yacht Harbor Association
WOW	Wealth of Wonders

INTRODUCTION

Stone (2000) stated that people combined their love of boating with travel and thus recreational boating facilities (marinas) were emerged. Mediterranean area is a paradise for yachters due to its magnificent nature and climate, and as a part of this area, Turkey has an important competitive position because of having suitable geography, appropriate climate, and also high service quality in Mediterranean basin (Eriş, 2007). Turkey is a country with need more yacht mooring capacity and also increment of mooring usage rate regarding 8333 length of cost line and also comparing with pioneer countries' marina statistics in Aegean Basin. On the other hand, Turkey's marina investments are increasing, and new marina investments are being planned (TCS, 2014). At this point, it is reasonable to monitor marina customer needs closely, improve special marketing mix for marina clusters having different expectations from marinas. Market segmentation is an efficient tool to manage clusters and also to allocate marinas' resources. Segmentation starts with analysis of customer needs and hereafter, it is followed by determination of customers' key characteristics in order to use these to reach them. At the latter phases, companies decide on their target segment by evaluating their resources, and existing or potential segments, and position themselves in the market by developing an appropriate marketing strategy. On the other hand, companies' positions may change in time depending on company targets, competition in the market, and customer needs. Segmentation analysis results can provide useful outputs in order to monitor the market closely. According to Smith (1956), segmentation is a momentary or short term phenomenon. So, redefinition of the segments is an obligation to be successful in the market. The company should continuously identify the "best match" between the company and market segments (Freytag and Clarke, 2001). So, market segmentation have to be a sustainable process to be a competitive company in the market.

The Research Question and Importance of the Research:

When the existing literature is examined, it is observed that scholarly studies mostly focus on marina managers' experiences and observations regarding their target markets. Customer expectations and segmentation of the market according to these expectations are rather neglected areas in the literature. In addition to this, according to the interviews held in this study, there are no practitioner efforts towards systematic market segmentation in Turkey. Current marketing activities are being managed rather intuitively.

Among several types of segmentation strategies, benefit segmentation has been used widely in the tourism literature. According to Rudez, Sedmak and Bojnec (2013, p.139) “analysis of socio-demographics of tourists alone cannot provide such an understanding. Knowledge of motives, benefits sought, activities and patterns of tourism behavior are therefore necessary.” Basing on this proposition, this study aims to conduct a market segmentation analysis based on yachter expectations from marinas in order to provide information for marinas that are in need of repositioning of their market offering or for new marina investments in need of marketing mix design. The study sets its research question based on this research aim and asks if there are different clusters based on customer expectations among the yachters. The study delimits its research field as İzmir and Aydın marinas considering the potential of this region and the new marina investments being planned in this region. In addition to these, the study tries to explain the existing differences between customer segments in terms of demographics, yachting characteristics, other characteristics, and also individual motivations to be a yachter. Thus, hypotheses of the research are listed below, and the research model is depicted in Figure 1.1.

Main hypothesis:

- H1: There are different clusters based on customer expectations in the marina market

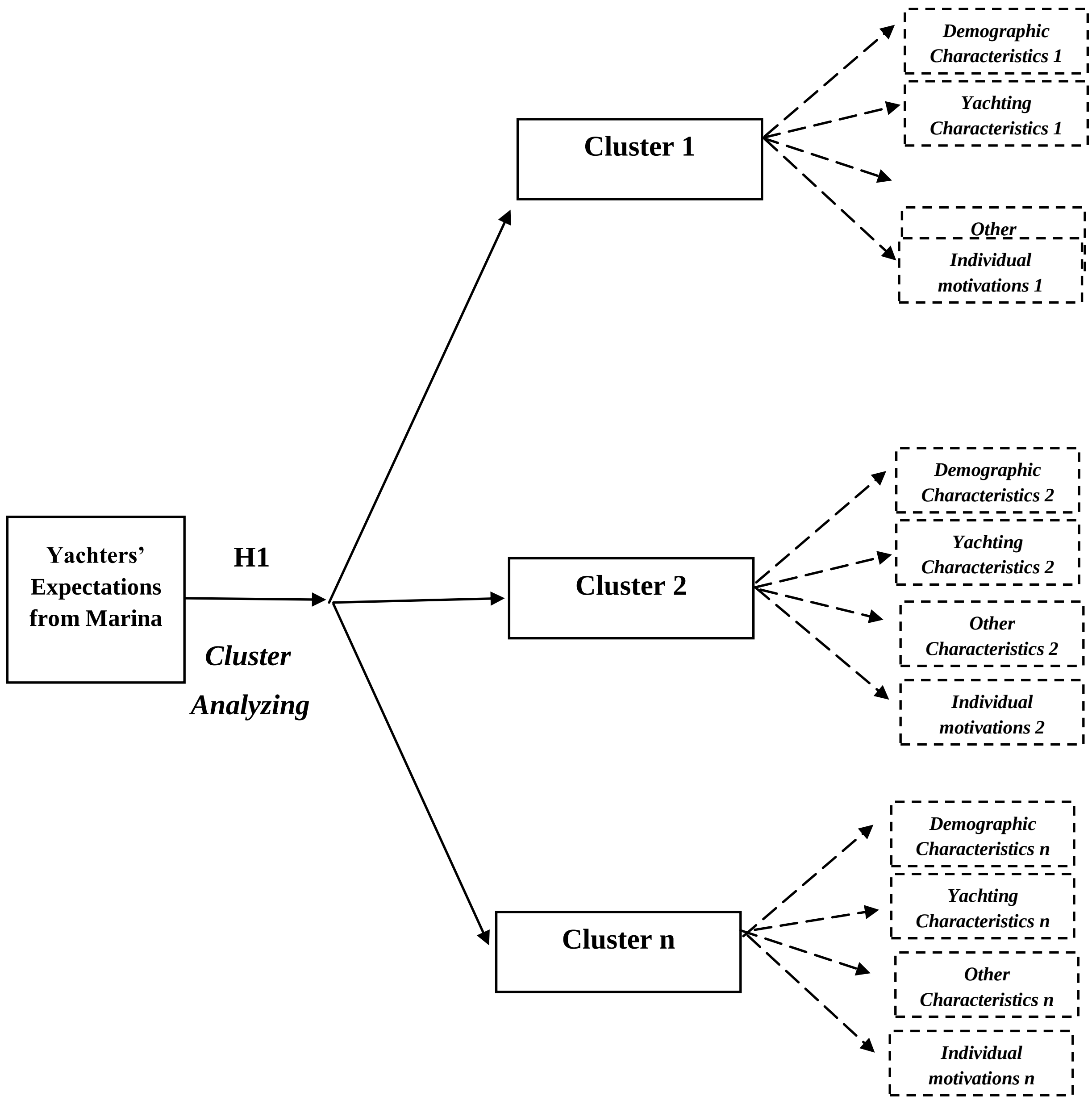
Sub hypothesis:

- Hypothesis H11: Clusters are different each other in terms of demographics characteristics
- Hypothesis H12: Clusters are different each other in terms of yachting characteristics
- Hypothesis H13: Clusters are different each other in terms of other characteristics

- Hypothesis H14: Clusters are different each other in terms of individual motivations to be a yachter

However, the claim is that there are different clusters in the marina market, it isn't known number of clusters.

Figure 1.1. Research Model

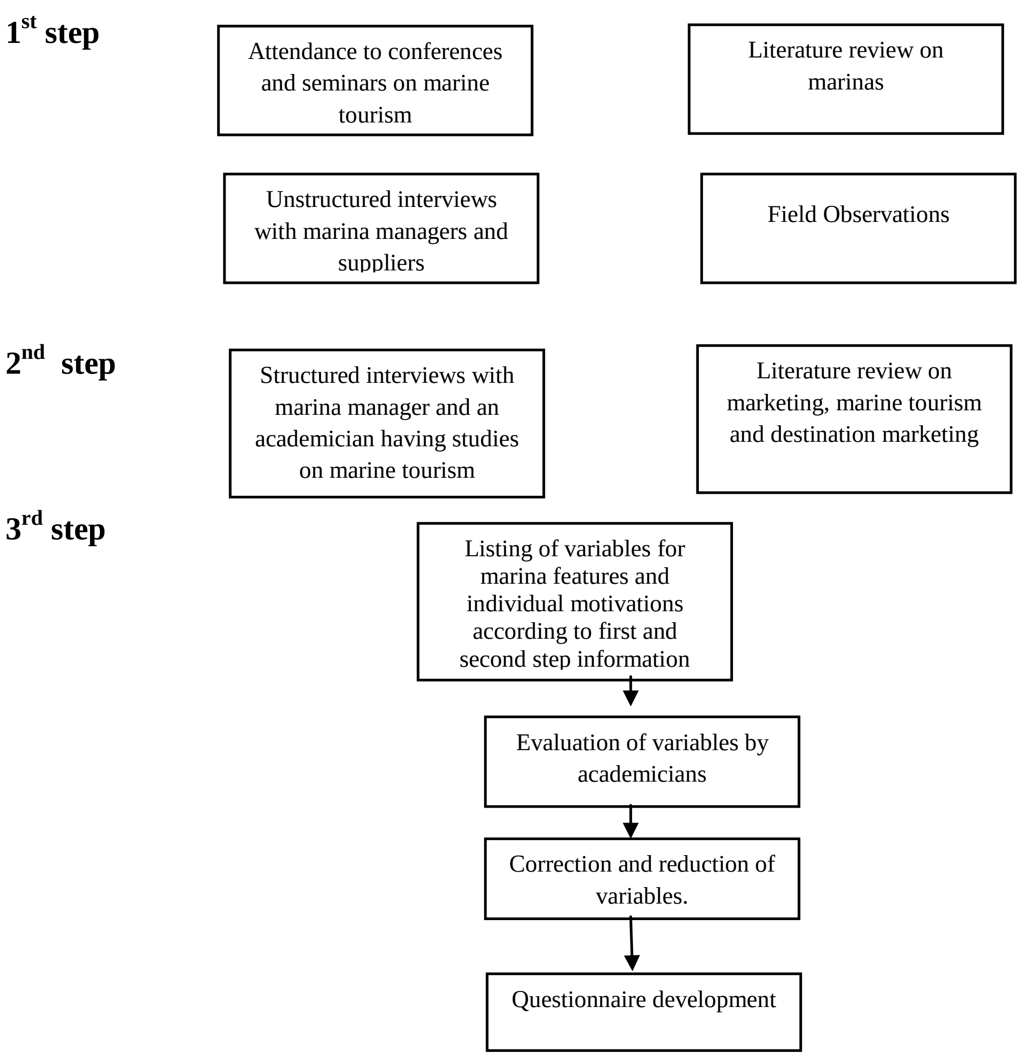


<u>The Research design of the study:</u>

This study has a triangulated approach, since quantitative and qualitative methods of research are being applied either sequentially or simultaneously (Neuman, 2003) It was selected to provide greater empirical support to the theory in question. Qualitative methods are consist of structured and unstructured interviews, and qualitative approach was done by employing factor analysis and cluster analysis.

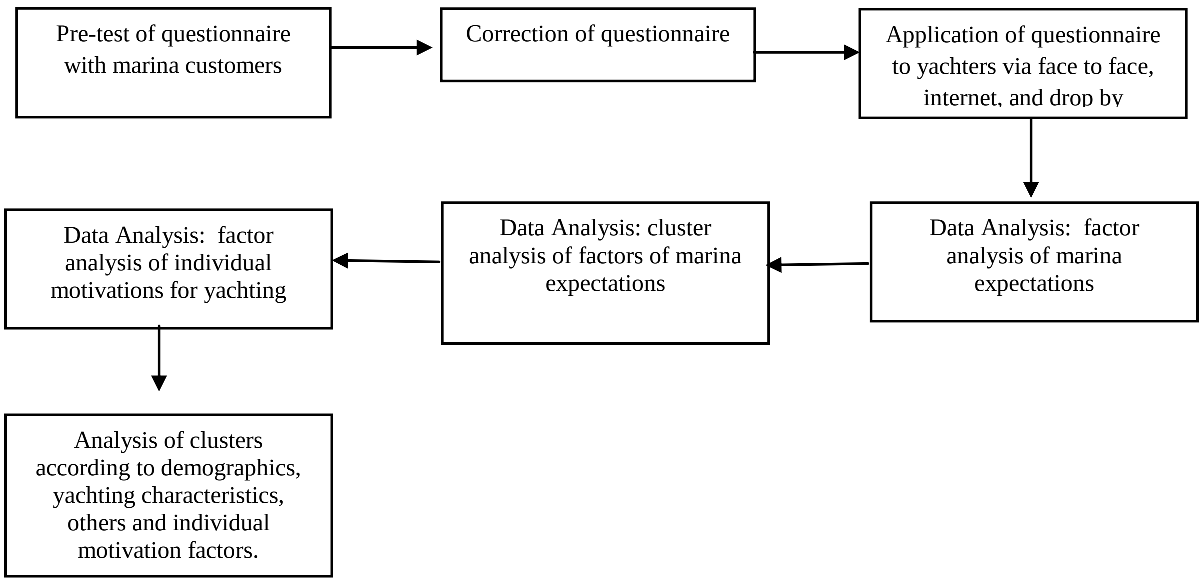
At the first stage, questionnaire was developed in the light of information and critics obtained from sector representatives, literature and academicians. At the second stage, developed questionnaire was applied to marina customers and results were analyzed. These steps are depicted on Figure 1.2. Some of the research activities were carried on simultaneously in order to support the concept building and item development process.

Figure 1.2. Qualitative Stage of Research



The quantitative research process (Figure 1.3.) consists of the pre-testing, application and analysis of the survey items. The responses are analyzed with *SPSS 20©* software. Cluster analysis and ANOVA are applied in order to test the hypotheses.

Figure 1.3. Quantitative Stage of Research



In 2014, in order to collect data from secondary resources, "Second National Marine Tourism Symposium", "Improving mega yacht market and marina business", "Marinas and Marine Tourism", "Carrier Days for Marine Students" were attended. All these conferences pointed that bureaucratic problems was the most significant obstacle to improve marinas. However, Turkey has a significant yachting potential, existing marinas in Turkey cannot reach all potential customers. It was also stated that there were a range of yachter segments in the market. Afterward, unstructured interviews were done by sector representatives. Unstructured interview is especially used when studying a new subject, and the researcher is more interested in knowing greater details about a phenomenon (Given, 2008). So, to be more close to marina subject, and to understand main characteristics and problems of this issue, firstly unstructured interviews were done by 4 sector representatives since they have satisfied experience on marina topic. Each interview took approximately 30 minutes. However, to generalize mentioned topic in the unstructured interviews is so difficult, researcher won precious information on marina issue. Unstructured interviews were followed by a set of structured interviews. Interview questions were prepared focusing market segmentation issue. The researcher can prefer structured interview since interpretations may be more easily integrated into the quantitative findings (Given, 2008). So, after unstructured interviews, both to be more focused on marketing side of marina subject, and to get generalizable information, structure interview was preferred and interview questions were developed. Structured interviews were done with 2 marketing representatives, one academician and each of them took approximately 40 minutes. These people were selected because of experience and/ or knowledge on marina marketing. According to interviewees' answers, marinas have different attributes and they can use them to be more attractive. In the market, some of marinas clearly have differentiated themselves by using their superior/unique characteristics. Individual motivations and yachters' characteristics were mostly emphasized, and yachters' differentiable characteristics were stated as nation, age, yacht type, and income level. According to obtained information from first and second step of research stages, marina features as 50 items and individual motivations as 35 items were listed. Thereafter, all variables were evaluated by 8 academicians who have studies on marine tourism, marketing, and destination marketing. Considering their recommendation, similar variables were combined and some variables are eliminated since they were not directly related marina customer expectations or motivations. As a result, 38 variables related with marina features of which 36 of them were used in several scientific researches in the literature were determined to put into questionnaire. Only two of them were added since they were marina specific variables. 12 variables related with individual motivators that all of them were used in the tourism literature were selected to be included in the questionnaire. Before applying to marinas, the questionnaire was pre-tested by 10 marina customers. These customers were selected because of their yachting experience. Additionally, they are customers of marinas located in İzmir and Aydın, and they are yacht owner. All the survey items were asked to these 10 respondents during face-to-face interviews. After these two pre-testing processes the questionnaire items were modified into their final versions. The questionnaire was translated into English as it was going to be applied to foreign marina customers as well. In order to eliminate the possible problems related with the translation process, the Turkish and English versions of the questionnaire were analyzed by an English fluent lecturer studying in languages. All the translated items were refined according to his suggestions and the English version of the survey was finalized accordingly.

A survey was conducted on 27 August 2014 and data collection finished on 30 September 2014. A total of 261 consumers responded to the survey. All statistical analyses were conducted using SPSS 20. version statistical package. In the nonrandom sampling methods, selection process is subjective and also researcher selects respondents. Judgmental sampling is a one of non-random sampling methods. Researcher determines samples as representatives from universe according to his/her judgments (Gegez, 2005). Nonrandom and judgmental sampling methods were used for survey implication. This study targeted İzmir and Aydın marinas as a sample, since they are so attractive for yachters and has a notable potential for new marina investments. All marinas in this province were visited. Data were obtained by using different collecting methods. %81 of data were collected by face to face methods. After taking permission from marina's managers, all marinas in İzmir and Aydın; Port Alaçatı, Altınyunus, IC Çeşme Marina, Teos Marina, Didim D Marin, Setur Kuşadası and Levent Marina were visited. Marina customers both yacht owner or renting yachts were asked firstly if they are marina customers and whether they wanted to participate survey by explaining research aim. While questionnaire were answering, the researcher was available nearby customer and if the respondent needed to help or extra explanation, it was provided by the researcher. %18 of data were collected by internet and %11 of them collected by drop by methods. These methods were applied only to marina customers who took service from mentioned marinas.

This study employed cluster analyzing to make segmentation analysis using SPSS 20.0 version. Before cluster analyzing, variables were group into by factor analyzing to obtain more appropriate cluster results. The exploratory factor analyzing was employed to identify underlying factors examining the 38 marina selection variables of benefits sought by yachter's preferences. Variables related with marina expectations were divided into 7 factors, and they were labeled as service, prestige, accessibility, touristic attractiveness, local culture, entertainment, and supportive elements. Same approach was used for individual motivations factors examining the 12 individual motivations variables. Variables related with individual motivations were divided into three factors, and they were labeled as social, adventure, and freedom.

Following standard practice as recommended in statistics texts, cluster analysis in two stages were conducted. Firstly hierarchical cluster analysis was employed using marina expectations factors as input, and a five cluster solution was found reasonable approximately. Afterward, K-means clustering was run for a five cluster solution, and the clusters were obtained as touristic attractiveness oriented, social oriented, service & prestige oriented, supportive facilities oriented and indifferent. One-way ANOVA analysis results were examined and it was seen that clusters' means are significantly different each other. The next step was to run one-way ANOVA analysis to determine which descriptive and individual motivation to be a yachter factors significantly differentiated among the clusters. Four demographic variables (gender, marital status, income level, and nationality), five yachting characteristics (being yacht owner, home port contract time, yacht type, yacht length, and crew number), and one individual motivation factor (freedom) were found significantly different among clusters .On the other hand, one way ANOVA also was run for marinas in which survey applied and data collecting methods. According to analysis results, all hypothesis are accepted except hypothesis of "H13: Clusters are different each other in terms of other characteristics".

<u>The Theoretical Foundations of the study</u>

According to its generally accepted definition in the literature, market segmentation divides customers into homogenous groups who have similar needs and wants (Haley, 1968; Assael and Roscoe, 1976; Schiffman and Kanuk, 2004; Kotler and Keller, 2012).On the other hand, market segmentation is an attractive, viable, and potentially highly profitable when customer diversity is adequately available in the market (Schiffman and Kanuk, 2004). Mok and Iverson (2000) stated that demographic or socioeconomic characteristics cannot create a big difference among market segments in the tourism literature. Marketers should give more importance to benefit sought by customer in order to explain their behavior. In addition to this, benefit segmentation is market-oriented, thus, marketers can more understand customer's needs, and also why they prefer especially a certain product or service (Chung et al., 2004). Motivation factors (pull and push factors), are very common factors both finding marketing segments and segment description in the tourism literature (Masiero and Nicolau, 2012). For instance safety and security, attitude of local community toward tourist, events as pull factors, and escape from routine, adventure seeking as push factors have been used frequently in the literature.

Segment evaluation criteria has been subjected in many studies by including segment size, segment growth, segment structural attractiveness, expected segment profitability, and risk (Freytag and Clarke 2001). Recent studies, generally, has defined effective segments criteria as measurable, large and profitable enough, accessible, differentiable, and actionable (Kotler and Keller, 2012).

In the light of the segmentation essentials mentioned in the literature, this study is based on benefit segmentation. In the research design of the study, while push (marina's attributes) factors were used as input, push (individual motivations) factors were used for description of clusters. In addition to this, to make these segments accessible, their demographic characteristic, yachting characteristics, and others also were described. These variables are used to explain the different marina customer segments and to propose marketing strategies for marinas that want to target different segments.

FIRST CHAPTER MARKET SEGMENTATION

1.1. INTRODUCTION TO MARKET SEGMENTATION

During 1930s, according to contemporary economic theory, the perfect competition in the market was described as homogeneity among supply and demand. Since, economic scale and standardization was of utmost importance, the ultimate goal was to minimize production cost. The only solution was to minimize variations in the demand of individual consumers. However, in the following years, marketers realized that the cost was a combination including both production and marketing cost (Smith, 1956). Thus, new approaches in the marketing to produce an effective marketing strategy gained priority. Historically, perhaps the first segmentation approach was to classify customers geographically. (Haley, 1968). On the other hand, Plummer (1974) mentioned that in the early days of marketing, segmentation was based on general dimensions such as buyers, non-buyers, men, women and such. After sellers realized that two –thirds of their business income came from heavy users, segmentation type based on usage rate became popular (Plummer, 1974).

In today's world, it is widely accepted that the market consists of many customers with different needs and expectations. There is no brand which appeals to all customers in a single market. Even if a company wishes to cover a market fully, it must offer more than one brand to customers (Haley, 1968). Hence, differentiation among customer needs require a systematic and effective marketing strategy in order for a company to be successful in the market. Market segmentation has been used a strategic marketing tool in order to achieve this. According to its generally accepted definition in literature, market segmentation divides customers into homogenous groups with similar needs and wants. Furthermore, it defines the market while also ensuring that the company's resources are allocated effectively (Assael and Roscoe, 1976). A company should be able to specify both its target segments and the segment of customers that are not relevant with its market offering in order to avoid making unnecessary investments (Odabaşı and Barış, 2006).

Market segmentation is attractive, viable, and potentially highly profitable when customer diversity is adequately available in the market (Schiffman and Kanuk, 2004). The crucial question which has to be answered is how much diversity among segments is being sought by the company. This answer creates scales of marketing segmentation alternatives like full coverage market, niche market, and micro market. The company chooses segment alternatives depending on their strategic decisions (Odabaşı and Barış, 2006).

Two points should be considered to make segmentation valid and reliable for a long time. First one is whether consumer response is valid at a given point in time or whether it lasts through time. The second one is whether it is based on one or more behavioral results (Assael and Roscoe, 1976). According to Smith, segmentation is a momentary or short term phenomenon. So, redefinition of the segments is an obligation to be successful in the market (Smith, 1956). However, segmentation's aim is to determine the best product for the customer; product value in the market can decrease over time depending on different reasons. There is no guarantee to satisfy customers or ensure product profitability for long periods of time by offering the same product mix or the same strategy. Both internal and external factors related with segmentation have crucial importance for the company's success, and they should be continually monitored. The company should continuously identify the "best match" between the company and market segments (Freytag and Clarke, 2001).

There are many approaches of segmentation in the literature. The most appropriate approach of segmentation should be determined depending on the dynamics of the market. Although Anderson et al. (1976) mentioned that based on demographic and psychographic characteristics, customers segmentation could misguide product/service package and promotions programs in the banking sector, it can be very appropriate for baby diaper market in developed countries in which young parents' characteristics are very homogenous (Tek and Özgül, 2013).

Generally, segmentations are made by looking at descriptive characteristics like geographic, demographic, and psychographic or behavioral characteristics such as consumer responses to benefits, usage occasions or brands of customer groups (Kotler and Keller, 2012). This kind of segmentation is also named as priori and posteriori segmentation in literature. In the priori segmentation, the determinants of a segmentation and additional variables are certain such as age in a travel market. In contrast, posteriori approach tries to figure out segments according to behavioral preferences (Mumuni and

Mansour, 2014). On the other hand, these general approaches can be sub classified as people oriented and product oriented. Whereas people oriented approach is focused on demographics, social class, stage of life cycle, product usage, innovativeness, and psychological characteristics; the product oriented approach is concerned with product benefits, product usage occasions, value, ingredients, or taste, perceived attributes, and advertising appeals. The second one is especially useful for multi brand development (Plummer, 1974).

Segmentation can be made depending on the buyer type for both consumer and business markets. However, business market segmentation may need additional and/or different variables. According to Freytag and Clarke's (2001) business segmentation research, most common variables used to segment industrial market are in rank geographic, demographic and usage frequency. In addition to these variables, operating variables like technology, customer capabilities, purchasing variables like purchasing function organization, purchasing criteria, purchasing policies, and situational factors such as urgency, specific application, and order size are considered while identifying segments in business market (Kotler and Keller, 2012).

Business market segmentation also has different approaches on market segmentation. Freytag and Clarke (2001) stated that there are two different types of approaches in business market segmentation. One of them is the non-dynamic approach and other one is dynamic segmentation approach. First one starts with describing customer needs and wants and therefore followed by targeting and by developing marketing mix. Second one preferred by these researchers is focused on external constraints such as buyer, seller, environment, and competitors. This approach claims that segmentation is a result of an interaction between these dimensions. Customer needs and wants may differ based on situations. It is also known as the dynamic interaction segmentation model (DIS) (Freytag and Clarke, 2001).

The tourism industry has also benefited from market segmentation analysis in dividing several travel markets. There have been different variables according to different approaches to separate tourism markets. Mok and Iverson (2000) stated that demographic or socioeconomic characteristics cannot create a big difference among market segments in the tourism literature. Market segments can be easily separated from each other based on travel expenditure. On the other hand, Mumuni and Mansour (2014) mentioned that activity based segmentation can be useful to divide segments. In their study, a bundle of activities were selected to differentiate market segments of Saudi Arabian tourists. The findings revealed that there were three market segments as conservatives, fun seekers and variety seekers in terms of travel preferences and attitudes. These segments have also different socio demographic features like age, gender, and marital status (Mumuni and Mansour, 2014). According to other points of view, price sensitivity can be accepted one of determinant variables for tourism market segmentation. Tourists consider a balance with the pleasure obtained from destination activities and amount of money that has to be paid (Masiero and Nicolau, 2012).

Moreover, motivation factors (pull and push factors) are very common factors both finding marketing segments and segment description (Masiero and Nicolau, 2012). Push and pull factors of motivation have been used for market segmentation especially for explaining behavior of pleasure travelers. While push factors are mostly related with the needs or desires of travelers for travel, pull factors are a destination's attractions or destination's selection reasons. In many markets, segmentation based on benefits, needs, or motivations stressed being more powerful than demographic factors or product features in understanding market dynamics. Attribute levels of destination elements can be different for each market segment. According to Özdemir (2014), the attractive characteristics of a destination are external stimulus which creates the pull elements of the destination. Hence, pull factors play a decisive role in the destination selection stage of tourists. In addition, destination's pull factors consist of both destination's attraction centers such as places having natural beauty or having cultural and historical values and events such as festivals, special organizations (Özdemir, 2014, p.41).

Segmentation can also be made at an international level. Customers living in different countries can behave similarly towards a certain product /service (Awan, 2014). On the other hand, an international company should take emerging markets' contextual differences alongside economic and cultural indicators into account carefully, while adapting its marketing strategy. Otherwise, failure is inevitable (Schlager and Maas, 2013). Moreover, consumers living in international markets can be affected by both individual and country characteristics (Aykol, 2009).

1.2. BENEFITS OF MARKET SEGMENTATION , AND SEGMENTATION, TARGETING AND POSITIONING (STP)

It is indicated in literature that market segmentation is done for two reasons: to develop new market opportunities which can help in product repositioning and to improve the understanding of consumers. Segmentation is particularly useful in developing marketing objectives since it clarifies important subgroups in the population as more efficient marketing targets than others (Plummer, 1974). In addition, a range of products and services provided based on market segments increase customer satisfaction. Hence, market segmentation creates some mutual benefits for both customer and company. Moreover, segmentation does not only provide profit opportunities but also create a strategic matter for new competitors against market leaders (Kahreh et al., 2014). Thanks to market segmentation, development and changing in the market can be followed closely (Mucuk, 2004).

After obtaining distinct customer groups and selecting its target market/markets, the company offers superior marketing mix to its targeting market by positioning itself. It is called as STP (Tek and Özgül, 2013). In addition, STP is not a strategy for only marketing departments but also the whole organization should follow the strategy for segments (Freytag and Clarke, 2001). Segmentation results while positioning in the target market is an important helper related with pricing decisions. Price decisions cannot be managed effectively without careful market segmentation (Arimond, and Elfessi, 2001). If a company applies STP successfully, it can maximize both product profit and customer satisfaction. For example, a research was carried out in India on casual wear market to understand market segments and to develop reasonable price policy. The research figured out that target market perceives price and comfort as the most important criteria while style is the least important one (Banerjee and Agarwal, 2013). So, this company can improve product mix considering customer preferences while decreasing costs related with product style. Segmentation analysis results also can be used for designing of Customer Relationship Management (CRM). It can maintain strong relationships between companies and their customers and moreover can enable customer income maximization (Masiero and Nicolau, 2012).

Market segmentation is also a precious tool for destination organizations. Marketing strategists have frequently faced some problems to improve an appropriate differentiated marketing mix to target tourist segments. Market segmentation has developed as a methodology to describe target markets and to figure out the relationships of tourists with destinations (Bloom, 2005)

Especially, destination's market segments can change according to their stage of life cycle. For instance, although Portoroz, located on the northern Mediterranean coast, was a very popular tourism paradise with sun, sea, and sand (3S) tourism during the 1950-1970s its life cycle reached a mature stage in 1990 similar to other tourism destinations on the Mediterranean. Thus, Portoroz needed repositioning by reconsidering market segmentations. (Rudez, Sedmak and Bojnec, 2013). On the other hand, companies may need to change their target market in time. For example, Club Med, one of the most famous leisure travel brands in the world, has changed target market through the years. While its target market consisted of single, young couples in 1950, it decided to add family-friendly resort locations in 1970 (Kotler and Keller, 2012). So, market segmentation can be used as an excellent helper for repositioning by using recent needs of customers or aims of companies.

If an international company can classify its customers into homogenous groups, it can also benefit some advantages such as scale of economics. Thus, its production, advertising, and distribution costs can decrease. International segmentation combines the benefits of standardization (lower cost, better quality) with benefits of adaptation (close to needs of customers) (Awan, 2014).

1.3. MAJOR VARIABLES FOR MARKETS SEGMENTATION

Major variables for market segmentation are classified into groups like geographic, demographic, psychographic, and behavioral. At the same time, these segmentation variables can be used as a mixture of these approaches.

1.3.1. Geographic Segmentation

Different variables for geographical segmentation has been selected such as region, city size, density of area, climate (Schiffman and Kanuk, 2004; Tek and Özgül, 2013). The logic behind this approach relies on the view that people living in the same area share some similar needs and wants and also their needs and wants differ from others living in different area. For example, coffee-bean grinders are a must in the Northwest of US kitchens, while salsa outsells ketchup in the Southwest areas (Schiffman and Kanuk, 2004).In the literature, accessibility to customers easily and more efficiently through the local media mostly stated one of geographical segmentation’s most attractive benefits.

Geographic segmentation is especially a reasonable approach when a company’s distribution channels are limited and/or geographical variations are huge and a company wants to be focused on one local market rather than more (Haley, 1968; Kotler and Keller, 2012). In addition to this, some product features can be especially more appropriate for a certain location and a company can benefit from these opportunities. For instance, at the end of 1990, Renault station was the most popular brand in especially rural area in Turkey (Tek and Özgül, 2013).

Geographical segmentation variables can be used as a part of marketing strategy. A good example comes from Walmart Company. It opened discount stores only in small towns based on density of area variables of geographical segmentation (Schiffman and Kanuk, 2004).

Geographic segmentation was taken into consideration in the segmentation literature mostly when cultural and/or economical differences could be separated with geographical lines and could be thought that it would effect on consumer behavior sharply. China, with its enormous and increasing population, exhibits very large variations between different regions. Researchers’ claims were that consumer behavior could be effected by subcultural and economic differences and these could be seen widely in China. In the study, some of Hofstede’s cultures dimensions and GDP were used as indicators to understand Chinese market. According to the study’s results, intra Chinese differences in terms of economic development were more pronounced than subculture differences. Furthermore, customer satisfaction was found at different levels in north and south area geographically. Thus, marketing strategy can be differentiated by taking into account subcultural and economic differences based on geographical segmentation in China (Frank, Abulaiti and Enkawa, 2014). A similar approach was used to understand whether a uniform marketing strategy can be used for both emerging and international countries. Some of Hofstede’s culture dimensions were also used to explain consumer behavior of people living in emerging markets. In addition to these dimensions, the findings revealed that emerging market's contextual differences were so important and marketers should carry out micro analyses specifically to reach emerging market effectively (Schlager and Maas,2013).

1.3.2. Demographic Segmentation

According to this segmentation, consumers behave differently according to their demographic variables. Its popular variables can be listed as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality and social classes (Kotler and Keller, 2012). According to Assael and Roscoe (1976, p.67-68) "product attitudes and demographics have been most frequently employed to describe market segments: attitudes to develop promotional pro-grams for targeted segments; and demographics to match segment and medial profiles since most media describe their audiences by demographic characteristics".

A study on family travelers stated that multigenerational travel has been increasing and tourism industry should improve family friendly products taking needs of people from different ages into account. The increasing of these needs was explained by generation changes. "Baby boomers" generation born between 1946 and 1964 affected market in terms of family togetherness including grandparents (Kang, Hsu and Wolfe, 2003).

Using demographic variables for segmentation may also be useful for marketing media design. While developing marketing mix, marketers should not only focus on host culture, but also consider minority groups living in the country. The question is whether their consumer behavior has been changing depending on generational status and duration of residency or not. A study was carried out for acculturation-based segmentation of Hispanics living in the USA. , Three language preferences for promotions were examined for each group to figure out how the choices of these segments differed. Whereas Spanish was preferred mostly by retainers at car dealership with 55.2 %, assimilators preferred English with 98.4 %. In addition to this, especially, most significant differences were observed for language of brochure and language of website between these groups (Alvarez, Dickson and Hunter, 2014).

In addition, some companies have been offering different brands to customers with different income levels by considering income level variable for segmentation. For example, Zorlu Group has been targeting low income level customers in the white appliances market with Regal brand instead of Vestel brand which is more appropriate for medium and high level income customers (Tek and Özgül, 2013).

Demographic characteristics can be used for segmentation and especially in recent studies they have also been used for the descriptions of segments after obtaining clusters (Masiero and Nicolau, 2012; Mumuni and Mansour, 2014). The ultimate aim is to determine which demographic variables are significantly different among market segments.

1.3.3. Psychographic Segmentation

Psychographic Segmentation consists of both psychological and demographics values (Kotler and Keller, 2012). It was named as life style segmentation in 1974. Customer's life style was described as a tool interested in how people spend their time, importance of their interest in their surroundings, their opinions about the world and themselves as well as some basic characteristics such as the stage of life cycle, income, education, place of residence (Plummer, 1974). It was then named in marketing literature as "psychographic" segmentation. Kotler and Keller defined it as this segmentation evaluates and then divides people based on psychological/personality traits, lifestyles or values (Kotler and Keller, 2012).

Psychographic segmentation can be defined as an improved level of demographic segmentation. Its pattern provided a deep insight about customers since marketing intelligence could be used wisely for product positioning, communication, media, and promotion (Plummer, 1974). This segmentation added new and richer definitions to both people and products in the market such as house wife role haters, old fashioned homebodies, active affluent urbanities, heavy using households where both parents and children live together to redefine of the key market. Thus, it could increase communication efficiency by stressing clues of target market characteristics (Plummer, 1974).

According to some researchers, this segmentation can enhance brand identity in the market since it creates an echo effect between customer life style and product characteristics. For instance, one of the good applicators of this segmentation, Harley Davidson targets customers who are keen on freedom and adventure (Tek and Özgül, 2013).

Earliest marketing studies were very limited in the banking and service sectors. Over time, the banking sector realized the importance of marketing and focused on consumers in terms of demographic and socio psychological characteristics rather than on the criteria used by customer while making bank selection decision. According to an early study on banks, the overall customers are divided into two groups as convenience-oriented bank customers and service oriented bank customers based on benefit segmentation. On the other hand, while most demographic characteristics are not significantly different from each other, some socio psychological characteristics of customers such as frequency of downtown shopping, family member selecting the principal bank are different (Anderson, Cox III and Fulcher, 1976). New research is carried out continuously as banking services develop over time. As an example to customer reaction towards communication and information systems usage in banks, it is discovered that customers are divided into two groups as pragmatics and technology adapters and in terms of their attitudes as favorable and critics. While technology adapters are open to alternative banking methods such as ATM, computer or telephone, pragmatics mostly tend to use traditional methods such as going to bank. On the other hand, favorables and critics agree on banking sector benefits and they differ from each other especially in terms of demographic characteristics. (Anonymous, 1997)

Individuals' environmental concern, social responsibility projects and environmental regulations have been increasing in recent years. So, companies should consider the attitudes of customer toward these issues while developing all stages of productions. Thus, the target markets should be determined based on the environmentalist attitudes and behaviors of customers. This segmentation can create some opportunities to companies in the market. A study aimed to develop a scale for this issue was applied in Adana, Turkey. The variables were grouped into six factors by factor analysis after which respondents were classified into three groups as brown, green, and indecisive. According to the results of the study, while green colored customers give more importance chemical ingredients, recycling, paper or glass packaging, brown colored customer give less important this kind of features (Nakıboğlu, 2007).

This segmentation approach can be also used for business market. For instance, a study was carried out based on buyer's attitude towards collaboration with the suppliers for industrial market by using dynamic interaction segmentation (DIS) model. Its philosophy is inspired from lean thinking or lean management. Lean management requires close relationship between supplier and customers in a certain area. Important point to seller in collaboration is that describing customer needs with intentions behind joining to cooperation and buyer's previous experience with cooperation (Freytag and Clarke, 2001).

1.3.4. Behavioral Segmentation

Behavioral segmentation "divides buyers into groups on the basis of their knowledge of, attitude toward, use of, or response to product" (Kotler and Keller, 2012, p.249).

1.3.4.1. Benefit-Based Segmentation

Benefit segmentation has been employed by America's largest cooperation since it was introduced in 1961. This segmentation identifies market segments based on causal factors rather than descriptive factors (Kahreh et al., 2014; Haley, 1968 ; Chung et al., 2004). Moreover, Haley (1968) stated that descriptive segmentation types are not efficient predictors of future customer's behavior. So, marketers should give more importance to benefit sought by customer in order to explain their behavior. In addition, benefit segmentation is market-oriented, thus, marketers can understand the needs of customers and why they prefer a certain product or service more clearly (Chung et al., 2004)

Haley (1968) also emphasized that benefit segmentation determines similar groups which gives similar degrees of importance to various benefits. However, each segment is introduced by especially one benefit; it doesn't mean that this benefit is important for only this segment. Benefit segmentation describes a configuration or product mix including all benefits provided with different importance for each market segment (Haley, 1968).

Benefit based segmentation presents many advantage to marketers. For instance, instead of creating a new product, marketers can improve most efficient strategy by using consumer-needs patterns. Moreover, it can clearly separate each brand of company by providing different market positioning and also can provide a competitive advantage against to rivals (Haley, 1968).

Freytag and Clarke (2001) also supported benefit based segmentation since satisfying customer needs and wants is the essence of the marketing concept and it is the best way to address the customer. According to their views, it is also important as well as determining which customers and needs would be selected and which manner and intensity would be applied while identifying and targeting customer groups (Freytag and Clarke, 2001). On the other hand, Chung et al. (2004) mentioned that selecting excellent benefit-based segmentation variables would be so difficult. Because, after dividing groups into different clusters, there can be seen some overlaps between clusters.

Liu, McCarthy and Chen (2013) in their study, analyzed analyze the wine preferences of Chinese people for Australian wine marketers. Three different wine consumer clusters were discovered according to their expectations of wine as “extrinsic attribute-seeking customers”, “intrinsic attribute-seeking customers” and “alcohol level attribute-seeking customers”. In addition, they also observed that four variables were significantly different between these clusters; age, marital status, income and frequency of wine consumption.

Segmentation is subjected also packaging of products (Schiffman and Kanuk, 2004). Customer preferences in terms of products’ characteristics can also be effected by packaging features. A study was carried out to figure out customer preferences by grouping liquid oil packaging and also to obtain discriminative demographical statistics related with customer groups in Eskişehir, Turkey. According to preferences of liquid oil packaging, customers were classified into three groups as conscious consumers, habitual consumers and consumers easily affected by design. For instance, medium size (5 liters) and glass packaging was the most preferred size by customers. (Yıldız et al, 2012)

A study was designed for Chinese and South Korean teenagers in order to explore cell phone market at an international level. The assumption was that young people living in different countries could be divided into homogenous segments in terms of their cell phone preferences. So, a questionnaire consisting of two different sections related with cell phone features as physical and functional was developed. Five different segments were obtained from the study. According to research findings, language characteristics were important for all respondents. Whereas both Korean and Chinese male respondents pointed out that technical support and games were important whereas female respondents could be segmented as a price conscious segment. Hence, these results can be used for multiple benefits such as cost efficiencies by reducing duplication of effort in international markets where similar segments exist (Awan, 2014). Another cell phone market segmentation was carried out for South African teenagers to understand which of the features of cell phones were most frequently used and also what kind of attitudes were different between each segments. Respondents were divided into four groups in terms of usage frequency. This study revealed that the cell phone choices of teenagers were also affected by mobile importance factors labeled in addition to physical or functional features (Malka, Starsheim and Grobler, 2014).

Benefit based segmentation can also be exerted through approaches of utilitarian reinforcement and informational reinforcement. Utilitarian reinforcement includes products/service attractiveness such as economic or material, informational reinforcement is linked to the branding of a product or its differences of other products in the market (Wells et al, 2010). Moreover, while, utilitarian reinforcement is associated with functional and economic dimension of purchasing a product or service, informational reinforcement mostly focuses on social status and prestige obtained from purchasing a product or service (Foxall et al., 2004). Both Wells et al. (2010) and Foxall et al. (2004) agree that even product's functions are totally equivalent, customers give different importance to brands, hence customer preferences are based on production more than functionality. On the other hand, Foxall et al. (2004) claimed that in the fast-moving consumer goods market, customers that maximize informational reinforcement are relatively price insensitive or inelastic, while customers that maximize utilitarian reinforcement are price sensitive or elastic. Moreover, they stated that customers tend to buy cheapest product among a restricted set of brands more than even the cheapest of all brands are available in the product category in which none of them are perfect substitutes for others (Foxall et al.,2004) .

Utilitarian reinforcement and informational reinforcement approaches were also used with variables developed from Behavioral Perspective Model (BPM) and considering price sensitivity for biscuits market which is one of the ramifications of fast-moving consumer goods market. The research investigated whether similar types of brands (in terms of the utilitarian/informational reinforcement they offer to consumers) have the same types of buyers (in terms of demographic and brand choice features) and if consumers that buy the same types of brands have similar demographic characteristics and brand choice patterns or not. This research also analyzed customer's brand choice and the demand towards price chances. According to the results of the study, (Foxall et al., 2004), all customers are somehow sensitive to price changes. However, consumers who prefer medium level of brands with both utilitarian and informational reinforcement show higher price sensitivity than others. Furthermore, consumers are generally more sensitive to price changes (intra brand) than changes in utilitarian and informational benefits. This study put forth that consumers who purchased at lower utilitarian levels were least sensitive to changes in these benefits. This research also stated that, consumers were generally more elastic to utilitarian benefits than to informational benefits (Wells, Chang, Castro& Pallister, 2010). Thus, utilitarian reinforcement and informational reinforcement can be used to customer classification, since they have different distinct effects on brand choice (Foxall et al., 2004).

Chung et al. (2004) suggested that, while separating groups, using other major variables except benefit variables such as travel purpose for tourist segmentation studies can make this process more meaningful (Chung et al., 2004). The research carried out on this topic focused on business traveler, and investigated customers' hotel selection criteria and guest satisfaction attributes. Customers were divided to different clusters. When the study's results are examined, their major benefits sought (sports/fitness facility, guest room function, F&B service etc…) and major sample composition (age, nation, gender etc…) were seen differently for each clusters (Chung et al., 2004). In their study, Uysal and Baloğlu (1996) examined German pleasure traveler visiting Canada. Their aim was to understand the consideration of German travelers in terms of motivation reasons to travel Canada and also selection criteria for choosing Canada as a destination. The researchers designed a questionnaire related with both pull and push items. Based on these motivation factors, respondents were divided into segments. These clusters also described with their demographic and other characteristics .The researchers stated that motivation factors can be effectively used for tourist's segmentation and thus promotional programs can be designed effectively. Moreover, these results are useful for development of destination (Baloğlu and Uysal, 1996).

Destination selection criteria can also be determined by cluster analysis. Selection criteria of tourists are relevant with their purpose. Some studies focus on convention or meeting industries' selection criteria as destinations. There can be differences between associate meetings and corporate meetings. To research this field, a survey focused on the respondent's perception of South Korea as an offshore meeting destination. Although, there were no significant differences among the clusters in terms of gender, age, number of members in association, or experience of holding conventions in Korea but clusters were significantly different based on the variables of education, type of association, and type of meeting to be planned (Jun and McCleary, 1999).

Other segmentation research based on motivational factors was done for to balance tourism income level of different seasons in Gambia. Except 3 S tourism, Gambia destination needed to obtain tourism income from other tourism types to have a competitive advantage in tourism industry. So, rural tourism was considered as a part of tourism strategy since it could generate by diversifying revenues for farmers and by creating value- added market channel for local products. According to the motivational dimensions' scores, the clusters were labeled and it was observed when sun& beach motivation combines with other motivations related with rural tourism activities, it could be more attractive on tourists in Gambia (Rid, Ezeuduji and Haider, 2014).

An article written on Portoroz's repositioning claims that "analysis of socio-demographic of tourists alone cannot provide such an understanding. Knowledge of motives, benefits sought, activities and patterns of tourism behavior are therefore necessary" (Rudez, Sedmak and Bojnec, 2013, p.139). To understand the changing needs of tourists who prefer Portoroz as a tourism destination and whether visitors to Portoroz were heterogeneous in terms of benefit sought, cluster analysis was employed based on benefit segmentation. After obtaining factors of benefit sought, tourists were divided into different segments. Significant differences among clusters were observed in all but 3 activities for engaged activities statistically such as water sports, lying by the pool, visit cultural sites (Rudez, Sedmak and Bojnec, 2013).

Segmentation can be used for wellness tourism as a part of health tourism effectively. A study was carried out for a thermal bath, Pozar thermal spring bath in Greece to figure out that tourists' perceived importance of wellness. This study didn't only include wellness facility attributes at the same time evaluated accommodation and entertainment facilities' characteristics which were obtained from the variables of the questionnaire by factor analysis. According to results, three clusters were classified in the Pozar thermal market(Kamenidou et al, 2014).

Cultural tourism has also different types of customers in terms of motivation reason. An article written on this subject, motive-based approach, researched whether the cultural tourists living in Turkey have different motivation reasons beyond culture and they could be separated into distinct groups. It was seen that all of clusters' most important motivational factor were different. Furthermore, these clusters' some demographics such as age, employment status and travel behavior like time spent planning trip, information sources were significantly different each other (Özel and Kozak, 2012).

1.3.4.2. Decision Roles

It is a crucial point who the decision maker or dominant influencer is in the buying process. People can play different roles as an initiator, influencer, decision maker, buyer or user in different decision-patterns and segmentation can be made by considering decision makers (Kotler and Keller, 2012). In addition, the roles can change in different stages of buying process. Family decision-making pattern was studied for Kansas state tourists and the research results show that determination of the destination as commonly made couple joint decision. However, this rate decreases in information collection, information evaluation and actual purchasing stages dramatically (Kang, Hsu and Wolfe, 2003).

On the other hand, buyer's decision-role is different in the business market. There are more people typically influencing business buying decisions. Marketers should take into consideration whether companies' purchasing organization are highly centralized or decentralized. Moreover, they should also figure out if companies' power structures are engineering dominated or financially dominated, and so on. (Kotler and Keller, 2012).

1.3.4.3. User and usage related

Many marketers consider user or usage related variables while dividing markets into homogenous groups. Most favorable ones are occasions, user status, user rate, buyer readiness stage, loyalty status and attitudes (Kotler and Keller, 2012).

Usage rate of customer is a very important indicator for segmentation. According to this indicator, customers can be classified into light, medium, and heavy product users. However, heavy users have a small portion of customer's numbers, their consumption rate are very high like 80% of total product consumption (Kotler and Keller, 2012). Early study for this kind of segmentation carried out for AT&T customers. According to the study results, customers would be divided into five categories based on demographics and equipment characteristics for long-distance market. It was observed that about 50% of the customers provided 25% of total income from long-distance calls and heavy users were separated from others in terms of income level. (Assael and Roscoe, 1976).

While first studies separated heavy users from light users in terms of demographic or socioeconomic characteristics in tourism literature; recent studies are based on travel expenditures. A study showed that heavy spenders of Taiwanese travelers were different from other market segments in terms of trip purpose, travel mode, spending patterns. When the study results are examined, it is easily observed that Taiwanese tourists spend their money mostly on shopping and shopping is the most significant variable among others. The heavy users spend their money not only for themselves but also their friend and relatives to foster their relationship. Although, there are no significant differences among these segments in terms of demographics excluding the age of heavy users, trip purpose and travel mode are apparently different for heavy users. Heavy users are mostly honeymooners and also they tend to travel individually rather than package program (Mok and Iverson, 2000).

Tourists can also be classified based on expenditure levels in tourism. In addition to this, their purchasing behavior can change in buying process and this instability can be added as a grouping criteria for expenditure-based segmentation. A study was carried out for this issue and analyzing the tourists coming to Britain. Their expenditure levels, demographic characteristics and behavioral instability were considered in the study. Tourists were grouped as light, medium, and heavy spenders and afterwards, they were described with their demographics. For example, heavy users stayed in for a shorter period than others and they also preferred hotel accommodation. They went to restaurants more often and also read more press and magazines than others. On the other hand, it was observed that tourists in all segments strikingly underestimated their expenditure while preparing their vacation budgets (Legoherel, 1998).

Occasions are remarkable times for buyers and they also point out some opportunities to enhance the products of the company according to the needs of the customers (Kotler and Keller, 2012). For example, Christmas markets (CM) are very popular yearly for many cities in the world. This event makes significant contributions to both the local economy and can also reduce seasonality differences. So, a segmentation can be done by considering visitors' reasons and then it can be used as a marketing tool effectively. A study was carried out for the CM and six groups were obtained in terms of motivations. While first five clusters were interested in Christmas atmosphere, the last one, extreme segment, paid less intention to that (Brida, Disegna, and Scuderi,2014).

Festivals are very important elements to increase tourism income of destinations. Motivational factors in tourism literature as segmentation variables can also be used for event tourism. A study to figure out the most attractive event motivational factors for tourists was carried out for Wealth of Wonders (WOW) in Philippines. Items were grouped into six factors , and four clusters were obtained from this study. Family-friendly togetherness has been seen as a primary reason among clusters (Guzman et al, 2006).

A study revealed that if marketers can pinpoint their customers' loyalty status, they can manage their service or product in the market effectively. Because, customers can be effected differently by marketing elements depending on their loyalty stage and by using these elements customers can move forward to higher loyal stages. For example, while price plays a significant role in determining membership in lower loyalty compared with medium and high loyalty stages, other three elements like superiority, meeting expectations and social bonding were all significant in determining membership in others (Curran and Healy, 2014).

Buyer readiness stage is another useful variable for understanding customer behavior. According to Behavioral Perspective Model (BPM), the behavior of the consumer can be explained by events that occur before and after the consumer situation. The consumer situation occurs at the intersection between the consumer behavior setting and the consumer learning history (Foxall et al., 2004).

On the other hand, Reichheld (2006) also suggests using net promoter score (NPS) to divide customers in terms of satisfaction. According to his point of view, company’s profit can be divided as bad profit and good profit obtained from satisfied or unsatisfied customers. In the long term success is highly related with customer happiness and how and how frequently they suggest a company to others. Customers are divided into three different groups according to satisfaction level as promoters, passively satisfied or passives. Reichheld (2006) emphasized that reducing the number of detractors is very important. Because they share negative word of mouth comments with others and their criticisms and attitudes diminish a company’s reputation, discourage new customers and demotivate employees (Reicheheld, 2006).

1.4. EVALUATING AND SELECTING MARKET SEGMENTS

Evaluation of segments is a very important process in addition to defining market segments. Moreover, while selecting a segment, company should evaluate its resources and competencies such as assets, financial areas, human resources (Kotler and Keller, 2012; Freytag and Clarke 2001). Freytag et al (2001) underlined that it is a good strategy to select closer segments to reduce resource usage. In addition to this, to find a perfect match between optimal use of company sources and customer demands can maximize company’s benefit in long run (Freytag and Clarke 2001). Moreover, according to Doyle and Saunders (1985), the first step should be to define market and financial objectives over a three-to five year planning horizon as realistic and qualitative. Since market goals will influence segmentation and positioning strategies, this step is very important (Doyle and Saunders, 1985).

Before the late 1980s, segment evaluation and selection were rarely studied. It was expected that evaluation and selection was a logical part of the segment identification process if the marketer had the model and the right variables. This process was mostly carried out by taking account factors into consideration. According to Winter (1979) “segmentation should essentially be considered as a disaggregative process followed by an aggregative process and responsive to the cost-benefit issues inherent in the level of disaggregation or aggregation” (Winter, 1979, p.103). For example, a company can decrease media budget covering aggregated segment instead of spending for money individually advertisement or nonprofit-low profit segment can be neglect (Winter, 1979). As, there was a scarce in this approach in terms of evaluation of long term segment success, attractiveness criteria were added to following researches. This criterion has been subjected in many studies by including segment size, segment growth, segment structural attractiveness, expected segment profitability, and risk (Freytag and Clarke 2001). Recent studies have in general defined effective segments criteria as measurable, large and profitable enough, accessible, differentiable, and actionable (Kotler and Keller, 2012). For example, Najmi, Sharbatoghlie, and Jafarieh (2010) done a study for Iran's inbound tourism market to determine the most fertile segments in terms of profitability and cultural compatibility in the Iranian market. The semi-compatibles cluster was found as the largest segment with relative cultural compatibility and the most profitability. However, segmenting a market on the basis of intelligence or moral standards can be quite difficult due to the difficulties involved with accurate measurement (Dibb et al., 2001).

Evaluation of market segments has also done regarding external forces like environment, competitors, buyer, and seller (Freytag and Clarke 2001). In addition, sensitivity analysis is very popular in literature. Assael and Roscoe (1976) stated that different responses among segments towards elasticity of marketing stimuli variations could enable creating different marketing offer in terms of price, deal or promotional level. On the other hand, customer life time value (CLV) is a valuable tool for evaluation of market segmentation. Focusing on lifelong and profitable customers are key business strategies to be competitive and survive in today's marketplace (Kahreh et al., 2014; Cuadrosand, Dominguez, 2014). Kahreh et al.,(2014) was employed CLV for a banking company. Banking customers were divided segments, and one of which was described as gold customers by evaluating loyalty rate of customers, saving rate, marginal profit, discount rate, direct cost and indirect cost related with CLV (customer life time vale) criteria. However, CLV is an assumption which can be used for a guideline for investments in market segments.

Marina customers also seek different attributes from marinas, and marinas as an important part of marine tourism industry have been presenting different marketing mix to customers. So, it is essential to use segmentation approaches to reach most appropriate segment. Hence, marina by creating marketing strategy can be position themselves according to their target segments.

SECOND CHAPTER MARINAS

2.1. MARINE TOURISM

2.1.1. Introduction to marine tourism

Combining two different disciplines with multiple dimensions, marine tourism is a concept that has been described from different perspectives.Orams (1999) states that "marine tourism has recreational activities which involve travelling away from one's place of residence and which focus on the marine environment as their host (where marine environment is defined as saline and tide-affected waters)"by excluding fresh waters and commercial marine activities. (Orams, 1999, p.9).On the other hand, Turkish Chamber of Shipping (TCS), has defined marine tourism as maritime activities that focus on tourism with marine vehicles (TCS, 2014).

Hall (2001) has stated that marine tourism is closely related to the concept of coastal tourism but also includes ocean-based tourism such as deep-sea fishing and yacht cruising. He mentions that the concept of coastal tourism is composed of leisure, and recreationally oriented activities in the coastal zone and the offshore coastal waters. So, he stresses that marine and coastal tourism must also include shore-based activities, such as land-based whale watching, reef walking, cruise ship supply and yachting events, within the overall ambit of marine tourism. Işık (2010) with a similar approach mentions that marine tourism combines both tourism activities as well as transportation and travelling activities in the recreational arena by using its characteristics.

Marine tourism has a very large diversity in terms of scale and business type. Its operation can even be handled by one person as it is the case with chartered fishing-boat operators or, on the other extreme, it may require a great deal of cooperation from different parties such as the case with cruise shipping companies (Orams, 1999). While there are directly related tourism activities such as recreational boating, coast-and marine-based ecotourism, cruises, swimming, recreational fishing, snorkeling and diving , there are also many businesses indirectly related with marine tourism such as boat maintenance shops, coastal resorts, windsurf rental agencies,restaurants, food industry, and activity suppliers (Orams, 1999; Hall, 2001).

2.1.2. Classifications of marine tourism

As seen in Table 2.1. , marine recreation opportunities can be classified according to accessibilities and charactersitics. It is very viable to analyze recreational activities especially for particular location.

Table 2.1. The Spectrum of Marine Recreation Opportunities

Characteristics	Class I Easily Accessible	Class II Accessible	Class III Less Accessible	Class IV Semi-Remote	Class V Remote
Experience	Muchsocial interaction with others High degree of services and support Usually crowded	Often contact with others	Some Contact with others	Peace and quiet, close to nature Safety-rescue available Occasional contact with others	Solitude Tranquility Closeness to nature Self-sufficiency
Environment	Many human influences and structures Lower quality naturel environment	Human structures/ influences visible and close by	Few human structures, close by some visible	Evidence of some human activity e.g. lights on shore, mooring buoys	Isolated High-quality Few human structures/influences
Locations	Close to or in urban areas Beaches and intertidal area	Intertidal …> 100 meters offshore	100 meters…> 1 km offshore	Isolated coasts 1-50 km offshore	Uninhabited coastal areas > 50 km offshore
Examples of activities	Sunbathing People watching Swimming Playing games Eating Skim boarding Sightseeing	Swimming Snorkeling Fishing Jet-Skiing Non-powered boating Surfing Para-sailing Windsurfing	Usually boat-based Sailing Fishing Snorkel/ Scuba diving	Some scuba diving Submarining Power boat (offshore equipped) Sailing –larger sailboats	Offshore sailing Live-aboard offshore fishing Remote coast sea-kayaking

Source: Orams, 1999, p.45

In addition, marine tourism activities can be grouped into different types such as activity-based marine tourism, nature-based marine tourism, social and cultural attractions, and special events (Orams, 1999). Activity-based marine tourism depends on the environment and its conditions. Furthermore, tourists give more importance to activity rather than location. Scuba diving, wind surfing, fishing and sailing can be considered among these activities. Natural resources such as fish, coral reef or green sea turtles are important for nature-based marine tourism. Social and cultural attractions can create a chance to explore societal differences. Bonfires on beaches, picnics, parties on cruise boats are examples of the social attractions. Moreover, historical events and museums like the Viking Ship Museum Roskilde, Denmark or Bodrum underwater museum are important for this kind of tourism. (Orams, 1999; Erkurt and Paker, 2014). Esmer and Erkurt (2014) state that Turkey, as a paradise of antique harbor cities like Attaleia (Antalya), Coracesium (Alanya), Side, Ephesos (Efes), can effectively use this advantage to cultural marine tourism by creating alternative projects (Esmer and Erkurt, 2014). Furthermore, underwater archaeoparks, interactive marine museums and also imitation museums are very important elements for cultural tourism. Especially, underwater archaeoparks create a magnificent marine environment including historical, archeological, and cultural values. In Kaş, Uluburun's (the oldest known ship in the history) replica and in Mordoğan trade and war ship replicas the originals of which were used in the Aegean Sea in B.C. 600 as well as transporter planes used duringWorld War II were sunk into the sea and they have been attracting numerous visitors in Turkey (Erkurt and Paker, 2014; www.360derece.info).Additionally, specific marine-based events such as national yachting regattas, annual fishing competitions, and offshore yacht racesare significantly important to marine tourism in terms of longevity, spectator interest, and economical (Orams, 1999).

On the other hand, TCS (2014) has classified marine tourism's components as marine tourism facilities and companies running these and marine tourism vehicles and their operators. Marine tourism vehicles are described as vehicles with tourism certificates and aims related with tourism such as tripping, sports or entertainment such as compassing of cruise ships, both special and commercial yachts, daily trip boats, floating restaurant and hotels, scuba diving tourism companies and others.Tourism facilities, including tourism investments and activities, are defined as places such as cruise harbors, marinas, dockage, other facilities providing one or all of the services to tourism vehicles. Among these services are safely mooring, berthing to land, maintenance, or food/beverage, resting, accommodation, entertainment to tourists who come to these destinations with tourism vehicles (Official Gazette , 2009).

Orams(1999) claims that marine tourism is separated from the general concept of tourism due to its different features, rapid growth as a distinct market, negative impacts to environment and management challenges. Orams (1999) also stresses that tourists are directed to touristic activities by internal motivation factors. According to his opinion, people are interested in marine tourism especially because of curiosity, their desire to escape the familiar and experience different environments especially wilderness in order to be well recognized in society for relaxation, excitement, solitude, peace, and proximity to nature (Orams, 1999).

2.1.3. Marine Tourism Industry in Turkey

Since the beginning of known history, sea has been accepted as part of wild life.Till 1960s, marine environment was not a part of tourism due to inaccessibility, safety concerns of people related with themselves as well as the relatively high cost of life at sea.Thanks to technological environments such as self- contained underwater breathing apparatus (SCUBA), electronic satellite-based navigation and television programs like Jacques Cousteau’ nature shows, marine tourism has gained momentum in recent years. Thus, people have pursued recreational aims towards marine tourism (Orams, 1999).

It is stated by the Turkish Ministry of Culture and Tourism that more than 80% of tourists come to Turkey especially for marine resources. Under the light of this fact, Marine Tourism Workshop group was established by TCS in 1982 to make contributions and to create a solution platform for marine tourism. According to TCS (2014), Mediterranean’s importance has been increasing and this trend is effecing Turkey positively in terms of social and economic aspects. Turkey’s marine tourism income is about 20% of its total tourism income. Yacht companies, yacht harbors, scuba diving, water sports, daily boat tours make significant contributions to marine tourism income in Turkey. Therefore, some issues have priority over others to improve Marine Tourism and its sustainability such as bureaucratic process time for both marina investment and yacht check in/ check out to marina, cruise tourism’s infrastructure and superstructure needs, daily boat tours’ quality, harbor fees, new marina and cruise harbor investments, yacht tourism and water sports and precautions for environmental issues. TCS (2014) has also stressed the scarce 21.000 yacht mooring capacity considering the 8333 km coastal line in Turkey. Some figures related with Turkish tourism industry are seen in Table 2.2.

Table 2.2. Business Tourism Documanted Yachts/ Vehicles

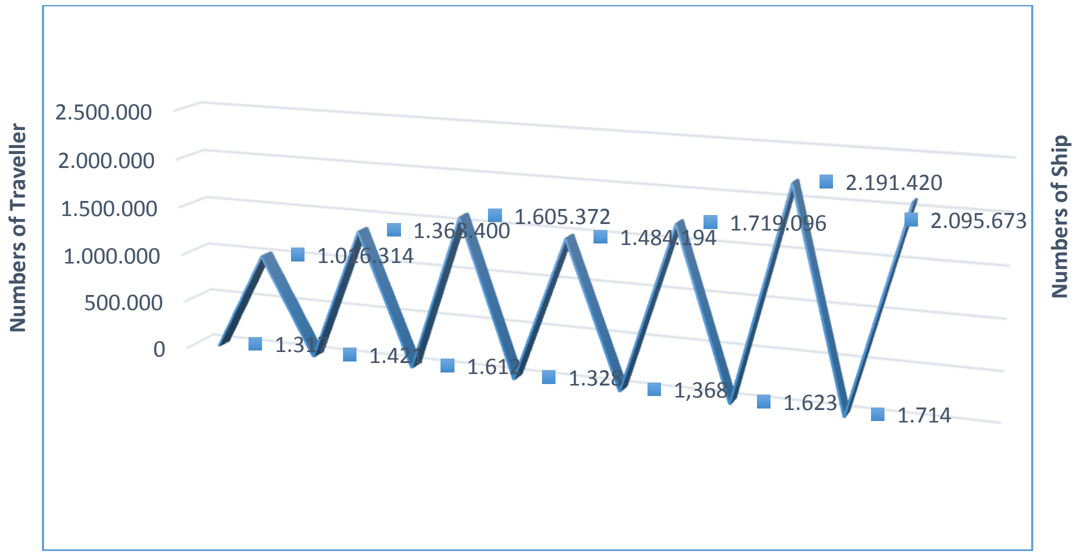
	Number of Companies	**Number of Yachts**	**Number of beds**
Business Tourism Documanted Commercial Yachts with Turkish Flag	857	1.529	15.312
Business Tourism Documanted Commercial Yachts with Foreign Flag	26	871	6.911
General Total	883	2.400	22.223
	Number of Companies	**Number of Boats**	**Number of Passengers**
Business Tourism Documanted Daily Tour Boats	938	1.051	68.629
	Number of Companies	**Number of Ships**	**Passenger Capacity Summer/ Winter**
Business Tourism Documanted Floating Marine Tourism Vehicles	45	45	15.992 /10.047

Source: TCS, 2014 (Data received from Turkish Minister of Culture and Tourism)

(Inland water vehicles are excluded)

Cruise industry can be accepted as a significant part of marine tourism in terms of economic impact. While according to Orams (1999) it only targeted wealthy people, the cruise industry faced a transformation by creating segments for potential customers with moderate income levels (Orams, 1999). TCS (2014) mentions that cruise industry is the most rapidly developing industry within the entire travel industry. Since 1980, it has reached a steady market growth rate of 8% per annum. Cruise ships can carry about 3000-3500 tourists at a time; thus by decreasing cost per person they can offer appropriate and attractive products to tourists with lower income. In 2013, 14 million people travelled with cruise ships in the world. Majority of the market is composed of American tourists with about ten million people. The rest of the market is shared by Europeans and now recently Far Eastern countries and especially China have started to take their share. The most popular cruise route is the Caribbean. The largest cruise company is Carnival - Costa – Aida owned by Carnival, and the second one is Caribbean Cruises. According to Turkey Seaship and Transportation Minister's statistical reports results, (Figure 2.1.) cruise passenger's number came to Turkey is more than two million in 2012, and it is expected to reach 3 million in 15 years. According to 2023 year's strategic plan of tourism, about 10 cruise harbors are planned to be built in Turkey (TCS, 2014).

Figure: 2.1. Foreign Travellers and Ships Came toTurkish Harbors by Cruise Ships in 2006-2012



Source: Adaptation from (TCS, 2014) (Data received from T.C. Seaship and Transportation Minister)

In addition to the above mentioned issues, diving tourism is a significant advantage for Turkey due to its geographical location and underwater resources in terms of both natural and historical attractions. Technological developments also made important contributions to marine tourism based on entertainment in terms of sports activities such as surf, banana, and parachute. The number of recreational sports companies is approximately 700 in Turkey, and its income is estimated to be around 150.000.000 dollars (TCS, 2014). Turkey's strengths and weakness in terms of marine tourism were evaluated by TCS (2014) and it was placed in the strategic plan of 2013-2018 report like in Table 2.3.;

Table 2.3. Turkey's Strengths and Weakness in Terms of Marine Tourism

Strengths	Weakness
Geographical position	Usage rate of marina capacity
Market size	Bureaucratic procedures
Historical and cultural resources	Education scarcity of marine and tourism
Capabilities and possibilities	International lobby
5 golden anchors marinas numbers	Competition against to Mediterranean countries
Maintenance service	Instability of economic and political
	Bad image

Source: Adaptation from (TCS, 2014)

According to table 2.6. Turkey has several strengths to be competitive in the marine tourism some of which are related with natural resources. On the other hand, it also has weak points that to be coped with. Especially complexitiy of bureaucratic procedures has been seen as a significant obstacle in Turkey.

Another problematic issue is that there are a very limited number of studies in literature and this is a significant scarcity for the marine sector. Scientific research in marine tourism has gained attention only during the last twenty five years. According to reached resources, while cruiser tourism is the most popular marine tourism topic in the foreign countries, coastal tourism is the most preferred one for Turkey (Günlü, Kozan and Özdemir, 2014).

In addition, environmental concerns should be taken into account not only in Turkey but also in the world to provide a sustainable tourism environment. Government plans, policies, and programs related with coasts and oceans should be prepared regarding environmental concerns. Clean water, healthy coastal habitats and marine resources such as fish, shellfish, wetlands, coral reefs, etc. are clearly fundamental to successful coastal tourism (Hall, 2001). Turgut Ayker (sailor) emphasizes the same problem. According to his opinion, the number of marinas has to be as large as the coastal capacity. For example, Göcek region has been overloaded and this causes serious environmental problems. Therefore, instead of increasing the number of marinas, it is more reasonable to increase the added value of the existing marinas. On the other hand, Erkan Uyar (Turkish diving record holder, diving coach) states different approach on environmental issue. According to his point of view, diving increases the environmental consciousness since people would face the unpleasant environmental conditions underwater themselves (Paker, 2011).

Marinas are also important part of marine tourism. This study's main structure has built on marinas. So, marinas will be explained in detailed in the following parts of this chapter.

2.2. MARINAS

2.2.1. Introduction to marinas

There are many definitions that have attempted to define the term "marina" in literature. Marina has been defined as the waterside facilities for trip or entertainment boats by National Association of Engine Boat Manufacturers in 1928. In this association's extended explanation, some services were added to the definition of marina such as maintenance services, fuel-oil supply, physical infrastructure (shower, toilet), and food beverage services (Sarı, 2013). On the other hand, today's marinas are also defined as significant contributors to regional development in terms of social-economic aspects. Heron and Juju (2012) mention that marinas are much more than just mooring facilities by emphasizing that today's marinas should provide a wide range of facilities. Furthermore, they also state that marinas should be defined as holistic hospitality businesses rather than just stand-alone operations. Stone (2000) shares the same approach thus defining today's marinas as tourist destinations. He states that since people combine their love of boating with that of travelling; recreational boating facilities have emerged. In this context, International Marina Institute (IMI) defines a destination resort marina as a place "accessible by land and by water, including berth places for visitors, accommodation, dining facilities, swimming pool and other entertainment and leisure facilities that provide a resort atmosphere" (IMI, 1998). In Turkey, marinas are officially defined as coastal structures that have both merchant and touristic licenses, that are protected from the adverse impacts of the wind and the seas, that provide safe mooring and walking connection for yachts and that offer technical, social infrastructure, management, support, accommodation, maintenance and repair services to these yachts (Official Gazette, 2013).

Marinas serve a wide range of services. They can be grouped as office services (general, daily weather, currency exchange, assistance to custom procedure, etc.), port services (pilot boat, berths, etc.), technical services (paint, engine, electricity,etc.), health services (doctor, ambulance etc.), security (navigation, fire alarm etc.), social (yacht club, swimming pool, etc.), shopping and entertainment (bar, super market, restaurant etc.), environmental protection and general (electricity, telephone, WC, shower, etc.)

2.2.2. Classification of marinas

Yacht harbors are classified according to their special characteristics and are labelled similarly with hotels but with anchors instead of stars (Official Gazette , 2009).Turkey Marine Tourism Legislations describe these labels as 3, 4 or 5 anchors.On the other hand, marinas in Turkey are classified as main yacht harbors, secondary yacht harbors, yacht berthing space and dry docks according to 08.06.1983 dated and 83/6708 numbered acts of Board of Ministers (Güner, 2004).

Sarı (2013) offers various grouping approaches in terms of location (coastal and inland), administrative (local government and private), land-water position, and service aims (maintenance, traditional and destinations marinas) of marinas. Location classification was also subjected by Güner (2004). According to the view point of researcher's architectural perspective, marinas can be defined as amphibian places so their designs depends on their coastal features suchs as topographical or wave characteristics. From a morphological perspective, they can be classified as coastal marinas and inland marinas which are built on rivers or lakes.

Arlı (2012) mentions that marina companies have two different service dimensions. First one is the human being dimension which includes both yacht owners and their captains whereas the second one is the vehicle dimension which focuses on yachts or boats. He describes marinas as tourism companies which provide accommodation to private and commercial motor yachts or sail yachts and their owners and captains (Arlı, 2012).

Marinas can be also classified according to having quality certifications.The most important ones can be listed as Blue Flag, Golden Anchor, International Marine Certification Institute (IMCI).

2.2.2.1. Blue Flag

Blue flag is a stardization of water quality and its environment quality. There are some rules to be obeyed and to be followed by marinas and inland water managers. This program is run by the non-governmental, non-profit organization Foundation for

Environmental Education (FEE). However at the beginning, it encompassed only European countries, whereas now non-European countries such as South Africa have been included.

Blue Flag Campaign has focused on 4 main subjects; water quality (water in the marina must be visually clean without any evidence of pollution (oil, litter, sewage, etc.)), environmental education and information (information relating to local eco-systems and environmental education activities to the users and staff of the marina, and also the Blue Flag for boat owners is offered through the marina etc.), safety and services (adequate and clearly sign posted lifesaving, first aid and firefighting equipment, emergency plans in case of pollution; fire or other accidents safety precautions and information wheelchair access and a map indicating the location of the different etc.), and environmental management (established to take charge of instituting environmental management systems, regular environmental audits of the marina facility, environmental policy and an environmental plan, water management, waste and energy consumption, health and safety issues, and the use of environmentally friendly products , appropriate storage of hazardous wastes, control of sewage disposal etc.) (Web: www.blueflag.org)

Today, Blue Flag has become a global program with an increasing number of participating countries. At the beginning of 2012, a total of 639 marinas globally were awarded the Blue Flag status (Heron and Juju, 2013).

In 1991, Turkey started its blue flag campaign activities. Blue Flag Campaigns have been pioneered by the Health Minister and Seaship and Transportation Minister and were coordinated by the Foundation of Turkey Environment and Education (TÜRÇEV). Number of marinas has increased each year. According to 2013 records, the number of blue flag marinas in Turkey is 22. It is stated that blue flag increases the demand towards marinas, and beaches, since it means clean sea, and safety environment (TCS, 2014)

2.2.2.2. Golden Anchor

The Yacht Harbor Association (TYHA) Gold Anchor Award Scheme is a transparent grading system for marinas worldwide. It has several standards from assessing technical standards to focusing on customer services and facilities. The Gold Anchor scheme is currently operating in 17 countries throughout the world and there are 130 participating marinas. It is a voluntary assessment program and is also associated with the British Marine Federation (BMF). The scheme ranges from one to five gold anchors. One Gold Anchor is awarded to a marinas that primarily comply with the infrastructure guidelines set out by TYHA. Applicants must complete and submit a self-assessment which is part of the application form. Marinas can also apply for two to five Gold Anchors, and for these to be awarded a four stage process has to be undertaken; self-assessment, marina assessment against schedule 1 &2, mystery shopper visit, berth holders' questionnaire (Heron and Juju, 2013). In Turkey, Ataköy Marina, Antalya Çelebi Marina, D-Marin Turgutreis Marina, D-Marin Didim Marina, D-Marin Göcek Marina, Ece Saray Marina, Kemer Türkiz Marina, K.K.T.C. Karpaz Gate Marina, Martı Marina, Marmaris Yat Marin, Milta Bodrum Marina, Palmarina Yalıkavak and Teos Marina has 5 golden anchor award given by TYHA. These marinas have rich services such as water sports, social and cultural activities, maintenance, and also shopping. So, they are not only named as marinas but also marina villages or marine holiday villages (TCS, 2014)

2.2.2.3. IMCI

It is a marine classification system. It has seven categories to evaluate marina's classification; external presentation, security, sanitary installation and hygiene, service, food supplies & leisure, management, environment protection and disposal, and storage.

External presentation has been representative with individual website, regular customer survey, parking lot management. Security category requires emergency ladder, rescue service, and storm alert.While sanitary installation and hygiene includes baby changing room, washing machine, service consists of tourist information about public transportation, tour planning. Food supplies & leisure category's elements should provide dinner in harbor, wireless internet access at the mooring, children's playground, bike rental, swimming pool. Management, environment protection and disposalhas needed work instructions for handling hazardous materials (such as waste oil), disposal facilities for chemical toilets, cleaning site for under water floor including supervised disposal. Storage means storage facilities for floor stands and trailer during summer season, approved transport and storage system for yachts. Classification is valid 3 years (Heinemann, 2008).

2.2.2.4. Others

There are also more programs and certification systems for marinas such as The Marine Industries Association of Australia (MIAA) Gold Anchor Rating Scheme , Australian Low Carbon Initiative Program, New Zealand Clan Marina Program, Icomia Clean Marinas Program (Heron and Juju, 2012).

2.2.3. Expectations from marinas

Generally marinas are built by considering different superiorities to make profit. On the other hand, superiorities of marinas could be perceived differently by customers depend on their expectations. There are some studies in the literature on which marina features are important for marina's customer. Most of studies related with expectations from marinas in the literature were done especially based on marina managers'views, and there are limited surveys done directly contacting customers.

Sarı's (2012) recent study regarding marina features was described differently by marina managers's perspectives. The marina manager in Britain thinks that some of the land area (from 20% to 35%) in many marinas is used as a parking lot. Other marina manager states that "inside the marina basin, turning areas are needed for boats to change places, to maneuver, to enter and to exit. Width of these turning areas depends on the type and size of the boats and experience in addition to the ability of yachtsmen, as well" (Sarı, 2012, p.209). On the other hand, The World Association for Waterborne Transport Infrastructure (PIANC) ' study, (http://pianc.org/aboutpianc.php) showed that some of variables mentioned by Sarı's study (2012) like water depth, width of entrance channel, minimum maneuvering circle and dimensions of mooring facilities were defined as essentials of being a marina. The most desired services, in order of importance, are those concerning the first needs of the user, such as portable water, lavatories, waste disposal and safety equipment, followed by those concerning the working of boats (electricity supply, firefighting equipment, fuel supply) (Conti, 1993).The first needs of the user were also rank as secondary essentials by marina managers in the study of Raviv, Tarba and Weber (2009). Their first important variables were determined to be value for money when the relation between marina characteristics and marina profitability is considered (Raviv, Tarba and Weber, 2009).

There are also some studies on Turkish Yachting Tourism carried out via the interviewing of marina managers. Main reasons for preference were defined as location, experienced work force, customer satisfaction, being a city marina, having 5 golden anchors, blue flag, quality and high security standards (Sarisik& Turtay&Akova, 2011). Similarly, Eriş (2007) also subjected some of these such as price and hospitality while researching the strengths and weaknesses of Turkish marinas in the Mediterranean Basin. Eriş (2007) also emphasized the importance of natural beauty, proximity to entertainment, quietude, climate, sea characteristics of marinas on expectations. He stressed that yachters come to Turkey for its coastal line beauty, and Turkish marinas do not have a priority during the destination selection phase of tourists.

Paker (2011) also made interviews on yachting with some marine industry authorities some of whom stressed out the differences between racer, sailor and vacationer in terms of expectations. For example, Osman Erkurt (marine archeologist, wooden yacht producer, and manager of marine projects) emphasized that while racers are almost only concentrated on racing, sailing boats staying for 8-10 days with family are considered to be more mariners than the first one. On the other hand, Serhat Altay (racer, yachting coach) stated that racers have an aim to reach a target point from the departure point and that the rest of the marine activities can not be attractive for a racer. Stone (2000) stated that yacther's aim to stay in the marina could differentiate expectations from marina. Some marinas can be transient dockage for tourists away from their home port on cruise to another harbor and their needs can be different from others. According to the observations of Kissman (1996, p.2-3), security is the most important concern of boaters. He also adds that "boater expectations are a function of the type of boat they own. For example, sufficient dock side utilities attract power boaters with boats over 28 feet and sailors with boats over 45 feet". On the other hand, especially smaller boat owners, if have a chance, will tend to a shelted marinas, not anymore. Heron and Juju (2012) also underlined the different needs of mega yacht markets. Their demands are far greater in terms of electrical power, water, and fueling and their maneuvering space needs differ in length, breadth and draft. Its dimension also affects pontoons length, and open fixed piers to improve water circulation or solid fixed piers. Furthermore, their owners are wealthy and high profile people who require a high degree of security and privacy. So, it may be required to segregate their facilities from others. Like Kissman (1996), Heron and Juju (2012) has also same view on boat size which could be a useful variable to segregate different market group each other based on their expectations. Eriş (2007) by including parallel angle of Kissman (1996),Paker (2011), Heron and Juju (2012)and Stone (2000) thought that customers could be grouped based on usage aim of marina, type of yacht, and usage aim of yacht, and additionally being domestic-foreign, their usage frequency /time of marina.

On the other hand, Conti (1993) stated that user type of marinas' customer was an effective criterion on expectations. According to his study, boat owners (B.O.) and marina operators' (M.O.) requests or ranks of importance were not the same. For example, safety equipment were more important to boat owners, while electricity supply at berth, fire fighting equipment were described as the most important requests for marina operators. Furthermore, whereas B.O. are more interested in the availability of harbor lighting, signs inside the harbor, sewage collection, maintenance facilities, restaurant and bar, communication and radio assistance, M.O. are more involved in radio assistance and businesses, as shopping facilities and dry storage (Conti, 1993).Eriş (2007) stated while yacht owners give more importance to social environment around marinas, captains have expectations related with marina's main services such as mooring, electricity, and water in his study (Eriş, 2007).Heron and Juju (2012) also emphasized importance of crew expectations especially for mega yachts. According to them, marinas need to be attractive to crews. Because, mega yachts spend much of year moored up. So, the marinas should have some features to mega yachts crews to relax, rest and even have fun.

Expectations can be changed also based on development stage of countries. Loke (2005) was done a study for developing countries' yachting customers' motivation reasons being a yachter. First one is stated as prestige. They are newly rich and may have little information and interest about yachting. This kind of market's yachters think that having a boat is a sign of business success in the society, and they prefer motor yacht instead of sailing. Since, most probably, they buy a yacht late in their life and relatively they have limited time to separate leisure activities. Additionally, they prefer to hire paid crew because of these reasons. Marinas and clubs are important in developing countries' yachter to benefit advantages of being a community. Because, their area may be lack of some services such as rescue (Loke, 2005).

On the other hand, in the literature, marina customers generally rate yacht harbor's characteristics (most rated one), its location's attractiveness, individual factors, presented social environment, environmental factors, and physical infrastructure highly in terms of their expectations and importance evaluations regarding a marina service. Among the effective factors to prefer the marina where their yacht is moored, social environment gets the highest rank(Nas and Coşar, 2014).Interestingly, cleanliness of sanitary facilities is perceived as an attractive service for marina facilities (Nas and Coşar, 2014; Akaltan and Nas, 2014). Being on customers's trip route was also stated as a significant advantage for marinas (Akaltan and Nas, 2014).

2.3. MARINAS IN TURKEY

Mediterranean area is a paradise for yachters due to its magnificent nature and climate. France, Spain, Italy has benefited from yachting as first movers and wise investors. East Mediterranean countries like Greece, Croatia, and Tunis have become important competitors against to West side since due to the price advantages provided to yachters. It is estimated that there are more than 600.000 yachts travelling around in Mediterranean area (Eriş, 2007).There are 19.000 number marinas/ and yacht harbors are available in the world, and 5000 number of them are located in Europe (TCS, 2014). Although,Turkey has an important competitive position because of having suitable geography, appropriate climate, and also high service quality in Mediterranean basin (Eriş, 2007), when examined marinas number between Turkey and pioneer Mediterranean countries can be seen on Table 2.4. It is clear that the number of marinas is not enough (TCS, 2014):

Table 2.4. Some of Mediterennian Country's Cost Line Length and Number of Marinas

Country	Coast Line Lenght	Number of marinas
Italy	6.500	380
Spain	4.964	96
Croatia	5.835	50
Turkey	8.333	46

Source: Adaptation from TCS, 2014

First yachts which carried tourists and came for Greece were seen in 1965 at Aegean cost line (TCS, 2014), and marina industry was started in 1970 by Turban Tourism A.Ş. First marinas were located in Kuşadası, Bodrum and Kemer and in 1974, Çeşme Altınyunus Marina as a first private marina was established (Eriş, 2007). After 1980, marina needs and capacity of Turkey's coast line were evaluated by a master plan to make a significant improvement in the yachting industry similar to that of the tourism industry. Generally, while Bodrum-Finike is a primary and most intensive route, Bodrum-Kuşadası and Finike-Antalya is the second for yachters. According to the analysis of transit logs of less than 20 meter yachts during the timespan between 2011 January - 2012 August, number of yachting movements is 61.853 in Turkey. 12.776 yachting movements belong to Marmaris with 15 % portion. Its followers are in rank Bodrum, Göcek, İstanbul, Fethiye, and Kuşadası (http://www.kugm.gov.tr). The number of marinas in Turkey reached to 46 as of 2014 with an increase of 94 % when compared with 25 marinas at the end of 2002 (6 of them belong to municipalities and without license). In addition to this, mooring facilities' number is 69 and total mooring capacity is 25.199. (Yacht harbor, municipality harbor, dry docks, and others). The marine tourism facilities with tourism administration certificates are seen in Table 2.5, Table 2.6, Table 2.7, and Table 2.8 (TCS, 2014).

Table 2.5.Business Tourism Documentation of Yacht Harbour

Harbour Name	Harbour Type	Harbour City	Sea Capacity	Land Capacity
1-Setur Kuşadası Yat Limanı	Main Yacht Port	Kuşadası / AYDIN	310	-
2-Ataköy Yat Limanı	Secondary Yacht Port	Ataköy / İSTANBUL	700	40
3-Türkiz Kemer Marinası	Third ancchored yacht port	Kemer / ANTALYA	150	150
4-Altınyunus Yat Limanı	Secondary Yacht Port	Çeşme / İZMİR	0	60
5-Marmaris Yat Limanı	Main Yacht Harbor	Marmaris / MUĞLA	676	122
6-Club Marina	Yacht Berthing Space	Göcek / MUĞLA	121	-
7-Çelebi Marina	Secondary Yacht Harbor	ANTALYA	200	150
8-Kumlubükü Yat Club	Yacht Berthing Space	Marmaris / MUĞLA	10	-
9-Turgutreis Yat Limanı	Main Yacht Harbor	Turgutreis/MUĞLA	455	100
10-Ece Marina	Yacht Berthing Space	Fethiye/MUĞLA	230	-
11-Milta Bodrum Yat Limanı	Secondary Yacht Port	Bodrum/MUĞLA	348	50
12-My Marina Yat Yanaşma Yeri	Third ancchored yacht port	Marmaris/MUĞLA	67	15
13-D-Marin Didim Yat Limanı	Five ancchored yacht port	Didim/AYDIN	576	600
14-D-Marin Port Göcek Marina	Third ancchored yacht port	Fethiye/Muğla	379	-
15- Alaçatı Yat limanı	Third ancchored yacht port	Çeşme/İZMİR	260	100
16- Marintürk Göcek Village Port	Secondary Yacht Port	Göcek-Fethiye/MUĞLA	116	200
17-Yalova Yat Limanı	Third ancchored yacht port	YALOVA	240	80
18-Alanya Yat Limanı	Four ancchored yacht port	Alanya/ANTALYA	287	160
19-Teos Marina	Five ancchored yacht port	Seferihisar/İZMİR	480	80
20- Port Iasos	Dock and landing	Milas-MUĞLA	100	-
Total			5795	1907

Table 2.6. Business Tourism Documentation of Yacht Slipway

Harbour Name	Harbour Type	Harbour City	Sea Capacity	Land Capacity
1-Ayvalık Yat Çekek Yeri	Yacht Dry Dock	Ayvalık /BALIKESİR	-	140
2-Albatros Yat Çekek Yeri	Yacht Dry Dock	Marmaris / MUĞLA	40	48
3-Yat Lift	Yacht Dry Dock	Bodrum/MUĞLA		400
4-Ağanlar Yat Çekek Yeri	Yacht Dry Dock	Bodrum/MUĞLA	-	200
5-Göcek Yat Çekek Yeri	Yacht Dry Dock	Fethiye/MUĞLA	-	156
Total			40	944

Table 2.7. Yacht Harbour Investment Tourism Documantation

Harbour Name	Harbour Type	Harbour City	Sea Capacity	Land Capacity
1-Alacatur Turistik Tesisleri Yat Limanı	Secondary Yacht Harbor	Turgutreis / MUĞLA	40	12
2-Meersea Körmen Yat Limanı	Yacht Harbor	Datça / MUĞLA	246	56
3-Martı Marina ve Yat İşletmeleri A.Ş.	Secondary Yacht Harbor	Marmaris / MUĞLA	301	70
4-Kalkedon Marina	Secondary Yacht Harbor	Bodrum / MUĞLA	200	200
5-Ataport Yat Limanı	Main Yacht Harbor	Zeytinburnu / İSTANBUL	1000	100
6-Mandalya Yat Yanaşma Yeri	Yacht Berthing Place	Milas / MUĞLA	50	-
7-Çeşme Yat Limanı	Main Yacht Harbor	Çeşme / İ ZMİR	377	100
8-Burhaniye Yat Limanı	4 Çıpalı yat Limanı	Burhaniye / BALIKESİR	210	100
9-Skopea Marina	Dock and landing	Göcek / MUĞLA	80	-
10-West İstanbul Marina	Yacht Harbor with 5 anchors	Beylikdüzü / İSTANBUL	765	370
11- Palmiye İskelesi	Dock and landing	Marmaris / MUĞLA	50	
12- Gökova Ören Marina	Yacht Harbor with 3 anchors	Milas / MUĞLA	200	55
13-Palmarina Yalıkavak Yat Limanı	Yacht Harbor with 5 anchors	Bodrum / MUĞLA	710	140
Total			4229	1203

Table 2.8.Location of Documents Yacht Tourism Investment

Harbour Name	Harbour Type	Harbour City	Sea Capacity	Land Capacity
1-Marmarin Yat Çekek Yeri	Yacht Dry Dock	Marmaris / MUĞLA		703
2-Yat Marin Yat Çekek Yeri	Yacht Dry Dock	Marmaris / MUĞLA		352
3-Ege Yat Çekek Yeri	Dry Dock	Milas/MUĞLA		15
Total				1070

Yacht tourism can develop depending on the provided resources in a location. If a person can find a safe mooring place, it is possible for him/her to consider buying a yacht. In Turkey, since there is limited mooring capacity and also price policy, many yachts have been moored in the fisherman shelters or sheltered cove. On the other hand, number of yachts is larger than the available mooring capacity not only in Turkey but also withinMediterranean basin. Thus, it can clearly be stated that marina is a risk free investment if it is done in right place with appropriate project (http://www.izmirde.biz).

Table 2.9. Yacht Harbor Projects

Ongoing Yacht Harbor Project	Yacht Harbor Projects to be auctioned
Dalaman Yat Limanı ve Deniz Otobüsü Yanaşma Yeri	İzmir Karaburun Yat Limanı
Datça Yat Limanı	Silivri Yat Limanı
Muğla-Ören Yat Limanı	Tekirdağ Yat Limanı
Kumkuyu Yat Limanı	İzmir Çeşme Şifne Yat Limanı
Haliç Yat Limanı ve Kompleksi	İzmir Seferihisar Ürkmez Yat Limanı
	İzmir Yeni Foça Yat Limanı
	Balıkesir Avşa Adası Türkeli Yat Limanı

Source: TCS, 2014

As seen in table 2.9 Turkey has several on going yacht projects, and there are also yacht harbor projects to be auctioned. So, Turkey has targeted to increase number of marinas regarding importance of yacht industry.

2.4. MARKETING IN MARINAS

2.4.1. Marketing Essentials of Marina

Marinas are defined as service industry businesses (Sarı, 2013). They have provided a large range of services to their customers related with infrastructure, maintenance, and also social life. On the other hand, service industry has some difficulties depending on its characteristics. Since there is great variability, customer evaluation is very difficult

(Lovelock and Wright, 2002).Sarı (2013) stated in her book that it has been very difficult to understand customer perception on marina's service quality and also how customers are affected by their perception while deciding purchasing behavior.

Service industry's distinctive characteristics can be summarized as intangibility (cannot be seen, tasted, felt, heard, or smelled), inseparability (simultaneously produce and consume), variability (dependance on customer, place, service employee etc.), and perishability (cannot be stored). More specifically, service industry's customers do not obtain ownership of services, on the other hand, they are more involved in the production process. Delivery systems can be carried out via electronic channels. (Lovelock and Wright, 2002). Kotler and Keller (2012) made some suggestions to cope with these characteristics of service industry. For example, demonstrating of service quality through physical evidence and presentation, monitoring customer satisfaction, differential pricing to balance off-peak and high seasons, reservation systems so on.

According to Sarı (2012), marinas' tangible features are physical facilities, equipments and materials, stuff's appearance, and communication materials. As suggested by Kotler and Keller (2012), marina managers especially should take into consediration of service's physical elements in order to ensure that the quality of service is visible. In addition, reliability in terms of keeping promise given by marina managers, showing courtecy to customers, eagerness to meet the customers needs in term of speed and quality (Sarı,2012), building a regular communication with customers (Kissman, 1996) have also been emphasized as essentials of marina service quality (Sarı, 2012). Furthermore, marina's employees should be well-trained and a good representer due to the high quality expectations of marina's customer (Heron and Juju, 2012; Sarı 2013). On the other hand, employee satisfaction is as important as their sufficiency. So their satisfactation should be taken into consideration (Arlı 2013, Işık 2010).

As a penetration tool, the most effective advertisement activity is word of mouth and reference (Eriş, 2007; Arlı, 2013). However, it is difficult to manage word of mouth in the marina by managers. Recommended activities are pretending to be a member of the marina by spending much time with captains and customers and thus following problems more closely (Arlı, 2012). Moreover, marina club activities or organizations are the best places to share them. Participating in sectoral meetings as well as advertisements in marina industry magazines are secondary tools (Eriş, 2007). On the other hand, another study of Arlı (2012) put forth that the most attractive promotion method was public relationships. Secondary tools were in rank social media channels and word of mouth. The least attractive one was, again, advertisement. Whereas married customers were affected by social sites and public relationships, singles preferred word of mouth, sales promotions, and public relationships. Furthermore, different age and different educated level people were affected differently promotion mix. It was also observed that yacht type made different attraction on promotion mix (Arlı, 2012)

Relationship marketing applications (remembering special days of customers, special services, solving complaints, acceptance to customer as a member or shareholder of marina, retention, asking needs and wanting of customers etc.) also effect repurchasing decision, advising intention, satisfaction from marinas (Arlı, 2013).

In addition, marina's promotion mix should be designed according to the target segment and they should also be presented by the use of the right distribution channels. Marketing message should be conveyed clearly. For example, "the best marina for safety" or "marina located in natural cave" (Arlı, 2012). Arlı (2012) also emphasized that public relations are important because it will enable public's supports for marina. In this context, arranging education on yachting for adults or their parents, being sponsor for international organizations will make significant contributions.

2.4.2. Destination Marketing

There are different approaches on the relationship between marina and destination context in literature. Gökçe (2014, p.3) explained that a tourism destination is both a complex product since having different services provided by directly or indirectly several entities while also an attractive product pulling so many tourists because its resources. Sarı (2013) stated that some marinas have also been described as a "destination resort marina". According to the definition by the International Marine Institute (IMI),"destination resort marina is a place which is accessible both from land and sea, providing berthing and mooring service for yachts, especially mega yachts, having accommodation facilities, restaurant, swimming pool, amphitheater, and other entertainment elements"(Sarı, 2012, p.44-45). In addition, recreation cost lines (Sdney Darling Harbor), and sea resort also categorized as a destination (Gökçe, 2014). On the other hand, Sarı (2012) also stressed that all marinas are not categorized as destination resort marina. Their type and number of facilities are different than traditional marinas. So, when this information is considered, some marinas can be accepted as destinations. Even if a marina is not a destination, at least it is a destination's entity since they also provide to destinations. Stone (2000) stated that yachters may want to visit nearby towns or villages to meet their needs from local shops thus interaction between local people and yachters is inevitable. Sarisik, Turtay and Akova (2011), Eriş (2007) also mentioned in their article that the primary criterion of tourists while making a decision about where he/she would travel to was the region. So, to be competitive in this market, the to improvement of a strategic plan with the destination is a must.

So, while improving marketing strategy for marinas, destination selection factors also have to be taken into consideration. Push and pull factors of motivation have been used in tourism literature especially for explaining the behavior of pleasure travelers. While push factors are mostly related with the needs or desires of travelers for travel, pull factors are a destination's attractions or destination's selection reasons (Masiero and Nicolau, 2012).

"Pull factors include tangible resources such as beaches, recreation facilities and historic resources as well as travellers' perception and expectation such as novelty, benefit expectation and marketed image of the destination" (Baloğlu and Uysal, 1996, p.32).Safety and security has been seen most subjected pull factors in the literature. Followers are accessibility, culture and historical resources, weather, naturel beauty, great variety of shopping facilities and restaurants, special events, night life, cultural events, accommodation options, attitude of local community toward tourist, and price policy (Baloğlu and Uysal, 1996; Hsu,Tsai and Wu ,2009; Cracolici and Nijkamp 2008; Correia , Valle, Moço, 2007; Sukiman et al. , 2013, Araslı and Baradarani ,2014; Zainuddin, Radzi and Zahari 2013 ; Demir , 2010; İçöz , 2013; Güripek , 2013; Yüncü ,2011).

"Most of the push factors which are originrelated are intangible or intrinsic desires of the individual travellers such as the desirefor escape, rest and relaxation, health and fitness, adventure, prestige, and social interaction "(Baloğlu and Uysal, 1996, p.32). Escape from the routine, rest and relaxation, adventure seeking, meet different cultures and life styles, spending time with family and friends, and meeting new people has been used mostly in the literature (Hsu,Tsai, and Wu,2009; Correia , Valle, and Moço, 2007; Jang and Wu ,2006; Beerli and Martin,2004;Kim, Lee and Klenosky,2003; Hanoquin and Lam ,1999, Hung and Petrick ,2011; Demir ,2010; İçöz , 2013).

There also many motivation factors as can be seen in the literature. However, marina marketers should be focused on the most appropriate and also add marina specific variables to understand customer expectations from marinas.

2.4.3. Differentation Strategies of marina

Michael Porter (Porter, 1991) stressed that competitiveness in the market is determined by company's competitive scope. So, company should breadth of product varieties, distribution channel, and geographic areas before deciding which competitive strategy is the best for it. More important, this strategy should especially benefit company's unique resources. This decision will determine market dimension as niche, middle, or mass and also level of cost differentiation (Wheelen & Hunger, 2012). Gökçe (2014) also underlined that a destination product had been created of service and expriences won by tourist. In addition, destination can be marketed differently to different customer groups at the same time based on its different characteristics. So, marinas as a destination can be also marketing differently by using notable characteristics.

On the other hand, Nas and Coşar (2014) also stressed out that if a marina cannot have all factors to present to their customers, it should apply differentiation strategies and also marina management should be done by considering both marine and tourism perspective to answer different customer's needs. Similarly, Heron and Juju (2012) stressed at the same point for yachting sector. A company should create its "unique selling proposition" to be distingued itself from the rest. The uniqueness elements can be dry berth facility, boat repair yard, and the number of berths or the broad range of facilities or pricing structure.

At this point, segmentation analysis of the market followed with market targeting and positioning by evaluating customer needs, competition in the market segment and company's resources have been suggested (Heron and Juju, 2012).

About pricing strategy on differentiation, although marketing mix applications are accepted as positive influencer for marinas, only using pricing as a competitive variable can be cause some problematic issues in Turkey's marinas. On the other hand, arrangement to some events in marinas will help being a brand and at the presentation of marina. While small marinas are less involved such kind of activities, big companies give importance to that (Işık, 2010). Morover, Eriş (2007) emphasized

that pricing strategy is different for mooring and maintenance / dry dock services, since yachters' perceptions are different for them. Whereas selection of a certain marina for mooring is a symbol of prestige, there are no signs of similar perceptions towards maintenance services.

As a summary, importance of marina has been increasing day by day in Turkey.Marinas has several attributes, and their customers have different expectations. Thus, to improve an effective marketing strategy for marinas will make significant contributions both marinas and also their destination involved. So, in the third chapter, marina marketing issue will be studied firstly understanding marina customers needs, and hereafter segmentation analysis will be done based on customer expectations. In addition to these, marina segments will be defined with their characteristics to improve most appropriate strategy for marinas.

THIRD CHAPTER A STUDY FOR MARINAS IN İZMİR AND AYDIN

3.1.AIM OF THE RESEARCH

It is estimated that there are more than 600.000 yachts travelling around in Mediterranean area (Eriş, 2007). The comparison of marinas number between Turkey and pioneer Mediterranean countries show that the number of marinas is not enough in Turkey (TCS, 2014). When its 8333km. coast line is considered, Turkey requires more marina investment and also improvement at usage rate of mooring capacity. On the other hand, although marina numbers increase by 94 % since 2002 in Turkey, marine tourism is a rather neglected area in the literature (Günlü, Kozan and Özdemir, 2014).

This study focuses on existing yachters' segments based on expectations from marinas in the market, specifically İzmir and Aydın marina customers. This area is very attractive for yachters and also it has a significant potential for marina investments. In the light of the segmentation essentials mentioned in the literature, this study is based on benefit segmentation. The purpose of this study is to segment yachters in terms of expectations from marinas. In addition to this, to make these segments accessible, their demographic characteristic, yachting characteristics, and others are described. Push (individual motivations) factors are also used for description of clusters. These variables are used to explain the different marina customer segments and to propose marketing strategies for marinas that want to target different segments .Determined segments are expected to provide a service provision basis for marinas in Turkey and also worldwide. The intended segmentation analysis may assist marina managers to reposition their market offering in order to match customer expectations. For new marina investments, these segments may lead the way for service design and development stages, and may assist investment decisions. Furthermore, it aims to provide information on yachters' service dimensions by making an exploratory research with marina representatives and using push factors (marina's attributes) mentioned in the literature.

This research with segmentation studies based on marina customer expectations targets to fill up research gap in this field. Scholars also may benefit using the findings of this study in their future studies on marina marketing, segmentation studies and marine tourism researches.

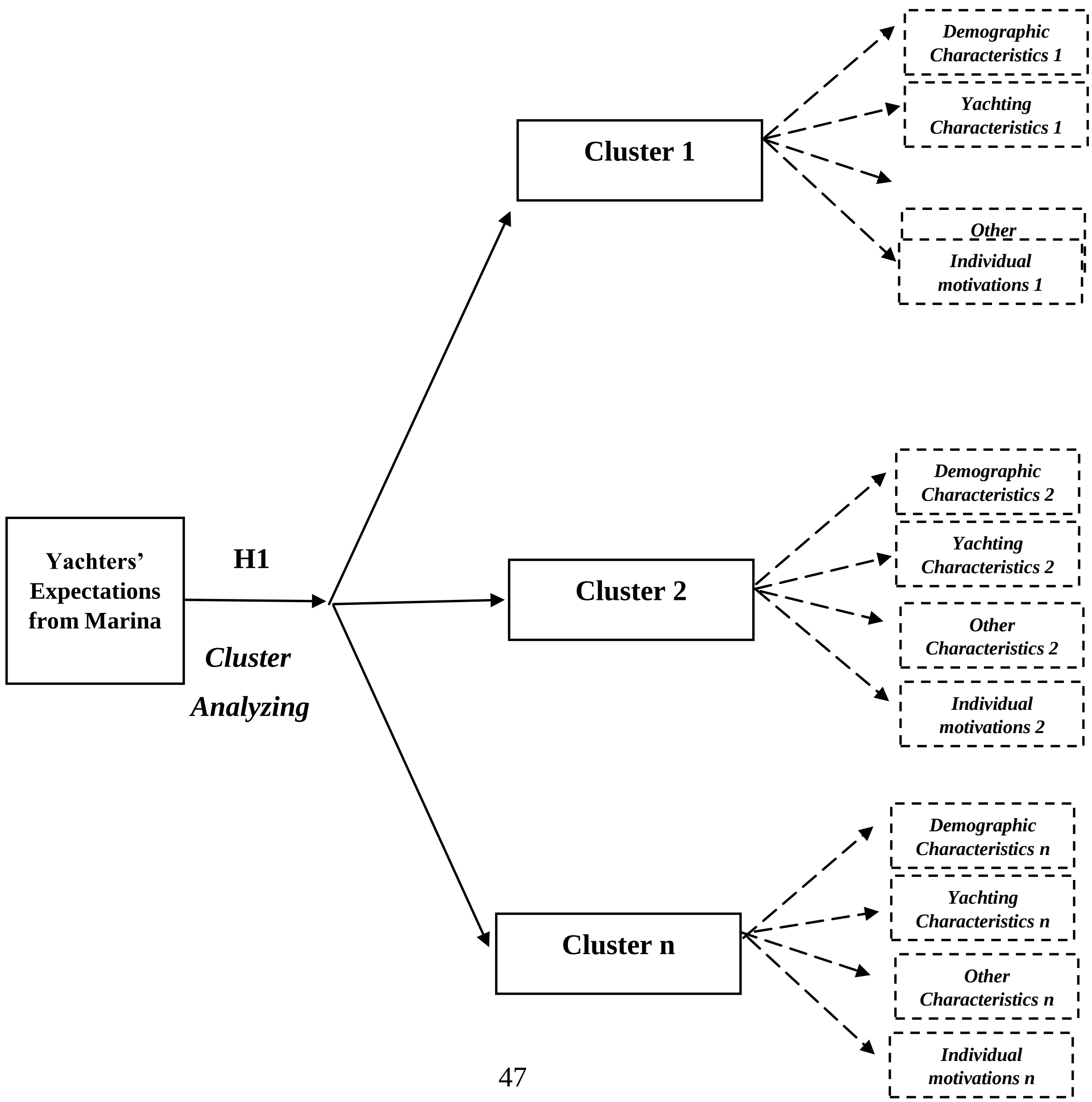
3.2. RESEARCH MODEL AND HYPOTHESIS

The study makes an attempt to explore whether there are different clusters based on customer expectations in the marina market and explain their dimensions. Furthermore, the study tries to explain the differences between market segments with reference to certain characteristics such as demographics, yachting characteristics and individual motivations to be a yachter. Thus, hypotheses of the research are listed below and the research model is depicted in (Figure 3.1.):

Main hypothesis:

H1: There are different clusters based on customer expectations in the marina market

Figure 3.1. Research Model



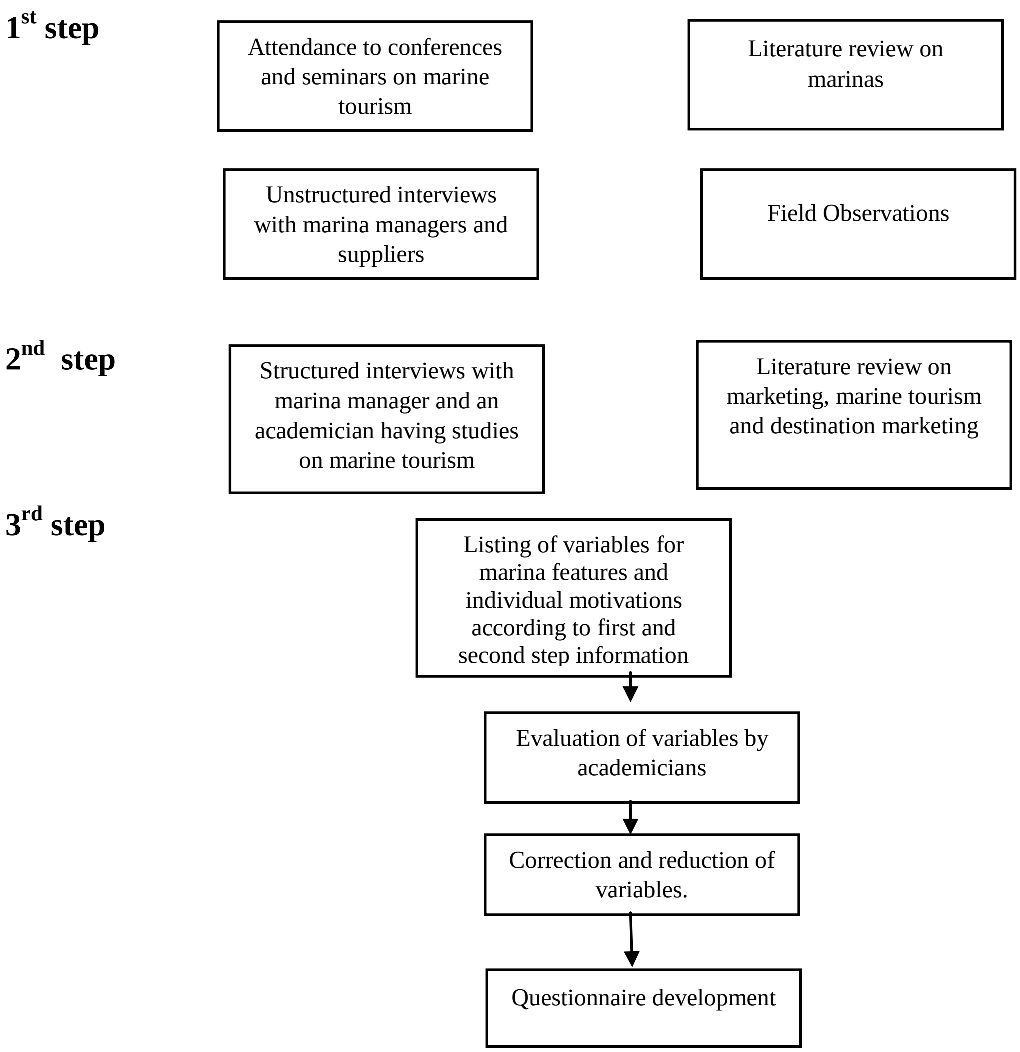
Sub hypothesis:

- Hypothesis H11: Clusters are different each other in terms of demographics characteristics
- Hypothesis H12: Clusters are different each other in terms of yachting characteristics
- Hypothesis H13: Clusters are different each other in terms of other characteristics
- Hypothesis H14: Clusters are different each other in terms of individual motivations to be a yachter

3.3. STAGES OF THE RESEARCH

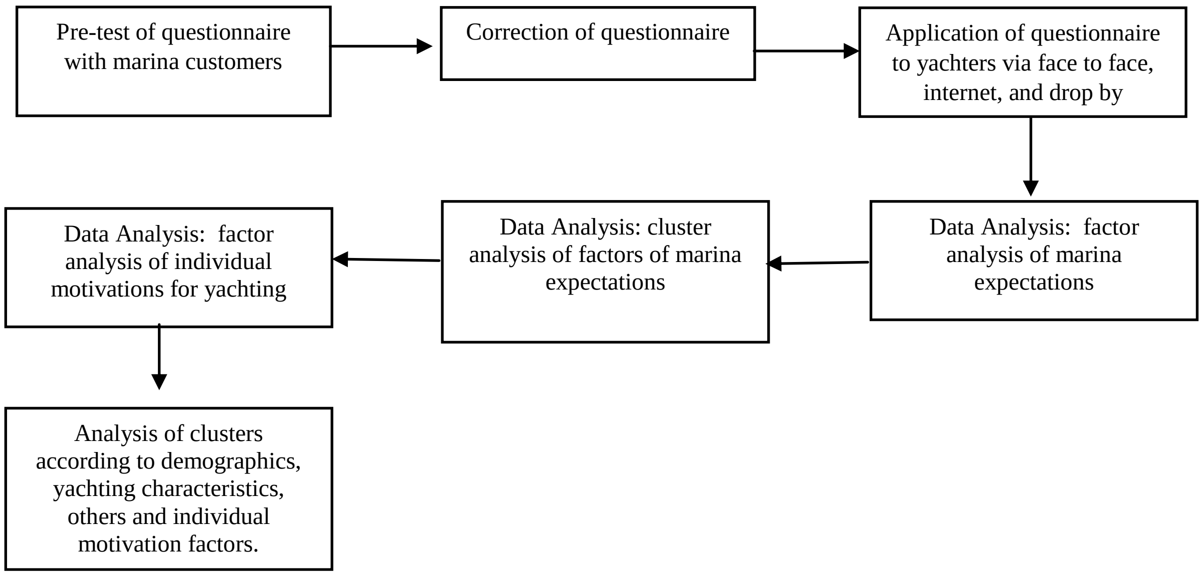
Triangulation, is a type of research design that particularly used by social research in order to solve the research problem by using different methods and thus look at it from different perspectives. In the triangulation design, quantitative and qualitative methods of research are being applied either sequentially or simultaneously (Neuman, 2003). This study is designed based on triangulation consisting main two stages which are qualitative and quantitative to provide greater empirical support to the theory in question. Throughout the qualitative stage of this study, sequentially, unstructured and structured interviews were held with sector representatives and academicians. "Interviewing is a conversational practice where knowledge is produced through the interaction between an interviewer and an interviewee or a group of interviewees" (Given, 2008, p.470). In the literature, interviews are separated into two main types as structured and unstructured interviews. Additionally, the semi-structured interview which is in between these two versions. In an unstructured interview, the researcher has the freedom to ask a variety of questions and the respondent has the freedom to enlarge the subject to the other related fields (Kothari, 2004). It is especially used when studying a new subject, and the researcher is more interested in knowing greater details about a phenomenon. On the other hand, in a structured interview, the researcher ask to interviewee administering questions in a structured manner. It is often used as the primary design of the quantitative research. The researcher can prefer this type of interview since interpretations may be more easily integrated into the quantitative findings (Given, 2008). Thereafter, an in depth analysis of the destination marketing literature was held in order to cover all of the existing customer expectations from marinas. The outputs of the qualitative research were combined with literature review results in order to develop the survey questions. Throughout the quantitative stage a survey study was held to marina users located at selected destinations. Cluster analysis and ANOVA methods were applied to the response set in order to validate the hypotheses. The results were discussed in relation with previous findings in the literature and suggestions were proposed for further research in the field. Qualitative research has three main steps. These steps are depicted on Figure 3.2. Some of the research activities were carried on simultaneously in order to support the concept building and item development process.

Figure 3.2. Qualitative Stage of Research



The quantitative research process (Figure 3.3.) consists of the pre-testing, application and analysis of the survey items. The responses are analyzed with *SPSS 20©* software. Cluster analysis and ANOVA are applied in order to test the hypotheses.

Figure 3.3. Quantitative Stage of Research



3.4. SEMINARS AND CONFERENCES

In 2014, several conferences and seminars related with marine tourism were attended in order to collect secondary information related with Turkish marina sector and its problems. The secondary information collected from these conferences and seminars were used in order to refine and delimit the research question and research aims.

3.4.1. Second National Marine Tourism Symposium

It was held on 28/02/14 in Dokuz Eylül University, and its main subject was focused on marine tourism improvement. Bureaucratic problems were stressed as most significant obstacle during the conference. According to presenters, especially, super yacht market is very profitable so marinas should be attractive for this segment. However, Turkey needs more marinas, private marinas are very expensive to reach all market, as well. Thus, some of new marina investment should be positioned for medium and low income level customer. On the other hand, it was emphasized that there were not enough studies on marine tourism in the literature.

3.4.2. Improving Mega Yacht Market and Marina Business

It was held on 20/03/2014 in Yaşar University. Sector representative gave valuable information on improving mega yacht market and marina business.

The first speaker representing IC Çeşme marina, gave a lecture firstly about super yacht market. He presented super yacht market as a different market segment. He underlined that super yacht market has been improving by stating yacht's number would be expected in 20 years 7500 by increasing from 4209. He also stated that 48 % of super yacht had been moored at European countries and this ratio was 40 % for America. Mooring time is 21,5 weeks in these areas. 70 % of super yacht has been preferring Mediterranean route as a trip route. Summer is the favorite season for them. Thereafter, he continued his lecture by giving some examples for marinas which has been hosting super yachts. To be an attractive to super yacht market, marinas should take into consideration such kind of marketing offers. For instance, although Malta marina has not any shopping center and maintenance service, it is very attractive for super yacht customer. Because it is located on transit point between west and east route. Malta marina has concentrated on service for providing fuel, food and beverage to super yacht. He emphasized that location was important for super yacht customer. On the other hand, he also stated that Yas Marina (Abu Dabi) organized Formula1 event and so super yacht had been come here because of event attractiveness. Pal Marina was introduced as other one. Super yacht customer has preferred that marina because of having appropriate price policy and a very attractive social environment to super yachts. His last example was Didim D Marin. According to his point of view, marinas can be classified within two groups; home port and destination port. He stated that Didim Marina could be counted as a home port marina. Although it is not nearby city center, it has attractive maintenance service, and appropriate facilities for super yacht crews.

The second speaker representing Milta Bodrum marina gave some information on marina market problems and also marina customer expectations. He emphasized that bureaucratic problems is the most significant obstacle for this market, too. They should be improved as soon as possible to strength marina market in Turkey. In addition to this, he said that a good marina investment could be return in twelve years. To find qualified employee is the other problem of marinas. Seasonality creates negative effect on retaining qualified employee, especially in winter season. According to him, super yacht customer has not been preferred Turkish marinas. Some feature makes marina more attractive such as marina infrastructure, natural features (sea deepness, geologic position, and wind) and transportation easiness, social events. According to his observations, there is a close relationship between yacht length and social status in Turkey. He also mentioned that trend has been directed to renting a yacht instead of buying and yacht production demand mostly comes from renting companies , and Turkey has 6 th ranked at yacht production.

3.4.3. Marinas and Marine Tourism

It was held on 01/04/2014 in Yaşar University. It was focused on which marina's features are important for customers and its obstacles to improvement.

The first speaker representing IC Çeşme Marina, gave information on IC Çeşme Marina by stressing important features related this marina. Some of them are can be summarized like that;

- Distance between city center and IC Çeşme marina is 90 km. So, it is a city marina.
- It is close to Sakız Island. Closeness to other attractive destinations creates a synergy effect.
- Destination's local people affects marina customer.
- Marina should arrange continuously events for customers. IC Çeşme marina do like that.
- Fine arts has been supported by it. Many exhibitions are being arranged during year in it.
- Shopping center is the most attractive feature of IC Çeşme.
- 24 hours security is available, and also it has 80 ton lift and 20 ton hydro lift. Technical service is important for marina. Having a marina like IC has been made Çeşme destination's technique service larger and more professional.
- Marina contributes local economy. IC Çeşme has been doing it.
- Human resources are the most significant problem for marinas. There is no sustainable human resources quality.
- Winter season is off peak season for yachting.

Second speaker representing Setur Kuşadası Marina also said like representative of Milta Bodrum that return of investment for marina is amount 12 years and also stressed that qualified human resources is an important for marinas improvement, and it is Turkey's marinas scarce. He has thought that marina service is very pricy in Turkey and yacht owning rate is very low when comparing with European and American countries. He underlined importance of closeness to airport and city center as well.

3.4.4. Career Days for Marine Students

It was held on 16/04/2014 in Dokuz Eylül University. This conference is mostly focused on job opportunity for marine students. According to presenters, marina managers, marina's customer service quality can make marina more preferable by customers. So, this conference especially underlined importance of human resources.

All these conferences pointed that bureaucratic problems is the most significant obstacle to improve marinas. Staff quality is very important for marina customers. However, Turkey has significant yachting potential, existing marinas in Turkey cannot reach all potential customers. While super yacht market has been increasing in the world, Turkey has not been preferred by them. On the other hand, except super yacht, domestic market is not satisfied too. It is clearly seen when compare with Turkey's coast line and mooring capacity. There are a range of segments. Having resources should be used effectively, thus marinas can be attractive by differentiating themselves in the market.

3.5. STRUCTURED AND UNSTRUCTURED INTERVIEWS

3.5.1. Unstructured Interviews

Unstructured interview is especially used when studying a new subject and the researcher is more interested in knowing greater details about a phenomenon (Given, 2008). So, to be more close to marina subject, and to understand main characteristics and problems of this issue, firstly unstructured interviews were done by sector representatives. During interview session, interviewees were not directed almost not at all and questions were asked them as a short form. Three marina managers and one marina supplier to be selected for this aim. They had chosen because of having satisfied experience on marina topic. Each interview took approximately 30 minutes. Interviewees gave both general and also their marina specific information. They can be summarized as seen in Table 3.1.

Table 3.1. Unstructured Interview

	Selçuk Balcı, ***Didim D-Marin Deputy Manager*** Contacted in Didim D-Marin, 15/03/14	***Melih Cankurt*** ***Didim D-Marina Supplier*** Contacted in Didim D-Marin, 15/03/14	***West Marina*** ***Representatives*** ***(2 person)*** Contacted in Dokuz Eylül University, 16/04/14
General			
Marina usage capacity	It is not very high as much as has been thought in Turkey		
Marina Investment	Marina has been required huge investment and to be run more efficiently		
Bureaucratic procedure	It is the most significant obstacle in Turkey		
Super Yacht Market	New investments should be done for super yachts, there is a scarce for this market, and supply can create demand opportunity.		
Marina Supplier Evaluation	Supplier selection and their performance evaluation have been doing according to marina's maintenance team observations. It should be done according to determined performance indicators.	Performance measurement of supplier improves supplier quality	
Shopping Center	Shopping center should provide a wide range of service		Shopping center should provide a wide range of service
Dry Dock	Marina's dry dock should provide a wide range of services to be attractive.	Marina's dry dock should provide a wide range of services to be attractive.	Marina's dry dock should provide a wide range of services to be attractive.
Marina Specific			
Target market	Marina has targeted also super yacht market.		New yacht owner, medium income level customer who living nearby marina
Customer profile			80 % of customers are Turkish, marina's customer's yacht length average is 15 m

Market position	Mostly technical oriented.		As a cheapest and also a technical oriented marina
Location			Far from city center, close to airport.
Features	Having 400 ton lift capacity and so big dry dock space (80.000 square meter).	It is a transit marina. It has been preferred for short time visiting (1-2 days). Closeness to Greece Island is the most favorable advantage for Didim D-Marin. Didim D-Marin’s price policy is very attractive because of cheap. So, it is very appropriate mooring during winter season. Because of north winds and long distance between Bodrum and Çeşme, yachters have been forced to stay in Didim.	Having an eco-project, yachting school, 670 ton lift capacity contract. Its price is relatively cheaper.
Social activities	Didim D Marin has been organized some concerts in the amphitheater to be more attractive for both sea side and land side customers in the summer time.		

As seen in Table 3.1., to generalize marina representatives' answers are so difficult. Mentioned topics were mostly different each other. Only importance of variety of shopping center and dry dock sufficient can be generalized. However, unstructured interview gave general information on marina to researcher.

3.5.2. Structured Interviews

The researcher can prefer structured interview since interpretations may be more easily integrated into the quantitative findings (Given, 2008).So, after unstructured interviews, both to be more focused on marketing side of marina subject, and to get generalizable information, structure interview was preferred and interview questions were developed. Structured interviews were done with 3 people and each of them took approximately 40 minutes. These people were selected because of experience and/ or knowledge on marina marketing. Structured interview answers can be seen in Table 3.2.

Table 3.2. Structured Interview

Questions	Onur Kunduz. Marina Manager of Alaçatı Port Marina. Contacted in Port Alaçatı Marina , 19 /04/14	Burak Ardahan Deputy Manager of Ece Saray Marina. Contacted in Ece Saray Marina ,13/05/ 2014	Derya Atlay Işık. Academician in Muğla University. Contacted in Muğla, 13/05/ 2014
According to your point of view, which features can create differentiation among marinas? How many marina segments existed in Turkey?	Marina can have many features to be attractive; price policy, being a city marina or not, shopping center availability, marina's natural beauty, physical infrastructure, hinterland, max yacht length capacity, being on the trip route, destination attractiveness, maintenance service availability, closeness to airport and emergency points, marina company culture, affordable social environment for yacht crews . Pal marina can be given an example for different group marinas; in terms of price policy and Didim marina out of the city and technical marina, IC Çeşme marina is lively marina.	While choosing marina, customer considers some features of marinas. For instance natural attraction, having a safety location in terms of wind, sea cleanness, distance from airport and city center, price policy, maintenance service availability/quality, land side benefits, event richness, accommodation choices (marina hotel, apart), located on tour area etc…Customer living his/her boat/yacht can have more expectation from marinas like closeness to hospital, school, shopping center. Loyal customer needs more benefits. Loyalty card, extra discount should be given to make them more satisfied.	Differentiation strategy can be successful, if marina is attractive for both seaside customers and local people. Concerts and open-air cinema which has been organized by Didim D-Marin can be given an example. Marina should cover all stakeholders effectively. Some characteristics can be concerned by customers at marina selection stage; closeness to city, closeness to his/her residence, natural beauty (sea cleanness, wind factor), its location features; touristic site, historical places, location' culture , marina quietness ,being a safety marina, concern local people interest, having an art gallery, some events like fair, fashion organizations, having appropriate environment for marina suppliers and yacht-renting companies located in marina , having a good quality maintenance service (lift capacity), opportunities for being social in the marina like hobby gardens and having a library , having accommodation alternatives for like hotel, pension, marina's age (new one can be more attractive in its first years), price policy, having different service choices, having good restaurants and cafeterias ,being environmental marina
Can market segmentation be used as a marketing tool for marinas? How?	Segmentation can be used as an effective marketing tool. Customer preferences can be different, and marinas should position themselves by emphasizing their unique characteristics according to target segments' needs. Differentiation in the market will provide superior advantage to marinas. For example, Port Alaçatı have used natural advantages	Segmentation can be done according to yacht types such as mega yacht, sailing and motor yacht, and marina's market positioning is more important	Segmentation is useful only if the market has a reasonable degree of competitiveness, and one other important issue is market positioning. If marina has already positioned its market offering, its market segments are already known. Therefore she considers market segmentation as a beneficial marketing tool for under developed marinas or new marina investments. For instance Pal Marina's market position is firmly established. Its price policy is more appropriate for luxury yacht. Thus, its targeted market

	such as wind, closeness to fishing area, and also technical services to be competitive		segment is already known by potential customers.
Does variance of customer profiles (concentrated sea side) can create different service expectation of marinas by customers?	Customer's motivation behind his/her interest in the sea mostly determines marina's selection criteria. Mega and super yacht crew's expectations can affect this decision as well. Marina's technical capacity must be suitable for yacht dimension also.	Nationality is important because of sailing experience. Especially European people are more experienced than Turkish sailors at the sea. Their expectations mostly depend on sailing criteria. Turkish customers' point of view are different in terms of service luxury. Income level is another important profile characteristic. Rich people tend to spend more money. They need luxury social environment in marinas or at their hinterland. Age is also important; especially foreign customers whom are above 60 years old need to be more socialized in marina. So, events should be arranged to meet their needs. For example, bowling or dancing group activities or races attract these customers.	Individual motivations and characteristics can create different service expectations from marinas in terms of purchasing approach.
Can differently positioned marinas make a cooperation between them? Can competition and cooperation prevail at the same time?	According to him, As Didim D Marin is a member of Doğuş Group, so it can be attractive for mega yacht, and it is using synergy effect by cooperating with other Doğus Marinas. Of course these marinas are run by a single group so at the end of the day they share mutual benefits. They are not complete rivals. He also added that there is an informal cooperation between different marinas; signing contracts would be difficult between private marinas.	If a customer needs something which marina does not have, for example maintenance needs, marina manager should seek other resources.	Cooperation could be inevitable for marinas in some cases. If customer demand requires new investment, if the marina has some location related restrictions and environmental constraints then cooperation can be reasonable.

As a summary, according to interviewees' answers, marinas have different attributes and they can use them to be more attractive. In the market, some of marinas clearly have differentiated themselves by using their superior/unique characteristics. However, market segmentation was stated as a viable technique in marketing, segmentation variables were mentioned differently by interviewees. Furthermore, variables which create different expectations from marinas also stated differently. Individual motivations and yachters' characteristics were mostly emphasized. Yachters' differentiable characteristics were stated as nation, age, yacht type, income level. Interviewees said that cooperation with different marinas would be so difficult. However, it has been done informally and also should be done to meet customer needs. On the hand, restrictions can make it inevitable for in some cases.

3.6. QUESTIONNAIRE DEVELOPMENT

According to obtained information from first and second step of research stages questionnaire was developed. It has three parts which are profile, expectations from marinas, and individual motivations to be a yachter.

The profile part of the questionnaire was composed of 22 items. It contained three subparts which are the demographic and yachting characteristics, and others. In the demographics part , including eight questions, measured age, gender, education level, marital status, household income level according to their country income scale, occupation, residence country/ province, and nationality. Following subpart, is related with customers' yachting characteristics; yachting experience, favorite marina, being a yacht owner, home port, contract time with home port, yacht type, yacht length, having paid crew number, spending month in a year for yachting, favorite yachting season, and best description for yachting themselves. These two parts is especially important since they are used for segments' distinctive definition and also can be used to profile marina customers generally. Last part is consisting of three independent questions each other. First one is questioned who decision maker is in marina selection process. Kotler and Keller (2012, p.249) stressed that "people play five roles in a buying decision: initiator, influencer, decider, buyer, and user, and marketers must be careful in making targeting decisions, because buying roles change". So, this question is researched who has the dominant role in this process. It is essential to understand target customer. Second one aims to figure out relationship between destination and marina. Its importance was stressed in the literature. Sarisik, Turtay and Akova (2011), Eriş (2007) mentioned their article that tourist's primary criteria while making a decision which region he/she would journey. So, to be competitive in this market, to improve a strategic plan with destination is an essential. Third question is related with information sources used in marina selection. It is especially important to determine most attractive distribution channel for marina's promotion element. The findings of this section were exhibited in the profile of the sample part for the survey study.

The second part of the questionnaire, expectations from marinas, asked in order to measure importance of the marina features. They can be also group into tangible and intangible features of marina. Since there is no scale in the literature covering for this purpose, expectations variables combined of frequently mentioned by the interviewees and conferences and also used in the marina, marine tourism, and destination marketing literature. In the tourism literature stated that pull factors are a destination' attractions or destination's selection reasons, and has been used for especially explaining behavior of pleasure traveler (Masiero and Nicolau, 2012). So, examined variables are related mostly destination selection or perception of destination image which are either used developed questionnaire scale or used in qualitative studies in the literature. However, some of them were picking of marina and marine literature, they are only used in qualitative studies. Furthermore, a few variables also added since mentioned in the either interviews or conferences. Thus, the initial version of the questionnaire variables was obtained as 50 items. Hereafter, these variables were analyzed according to frequency number. The list of variables and their resources are listed as seen on Appendix 1. According to the list, some of variables are notable than others. For example, "Safety and security" variables were used by 19 academicians in their questionnaire development and 4 academician were subjected them in their qualitative studies. Furthermore, three sector representatives stated its importance. For example, Zainuddin, Radzi, and Zahari (2013) revealed that safety and security were key success factor on destination competitiveness and tourists were influenced of them their decision making to travel Langkawi. "Attitude of local community toward tourist" was used by 14 academicians in their questionnaire development. 3 academician were subjected them in their qualitative studies, and two sector representative stated its importance. Sukiman et al. (2013) mentioned that hospitality was important especially international tourist satisfaction. “Events” variable was used by 12 academicians in their questionnaire development. 2 academician were subjected them in their qualitative studies. It was frequently mentioned in the conferences, and six sector representatives stated its importance. Araslı and Baradarani (2014) researched that organizing cultural events that appeal to tourists would make contribute positive image of destination.

The third part of the questionnaire, individual motivations to be a yachter, was asked in order to measure importance of individual motivations. They are push factors which are mostly related with traveler’s needs or desires for travel (Masiero and Nicolau, 2012). This part is aimed to define segments additionally with individual motivations. They can be used in creating of brand or theme slogans by marina marketers. Variables were taken from tourism literature, and their frequency also analyzed. 35 items were derived from literature. The list of variables and their resources are listed as seen on Appendix 2. Some of them were frequently used by researchers. For example, “Escape from routine” variable was used by 10 academicians in their researches. İçöz (2013) underlined that “escape from routine was a need, and tourist could visit a place to satisfy only this expectation. In addition to this “Adventure seeking” variable was used by 9 academicians in their questionnaire development. Hsu, Tsai and Wu (2009) subjected this variable in their “the preference analysis for tourist choice of destination” study as an attractive factor.

Thereafter, in order to eliminate and refine the selected survey items 8 academicians studying on marine tourism, marketing and destination marketing were consulted. Considering their recommendations, similar variables were combined and some variables were eliminated since they were not directly related with customer expectations from marinas or motivations. As a result, 38 variables related with marina features of which 36 of them were used in several scientific researches in the literature were determined to put into questionnaire. Only two of them , “appropriate social environment for yacht crew” and “closeness to transit and/or trip routes”, were added since they are marina specific variables. 12 variables related with individual motivators that all of them were used in the tourism literature were selected to be included in the questionnaire. As a result, two and third part of questionnaire was mostly developed according to variables used in scientific researches. Both second and third parts of questionnaire variables are seen on Appendix 3 and Appendix 4 with their used resources.

After the item screening process that was carried on with academicians, a second phase of item screening and elimination was conducted together with industry representatives. Before distributing the survey to the selected sample a pre-test process was applied to 10 selected marina customers. These customers were selected because of their yachting experience. Additionally, they are customers of marinas located in İzmir and Aydın, and they are yacht owner. All the survey items were asked to these 10 respondents during face-to-face interviews. Their comments on the items were noted and some questions were reworded to avoid ambiguity.

After these two pre-testing processes the questionnaire items were modified into their final versions. The questionnaire was translated into English as it was going to be applied to foreign marina customers as well. In order to eliminate the possible problems related with the translation process, the Turkish and English versions of the questionnaire were analyzed by an English fluent lecturer studying in languages. All the translated items were refined according to his suggestions and the English version of the survey was finalized accordingly.

3.7. SAMPLING PROCESS AND SURVEY METHOD

İzmir and Aydın province has a significant potential in terms of yacht tourism. It has so many coves which have both natural attractiveness and sheltered, and appropriate climate characteristics. In addition to this, there are many antique cities like Ephesus, Smyrna in İzmir, Aprodisias and Priene in Aydın (http://www.goturkey.com). This study targeted İzmir and Aydın marinas as sample, since they are so attractive for yachters and has a notable potential for new marina investments. All marinas in this province were visited. Their mooring capacity at sea is totally 2138 as seen in Table 3.3. Collected sample size is approximately 12, 2 % of them. These marinas have provided a large range services to their customers related with infrastructure, maintenance, and also social life. Only Levent Marina is located in the city center; rest of them are not far away more than 100 km to city center and to airport.

Table 3.3. Marinas in Which Survey Applied and Their Mooring Capacity at Sea

	Collected Samples	Mooring Capacity at sea	%
IC Çeşme	47	377	12,4
Altınyunus	16	90	17,7
Alaçatı	36	260	13,8
Teos	37	480	7,8
Didim D Marin	32	576	5,5
Kuşadası Setur	24	310	7,7
Levent Marina	2	45	4,4
Others	67		
Total	261	2138	9,1 / 12,2

Source: Mooring capacity at sea was taken from (TCS, 2014)

Nonrandom and judgmental sampling methods were used. In the nonrandom sampling methods, selection process is subjective and also researcher selects respondents. Judgmental sampling is a one of non-random sampling methods. Researcher determines samples as representatives from universe according to his/her judgments (Gegez, 2005).

The self-administered survey was conducted between 27 August 2014 and 30 September 2014. A total of 261 consumers responded to the survey. All statistical analyses were conducted using SPSS 20. version statistical package. Data were obtained by using different collecting methods. %81 of data was collected by face to face methods. After taking permission from marina's managers, Port Alaçatı, Altınyunus, IC Çeşme Marina, Teos Marina, Didim D Marin, Setur Kuşadası and Levent Marina were visited. Marina customers both yacht owner or renting yachts were asked firstly if they are marina customers, and whether wanted to participate survey by explaining research aim. While questionnaire was filled out, the researcher was present nearby the customer, and if the respondent needed extra help or explanation, it was provided by the researcher. %18 of data was collected by internet and %11 of them collected by drop by method. These methods were applied only to marina customers who purchase services from mentioned marinas.

The data obtained from the respondents were analyzed according to the aims of the study. In order to satisfy the descriptive aims, frequency analysis and mean values were evaluated for survey items. In order to satisfy the explanatory aims of the study, exploratory factor analysis (EFA), cluster analysis and ANOVA methods were used and the results are analyzed in the forthcoming sections.

3.8. PROFILE OF THE SAMPLE

3.8.1. Demographic Profile of the Sample

The first section in the questionnaire involved questions regarding the demographic profile of respondents. Table 3.4. shows the profile of the respondents in the survey. 64, 1 % of the respondents' are aged above 40 and 73,2 % of the respondents are male. The majority of participants are mostly Turkish (86, 2 %) and also their province is İzmir (52, 1 %). In terms of the education level of the respondents, 81, 2 % of them have at least university/ college degree. The respondents' marital status are mostly married-living together (77, 8 %) and income level are above mid level according to their country income scale (62, 0 %). The respondents in the occupation category are seen dominantly in working status; 37, 3 % of them are employees in a company, 37, 6 % of them self-employed, rest of them (25,1 %) are retired, unemployed, student and other.

Table 3.4. Demographic Profile of the Sample

	Frequency	Percent	Cumulative Percent
Age			
18-29	26	10,0	10,0
30-39	67	25,8	35,8
40-49	75	28,8	64,6
50-59	61	23,5	88,1
60-over	31	11,9	100,0
Total	260	100,0	
Gender			
Male	191	73,2	73,2
Female	70	26,8	100,0
Total	260	100,0	
Nationality			
Turkey	224	86,2	86,2
German	12	4,6	90,8
French	4	1,5	92,3
Canadian	1	0,4	92,7
English	7	2,7	95,4
Swiss	4	1,5	96,9
American	2	0,8	97,7
Australian	1	0,4	98,1
Italian	2	0,8	98,8
Austrian	2	0,8	99,6

Luxembourgian	1	0,4	100,0
Total	260	100,0	
Province			
İzmir	135	52,5	52,5
İstanbul	49	19,1	71,6
Aydın	12	4,7	76,3
Other cities in Turkey	22	8,6	84,6
Europe	33	13	97,7
USA	5	1,9	99,6
Canada	1	0,4	100,0
Total	257	100,0	
Education Level			
Primary	6	2,3	2,3
High	43	16,5	18,8
College/University	141	54,0	72,8
Post Graduate	71	27,2	100,0
Total	260	100,0	
Marital Status			
Married-living together	203	77,8	77,8
Single	58	22,2	100,0
Total	260	100,0	
Income Level			
Low	7	2,7	2,7
Midlevel	91	35,3	38,0
High	139	53,9	91,9
Very High	21	8,1	100,0
Total	258	100,0	
Occupation			
Employee	95	37,3	37,3
Self-Employed	96	37,6	74,9
Retired	35	13,7	88,6
Unemployed	6	7,1	95,7
Student	18	2,4	98,0
Other	5	2,0	100,0
Total	255	100,0	

3.8.2. Yachting Characteristics of the Sample

The second section in the questionnaire involved questions regarding the yachting characteristics of respondents. Table 3.5. shows the profile of the respondents in the survey. 80 % of the respondents' have more than 3 years sea experience and 70, 3 % of the respondents are an owner of a yacht. The majority of participants (70, 3 %) are having a 10-12 months contract with their marinas. The respondents' home ports are mostly marinas in which the survey was applied (70, 4 %). In terms of the yacht type respondents rent or own, 67, 5 % of them prefer sailing, 31, 3 % motor-yacht, rest of them is other types. On the other hand, as seen in Table 3.6., their yacht lengths are mostly less than 13-15 m (78,8 %) and 61.0 % of respondents have no paid crew in their yacht. 54,0 % of the participants spend less than 4 months in a year in a yacht . While 41 % respondents who have working status (self-employed or employee) spend more than 4 months in a year in a yacht, this ratio for retired respondents is 76, 0 % (Table 3.7). In the questionnaire, participants described themselves as sailors (64 %), vacationers (20, 9 %), racers (7, 1 %), and others. As seen in Figure 3.4, whereas summer is described by participants as a favorite season for yachting with 86, 0 %, this ratio for winter is only 14, 8 %.

Table 3.5. Yachting Characteristics

	Frequency	**Percent**		**Frequency**	**Percent**
Sea Experience (Year)			**Home Port**		
0-1	17	6,5	Çeşme	36	19,4
2-3	35	13,5	Teos	31	16,7
4-8	81	31,2	Setur Kuşadası	21	11,3
9-15	40	15,4	Didim D Marin	10	7,0
16-over	87	33,5	Levent Marina	2	5,4
Total	260	100,0	Others	55	1,1
Being Yacht Owner			Total	186	30,0
Yes	182	70,3			100,0
No	77	29,7	**Yacht Type**		
Total	259	100,0	Sailing	162	67,5
Home Port Contract Time (mount/ a year)			Motor-yacht	75	31,3
0-1	15	8,2	Other	3	1,3
2-3	12	6,6	Total	258	100,0
4-6	14	7,7	**Best Description**		

7-9	13	7,1	Racer	18	7,1
10-12	128	70,3	Sailor	162	64,0
Total	182	100,0	Motor-yachter	14	5,5
			Vacationer	53	20,9
			Other	6	2,4
			Total	253	100,0

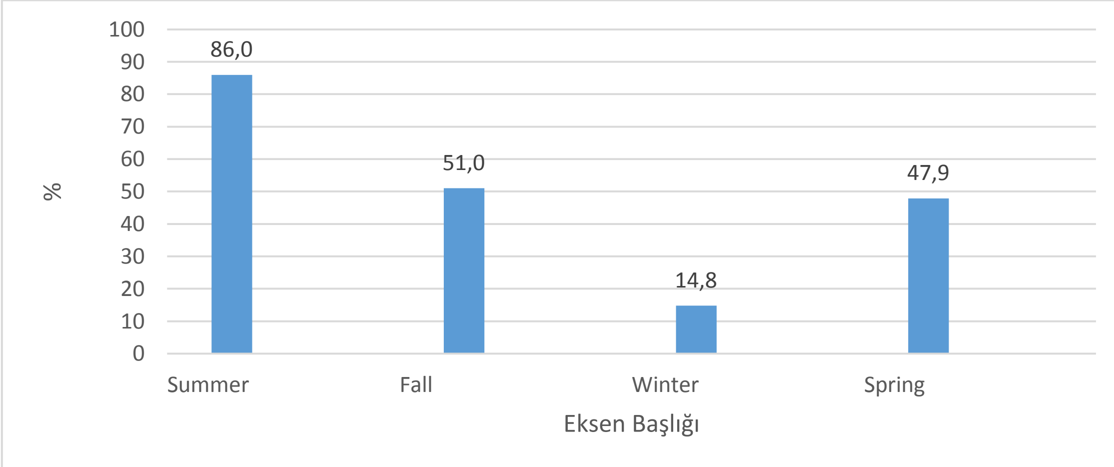
Table 3.6 Yacht Length (m)

	Crew Number					Frequency	Percent	Cumulative Percent
Yacht Length	**0**	**1**	**2-3**	**4-6**	**7-over**			
5-9	26	1	4	1	0	32	13,6	13,6
10-12	60	9	14	7	1	91	38,6	52,1
13-15	46	10	5	2	0	63	26,7	78,8
16-18	8	10	4	1	0	23	9,7	88,6
19-20	2	2	10	0	0	14	5,9	94,5
21-30	2	1	7	0	1	11	4,7	99,2
46-60	0	1	0	0	1	2	0,8	100.0
Total	**144**	**34**	**44**	**11**	**3**	236	100,0	
Percent	**61,0**	**14,5**	**18,6**	**4,6**	**1,3**			

Table 3.7. Spend Month in a Year for Yachting and Relationship with Occupation

	Occupation						Freq.	Perc.	Cum. Perc
Month	**Employee**	**Self Employed**	**Retired**	**Student**	**Un employed**	**Other**			.
< 1	21	9	1	2	1	1	35	14,1	14,1
1	6	3	2	1	2	1	15	6,0	20,2
2-4	32	35	5	1	6	2	84	33,9	54,0
5-8	15	21	15	2	4	1	60	24,2	78,2
9-12	13	25	10	0	5	0	54	21,8	100,0
Total	**87**	**93**	**33**	**6**	**18**	**5**	**248**	**100,0**	

Figure 3.4. Favorite Season



3.8.3. Other Characteristics of the Sample

The third section in the questionnaire involved questions regarding the other characteristics of respondent. Table 3.8. shows that 54, 6 % of the respondents decide marina selection themselves and 30, 1 % of them decide together with their family. While males decide themselves 65, 0 %, this ratio for females is only 25, 0 %. On the other hand, friends, captain and other people has not direct influence on marina selection decision (15, 3 %). In addition to this, as seen in table 3.9., respondents have been taking marina decision selection according to destination involved. As seen in figure 3.5, friends advice is described as the most used information source (64, 3 %) deciding marina. This finding also emphasizes the importance of word of mouth. The ratio for direct connection is 34, 9 % and internet is 34,5 %. Advertisement and news are not significantly considered as sources by yachters.

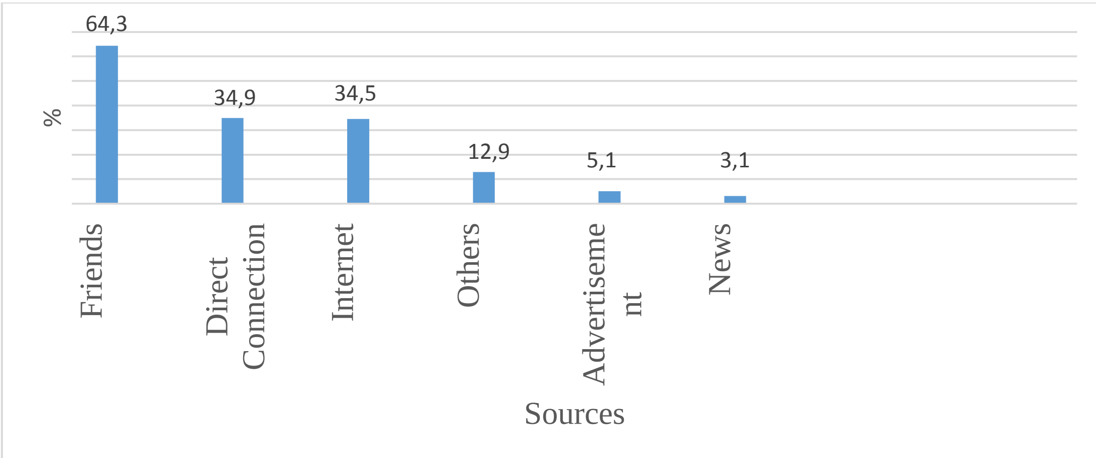
Table 3.8. Decision Maker of Marina Selection and relationship with gender

	Male Frequency	Female Frequency	Total Frequency	Total Percent	Total Cumulative Percent
Myself	120	16	136	54,6	54,6
Together with family	38	37	75	30,1	84,7
Friends	5	5	10	4,0	88,8
Captain	16	3	19	7,6	96,4
Other	6	3	9	3,6	100,0
Total	185	64	249	100,0	

Table 3.9. Destination Preference

	Frequency	Percent	Cumulative Percent
Yes	186	75,6	75,6
No	60	24,4	100,0
Total	255	100,0	

Figure 3.5. Information Sources used to marina selection



3.8.4. Expectations from Marinas

This section briefly provides the descriptive statistics related to the expectation of marinas. 5 point likert importance scale was used. While “1” means “not important at all”, “5” indicates “very important”. According to Table 3.10, most important expectations are in rank security, service quality, infrastructure quality, cleanliness and hygiene conditions, attitudes of staff toward marina customers and safety. All of them has more than 4,5 mean score. On the other hand, accommodation facilities and night life were ranked with below 2, 5 as mean scores.

Table 3.10. Expectations From Marinas

Variables	N	Mean	Std. Dev.
Security	248	4,77	0,60
Service quality	247	4,69	0,78
Infrastructure quality	246	4,68	0,76
Cleanliness and hygiene conditions	247	4,66	0,78
Attitudes of staff toward marina customers	247	4,64	0,72
Safety	248	4,61	0,73
Price policy	247	4,41	0,91
Environmental friendliness	248	4,37	0,93
Having a well-equipped dry dock	247	4,34	1,05
Having blue flag	247	4,23	1,05

Easy access to the marina	247	4,16	1,04
Weather	246	4,16	0,99
Natural attractiveness	247	4,02	1,10
Prompt contact facilities to emergency points	245	3,95	1,21
Easy access to the destination	247	3,79	1,22
Being quiet and not crowded	245	3,79	1,25
Closeness to transit or trip routes	245	3,70	1,22
Closeness to other attractive destinations	246	3,57	1,17
Located nearby the city center	247	3,57	1,35
Restaurant, café variety	246	3,45	1,23
Attitudes of local community toward tourist	247	3,43	1,36
Closeness to my residence	247	3,40	1,57
Beaches for swimming and sun tanning	247	3,39	1,37
Information and tourist service	247	3,32	1,12
5 golden anchors	245	3,18	1,39
Shopping	247	3,15	1,27
Cultural and historical resources in the destination involved	246	3,14	1,22
Being luxurious	248	2,89	1,28
Event	246	2,82	1,32
Having appropriate social environment for yacht crews	246	2,79	1,38
Sport facilities	247	2,77	1,34
Image of the marina and being well-known	248	2,74	1,35
Unique and interesting culture of local people	248	2,70	1,24
Closeness to airport	247	2,68	1,45
Individual activity opportunities	247	2,54	1,22
Similar culture of local residence	245	2,53	1,26
Accommodation facilities	246	2,49	1,31
Night life	246	2,45	1,40

3.8.5. Individual Motivations to Be a Yachter of the Sample

This section briefly provides the descriptive statistics related to the individual motivations to be a yachter. Like previous section, 5 point likert importance scale was used. While “1” means “not important at all”, “5” shows “very important”. According to Table 3.11, most important individual motivations are in rank being free to act how I feel, spending time with my family and friends, and escape from routine. All of them have more than 4,0 mean score. On the other hand, self-esteem and social recognition were ranked as the least important motivation factors.

Table 3.11. Individual Motivations to be a Yachter

Variables	N	Mean	Std. Dev.
Being free to act how I feel	246	4,41	0,91
Spending time with my family and friends	247	4,37	2,81
Escape from routine	247	4,13	1,07
Having fun	247	3,96	1,17
Health and fitness	247	3,95	1,09
Meeting people with similar interest	247	3,79	1,14
Meet different cultures and life style	247	3,73	1,15
Novelty seeking	246	3,59	1,22
Developing close friendship	247	3,55	1,22
Adventure seeking	247	3,48	1,29
Rediscovering myself	245	3,34	1,40
Self-esteem and social recognition	247	3,07	1,38

3.9. ANALYSIS

3.9.1. Factor Analysis based on marina expectations

The collected survey data were analyzed using SPSS 20.0. The exploratory factor analysis (EFA) was employed to identify underlying factors examining the 38 marina selection variables of benefits sought by yachter's preferences. These steps were followed;

1. Step: Measure of Sampling Adequacy: Bartlett's test of sphericity indicated that sample was statistically significant ($p = 0.000$). (Table 3.12).“A statistically significant Bartlett's test of sphericity (sig. < .05) indicates that sufficient correlations exist among the variables to proceed” (Hair et al., 2014, p.103). Kaiser–Meyer–Olkin ratio yielded sampling adequacy as 0.849. Since it is higher than 0.5, sample is accepted as appropriate for factor analysis (Işık, 2010), (Paker, 2011)

Table 3.12. KMO Test of Marina Expectations

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,849
Bartlett's Test of Sphericity	Approx. Chi-Square	4027,182
	df	703
	Sig.	0,000

2. Step: Evaluation of correlation matrix: In the correlation matrix, none of correlation coefficient was calculated above 0.7. So, there were no very high correlations among variables.
3. Step: Evaluation of Rotated Component Matrix: After analyzing the correlation matrix, varimax method was used to rotate factors, and factors with eigenvalues greater than one were retained. Variables related with marina expectations were divided into nine factors. When variables' with factor loadings (>0,4) were examined, it was seen that 4 variables were loaded into same factors ; having blue flag, restaurants& café variety, sport facilities, and natural attractiveness. In addition to this, closeness to my residence variable was founded to be the single variable of a factor. So, in this stage these five variables were eliminated.
4. Step: Reevaluation of Rotated Component Matrix: At this step, variables' factor loading were examined for >0,3 . At this stage, night life, shopping, and prompt contact facilities to emergency points variables were double loaded and were seen to have very close loading coefficients. In addition to these, being quiet and not crowded was eliminated by itself because its factor loading was below the attained threshold. So 4 variables were eliminated at this stage.
5. Remeasuring of Sampling Adequacy: As seen in table 3.13, the scale's new measured value is 0,843 at 0.000 significance level.

Table 3.13. KMO Test of Marina Expectations

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,843
Bartlett's Test of Sphericity	Approx. Chi-Square	2779,838
	df	406
	Sig.	0,000

6. Step: Reevaluation of Rotated Component Matrix: Varimax method to rotate factors was repeated, and retained factors with eigenvalues greater than one. Variables related with marina expectations were divided into 7 factors. Seven factors were extracted that explained 61, 3% of variance in the variables. Hair et al.(2014, p.109) stated that “enough factors to meet a specified percentage of variance explained, usually 60% or higher”.
7. Based on the patterns of factor loadings (Table 3.14), factors were labeled as service, prestige, accessibility, touristic attractiveness, local culture, entertainment, and supportive elements.
8. Cronbach’s alpha for questionnaire validity was computed for each common factor and the whole scale. Sample’s general cronbach’s alpha was calculated as 0, 83. Its factor scores ranged from 0.53 to 0.91. Except two of them, since others are higher than 0.6, sample is appropriate for exploratory factor analysis (Hair, 2014). Two factors have little scarce in terms of validity. Cronbach’s alpha values for the dimensions are also shown in Table 3.14.

Table 3.14. Factor Analyzing Based on Marina Expectations

Factors:	**Combined Mean**	**Loadings**	**% of variance**	**Cumulative %**	**Cronbach’s Alpha**
Factor 1: Service	**4,530**		**20,922**	**20,922**	0,91
Attitudes of staff toward marina customers		0,860			
Cleanliness and hygiene conditions		0,854			
Security		0,850			
Service quality		0,804			
Infrastructure quality		0,803			
Safety		0,764			
Environmental friendliness		0,692			
Price policy		0,668			
Having a well-equipped dry dock		0,622			
Weather		0,489			

Factor 2: Prestige	**2,937**		**7,732**	**28,654**	**0,73**
Being luxurious		,812			
Image of the marina and being well-known		,762			
5 golden anchors		,708			
Factor 3: Accessibilities	**3,550**		**7,181**	**35,835**	**0,67**
Located nearby the city center		,770			
Easy access to the destination		,706			
Easy access to the marina		,665			
Closeness to airport		,574			
Factor 4: Touristic Attractiveness	**3,470**		**6,961**	**42,796**	**0,68**
Closeness to other attractive destinations		,834			
Closeness to transit or trip routes		,797			
Cultural and historical resources in the destination involved		,585			
Factor 5: Local Culture	**2,887**		**6,943**	**49,739**	**0,66**
Unique and interesting culture of local people		,869			
Similar culture of local residence		,756			
Attitudes of local community toward tourist		,500			
Factor 6: Entertainment	**2,917**		**5,823**	**55,562**	**0,53**
Event		,707			
Individual activity opportunities		,693			
Beaches for swimming and sun tanning		,425			
Factor 7: Supportive Elements	**2,867**		**5,802**	**61,364**	**0,55**
Accommodation facilities		,773			
Information and tourist service		,613			
Having appropriate social environment for yacht crews		,583			

3.9.2. Factor Analysis based on individual motivations to be a yachter

The collected survey data were analyzed using SPSS 20.0. The exploratory factor analysis (EFA) was employed to identify underlying factors examining the 12 individual motivations variables.

1. Step: Measure of Sampling Adequacy: Bartlett's test of sphericity indicated that sample was statistically significant (p = 0.000) and a Kaiser–Meyer–Olkin yielded sampling adequacy as 0,844.(Table 3.15)

Table 3.15. KMO test of Individual Motivations to be a Yachter

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,844
Bartlett's Test of Sphericity	Approx. Chi-Square	1028,331
	df	703
	Sig.	0,000

2. Step: Evaluation of correlation matrix: In the correlation matrix, none of correlation coefficient were calculated above 0.7. So, there are no very high correlations among variables.
3. Step: Evaluation of Rotated Component Matrix: After analyzing the correlation matrix, varimax method was used to rotate factors, and eigenvalues greater than one were retained. Variables were divided into 3 factors. When variables' factor loadings (>0, 4) were examined, spending time with my family and friends variable factor loading was found low (<0.3) and rediscovering myself was seen as double loaded in different factors. So, in this stage these 2 variables were eliminated.
4. Remeasuring sampling adequacy: As seen in table 11, it measured value is 0,819 at 0.000 significance level.

Table 3.16. KMO Test of Marina Expectations

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,819
Bartlett's Test of Sphericity	Approx. Chi-Square	887,298
	df	45
	Sig.	0,000

5. Step: Reevaluation of Rotated Component Matrix: Varimax method to rotate factors was repeated. Variables related with marina expectations were divided into three factors. Three factors were extracted that explained 64, 7% of variance in the variables. Based on the patterns of factor loadings (Table 3.17), factors were labeled as social, adventure, and freedom.
6. Cronbach's alpha for questionnaire validity was computed for each common factor. Sample's general cronbach's alpha was calculated 0, 84. Its factor scores ranged from 0.71 to 0.79. Cronbach's a reliabilities for the dimensions are also shown in Table 3.17.

Table 3.17. Factor Analyzing based on individual motivations

Factors:	**Loadings**	**% of variance**	**Cumulative %**	**Cronbach's Alpha**
Factor 1: Social				
Meeting people with similar interest	0,842	24,110	24,110	0,79
Developing close friendship	0,788			
Self-esteem and social recognition	0,749			
Meet different cultures and life style	0,491			
Factor 2:Adventure		20,509	44,620	0,72
Adventure seeking	0,843			
Novelty seeking	0,723			
Having fun	0,626			

Factor 3: Freedom		20,045	64,664	0,72
Being free to act how I feel	0,843			
Escape from routine	0,813			
Health and fitness	0,571			

3.9.3. Cluster Analyzing based on marina expectations factors

Cluster analyzing was employed to analyze survey results. Cluster analysis is an analytical technique for developing meaningful subgroups of individuals or objects. It has been used to create customer segmentations to use for marketing activities. These subgroups are called as "clusters". Data clustering's main logic is to maximize the homogeneity of objects within the clusters while also maximizing the heterogeneity between clusters. The greater the similarity within a group and the greater the difference between groups is the better result for this technique. Similarity among clusters is measured by using proximity functions such as Manhattan, Euclidean, and squared Euclidean (Kumar, Tan, and Steinbach, 2014). Euclidean, or squared Euclidean are frequently used in the literature. (Hair, 2014) Euclidean distance can be called sum of squared error as well.

Its formulation is as follows:

x_i= each point's dimension value (i = 1,2….,d)

μ_j= center of each cluster (j= 1,2….,k)

a $_{ij}$ = { 1, if x_i assigned to cluster j, 0 otherwise}

Min Z= $\sum_{j=1}^{k}\sum_{i=1}^{d} a_{ij} * \left(x_i - \mu_j\right)^2$

On the other hand, there are different cluster techniques in the literature. Hierarchical Clustering, K- Means, density based clustering or fuzzy clustering can be counted among them. Most common used are Hierarchical Clustering and K-means. Initial centroid selection is an important key for K-means clustering. However, the common approach is to select initial centroids randomly; if initial centroids belong to pair of clusters, optimal clustering can be obtained successfully, otherwise poor cluster results are obtained. Outlier (noise) detection is another problematic issue of this method. Even repeated runs may not overcome this problem. Hierarchical Clustering by using ***Agglomerative or Divisive*** techniques can separate clusters as well. While ***Agglomerative*** is started with the points as individual clusters and, at each step, the closest pair of cluster is added to it, ***Divisive*** is started with one cluster which cover all clusters and then at each step, one cluster is split up from initial cluster until only singleton cluster of individual points remain. In hierarchical clustering, the proximity between clusters can be calculated by using different agglomerative hierarchical techniques. **Ward's method** tends to separate clusters with an equal size of observations. So, if the researcher desires this goal, it is more appropriate than others (Kumar, Tan, and Steinbach, 2014). On the other hand, hierarchical clustering can create undesirable early combinations, and also it has weakness of noise or outliers. So, many researchers suggest a combination method to cope with these weaknesses. First, a hierarchical technique is used to decide both the applicable cluster set and the appropriate number of clusters. To do that, the coefficient in the agglomeration table (it is calculated after each pair combined) should be observed. High changing shows to help identify the appropriate number of clusters. Thereafter, outliers are eliminated, the remaining observations can be clustered by a nonhierarchical method. After obtaining clusters, clusters can be compare with either Manova/ Anova or cross-classification table (using independent variables of clusters such as age, gender etc.) for cluster validation. Addition to this, however it empirically validates a cluster solution, "creating two subsamples (randomly splitting the sample) and then comparing the two cluster solutions for consistency with respect to number of clusters and the cluster profiles "(Hair et al., 2014, p.450). On the other hand, variables independency results in more efficient cluster analysis. So, before doing cluster analysis, application of factor analysis guarantees that variables are not strongly correlated with each other (Hair, 2014).

In the literature, there are many cluster analysis done by using similar approaches; (Mumuni and Mansour, 2014; Arimond and Elfessi, 2001; Rudez, Sedmak and Bojnec, 2013; Malhotra and Birks, 2000 ; Liu, McCarthy & Chen, 2013; Chung et al., 2004; Jun and McCleary,1999; Schlager, and Maas, 2013).

Following standard practice as recommended in statistics texts, cluster analysis was conducted in two stages. Firstly hierarchical cluster analysis was employed using marina expectations factors as input. Ward linkage method and Euclidian distance measures were selected. Thereafter, agglomeration schedule was inspected (Table 3.18), and approximately a five cluster solution was found reasonable.

Afterward, K-means clustering was run for a 5 cluster solution, and the clusters were obtained. In this process, seven observations were detected as outlier (noise) and 14 observations were excluded because of missing data for some variables. Thus, sample size was accepted as 240. As seen in Table 3.19, according to distances between final cluster centers, while maximum heterogeneity is seen between cluster 2 and 4, most similar clusters are 1 and 5.

Table 3.18. Agglomeration Schedule

Stage	**Cluster Combined**		**Coefficients**	**Differences**	**Proportionate Increase in Heterogeneity to Next Stage**
	Cluster1	**Cluster2**			
1	222	231	0,00		
2	112	113	0,00		
3	65	112	0,00		
4	108	110	0,00		
…					
233	1	3	329,893	10,70	3,2 %
234	8	30	340,593	11,22	3,3 %
235	8	122	351,813	13,337	3,8 %
236	9	74	365,150	15,978	4,4 %
237	1	9	381,128	19,356	5,1 %
238	1	8	400,484	27,121	6,8 %
239	1	26	427,606	-	-

Table 3.19. Distances between final cluster centers

Cluster	1	2	3	4	5
1		3,160	2,321	2,202	1,929
2	3,160		3,291	3,325	2,988
3	2,321	3,291		2,453	2,000
4	2,202	3,325	2,453		2,134
5	1,929	2,988	2,000	2,134	

One-way ANOVA analysis (Table 3.20) results were examined and it was seen that clusters’ means are significantly different each other.

Table 3.20. One Way ANOVA Test for Factor Means among Expectations Based Clusters ($p<0.05$)

Factors	F ratio	Sig.
Service	128,858	0,00
Prestige	17,729	0,00
Accessibility	27,673	0,00
Touristic attractiveness	8,023	0,00
Local Culture	37,769	0,00
Entertainment	27,594	0,00
Supportive Elements	8,605	0,00

Each cluster was labeled based on relatively highest mean centered factors as social oriented, indifferent, supportive facilities oriented, service & prestige oriented, and touristic attractiveness oriented (Table 3.21, Table 3.22). Touristic attractiveness oriented cluster is the biggest cluster among clusters. It has 38 % share, and its touristic attractiveness factor’s mean is sharply different than others. However, social oriented, supportive facilities oriented, and service & prestige oriented clusters’ size are approximately same (18 %) and they are differentiated each other according to the highest factor’s mean. While social oriented cluster’s entertainment factor score is higher than others, supportive facilities are relatively high for supportive facilities oriented cluster, and service & prestige factors are more important for service & prestige oriented factors. Indifferent cluster’s difference was seen for service factors with negative direction. However, service factor was found as the most important factor among factors, and its combined mean is very high (4,53), interestingly, indifferent cluster’s mean is found very low (1,95). This cluster’s portion is relatively low (9 %) when compared with other clusters’ size (Table 3.22)

In addition to this, social oriented cluster’s local culture factor‘s mean is higher and touristic attractiveness factor’s is lower than other clusters. Supportive facilities oriented cluster’s has lowest mean for entertainment factor among clusters. On the other hand, their accessibility factor’s mean is the highest among clusters.

Table 3.21. Mean Values of Final Cluster

Factors	Combined Means of Factors based on marina expectations	Social oriented N= 44 18 %	Indifferent N=22 9 %	Supportive facilities oriented N=40 17 %	Service& prestige oriented N=43 18 %	Touristic attractiveness oriented N= 91 38 %
Service	4,53	4,85	1,95	4,81	5,01	4,65
Prestige	2,94	2,63	2,89	2,95	3,62	2,77
Accessibility	3,55	3,49	3,31	4,15	2,43	3,90
Touristic attractiveness	3,47	2,53	3,29	2,91	3,51	4,20
Local Culture	2,89	3,33	2,71	2,63	2,19	3,16
Entertainment	2,92	3,66	3,13	1,98	3,08	2,85
Supportive Elements		2,54	3,03	3,72	2,84	2,63

Table 3.22. Mean Centered Values of Final Cluster

Factors	Social oriented N= 44 18 %	Indifferent N=22 9 %	Supportive facilities oriented N=40 17 %	Service& prestige oriented N=43 18 %	Touristic attractiveness oriented N= 91 38 %
Service	0,32	-2,58	0,28	0,48	0,12
Prestige	-0,31	-0,05	0,01	0,69	-0,17
Accessibility	-0,06	-0,24	0,60	-1,12	0,35
Touristic attractiveness	-0,94	-0,18	-0,56	0,04	0,73
Local Culture	0,44	-0,17	-0,25	-0,70	0,27
Entertainment	0,74	0,21	-0,94	0,16	-0,07
Supportive Elements	-0,33	0,16	0,85	-0,03	-0,24

The next step was to run one-way ANOVA analysis to determine which descriptive and individual motivation to be a yachter factors significantly differentiated among the clusters. Four demographic variables (gender, marital status, income level, nationality), five yachting characteristics (being yacht owner, home port contract time, yacht type, yacht length, crew number) (Table 3.23), and one individual motivation factor (freedom) were found significantly different among clusters (Table 3.24).

Table 3.23. One Way ANOVA Test for Differences among Expectations Based Clusters in Terms of Descriptive Characteristics (p<0.05)

	Social oriented %	Indifferent %	Supportive facilities oriented %	Service& prestige oriented %	Touristic attractiveness oriented %	Sig.
Demographics						
Gender						**0,03**
Man	59,1	68,2	87,5	69,8	78,0	
Female	40,9	31,8	12,5	30,2	22,0	
Marital Status						**0,05**
Married-living together	70,5	59,1	90,0	76,7	80,2	
Single	29,5	40,9	10,0	23,3	19,8	
Income Level						**0,01**
Low	4,7	4,8	2,5	4,7	0,0	
Midlevel	44,2	47,6	20,0	20,9	37,8	
High	48,8	42,9	60,0	62,8	55,6	
Very High	2,3	4,8	17,5	11,6	6,7	
Nationality						**0,05**
Turkish	34,1	57,1	45,0	65,1	51,1	
Non Turkish	65,9	42,9	55,0	34,9	48,9	
Yachting Characteristics						
Being yacht owner						**0,02**
Yes	79,5	42,9	70,0	79,1	72,2	
No	20,5	57,1	30,0	20,9	27,8	
Home Port Contract Time (mount/ a year)						**0,02**
0-1	5,9	18,2	14,3	5,7	6,5	
2-3	0,0	18,2	7,1	5,7	6,5	
4-6	5,9	27,3	10,7	2,9	8,1	
7-9	14,7	0,0	7,1	5,7	4,8	
10-12	73,5	36,4	60,7	80,0	74,2	
Yacht type						**0,05**
Sailing	83,3	41,2	66,7	62,5	67,5	
Motor-yacht	16,7	58,8	33,3	37,5	28,9	
Other	0,0	0,0	0,0	0,0	3,6	
Yacht Length						**0,03**
=<12 m	65,9	50,0	57,5	81,4	73,6	
>12 m	34,1	50,0	42,5	18,6	26,4	
Crew number						**0,02**
0	64,3	44,4	42,1	70,7	63,9	
1	4,8	16,7	18,4	14,6	16,9	
2-3	26,2	27,8	28,9	14,6	13,3	
4-6	4,8	5,6	10,5	0,0	4,8	
7-over	0,0	5,6	0,0	0,0	1,2	

Table 3.24. One Way ANOVA Test for Differences among Expectations Based Clusters in Terms of Individual Motivations to be a yachter (p<0.05)

	Social oriented Mean	Indifferent Mean	Supportive facilities oriented Mean	Service& prestige oriented Mean	Touristic attractiveness oriented Mean	Sign.
Freedom	4,31	3,09	4,36	4,23	4,15	**0,00**

Additionally, to increase cluster solution validity, as suggested by Hair et al. (2014), samples were split up into two parts randomly, and cluster analysis were run for each parts. It was observed that five clusters solution and approximately same number sample in each cluster. So, cluster solution validity also proven by this method, too.

On the other hand, one way ANOVA also was run for marinas in which survey applied. As seen in Table 3.25, it was observed that same segments had not been in different marinas.

Table 3.25 One Way ANOVA Test for Differences among Expectations Based Clusters in Terms of Marina in which survey applied (p<0.05)

	Social oriented %	Indifferent %	Supportive facilities oriented %	Service& prestige oriented %	Touristic attractiveness oriented %	Sign.
Marinas						**0,01**
Çeşme	11,4	13,6	12,5	27,9	20,9	
Altınyunus	2,3	4,5	12,5	14,0	3,3	
Alaçatı	11,4	4,5	20,0	16,3	15,4	
Teos	27,3	4,5	12,5	9,3	13,2	
Didim D Marin	11,4	4,5	7,5	14,0	17,6	
Kuşadası Setur	13,6	9,1	15,0	4,7	2,2	
Levent Marina	2,3	0,0	0,0	1,1	0,8	
Others	20,5	59,1	20,0	14,0	26,4	

Additionally, to analyze if data collecting method created differences for expectation from marinas, 20 samples randomly were selected for each collecting method since their sample size are not equal. It was seen that data collecting method didn’t create any differences none of expectations factors (Table 3.26)

Table 3.26 One Way ANOVA Test for Differences among Data Collecting Methods to Expectations Factors (p<0.05)

Expectation Factors	**F**	Sig.
Service	0,691	0,51
Prestige	0,051	0,95
Accessibility	2,110	1,131
Touristic attractiveness	1,554	0,22
Local Culture	0,343	0,711
Entertainment	0,597	0,56
Supportive Elements	2,068	0,14

3.9.4. Hypothesis Evaluation

According to analysis results, hypothesis results were analyzed. According to cluster analyzing results, five different clusters were obtained. So, main hypothesis “H1: There are different clusters based on customer expectations in the marina market” was accepted.

Four of eight demographic characteristics are accepted. Thus, first sub hypothesis “H11: Clusters are different each other in terms of demographics characteristics” was accepted.
Five of nine yachting characteristics are accepted. Thus, second sub hypothesis “ H12: Clusters are different each other in terms of yachting characteristics “was accepted.
None of other characteristics were accepted. Third sub hypothesis “H13: Clusters are different each other in terms of other characteristics” was rejected.
One of three individual motivations to be a yachter characteristic is accepted. Hence, fourth sub hypothesis “H14: Clusters are different each other in terms of individual motivations to be a yachter “was accepted.
Sub hypothesis results as seen in Table 3.27.

Table 3.27 Demographic Profile of the Sample

Variables	Rejected (R)/ Accepted (A)	Variables	Rejected (R)/ Accepted (A)
Demographic Characteristics	**A (4 of 8 items)**	**Others**	**R (0 of 3 items)**
Age	R	*Best Description*	R
Gender	A	*Destination Preference*	R
Nationality	A	*Information Resources*	R
Province	R	**Factors**	**A (1 of 3 items)**
Education Level	R	Social	R
Marital Status	A	Adventure	R
Income Level	A	Freedom	A
Occupation	R		
Yachting Characteristics	**A (5 of 8 items)**		
Sea Experience	R		
Being yacht owner	A		
Home Port	R		
Home Port Contract Time (mount/ a year)	A		
Yacht Type	A		
Spend month in a year for yachting	R		
Favorite Season	R		
Yacht Length	A		
Crew Number	A		

CONCLUSION

Marina as an important part of marine tourism has a crucial role in Turkey's tourism. Today's marinas have been defined as significant contributors to regional development in terms of social and economic aspects. Turkey has a competitive position in terms of yachting due to its suitable geography, appropriate climate, and also high service quality in Mediterranean basin (Eriş, 2007). Heron and Juju (2012) mention that marinas are much more than just mooring facilities by stressing today's marinas should provide a wide range of facilities. Furthermore, they also state that they should be defined as a total hospitality business rather than just a stand-alone operation. Stone (2000) proposes that marinas are also tourist destinations. He states that people combine their love of boating with travel and thus recreational boating facilities emerge. On the other hand, marinas are defined as service industry's business. Service industry has some difficulties depending on its characteristics. According to Sarı (2013) it is very difficult to understand customer perceptions on marina's service quality and also how customer perceptions are affected during their service buying processes. She also mentions that research on marina customers towards understanding their needs is important because it will provide information to marinas for their future decisions and position. Kissman (1996) also says that the best and easiest way to understand customers' expectations from marinas is to build a regular communication network with customers.

Market consists of many customers who have different needs and expectations (Haley, 1968). Hence, differentiation among customer needs with a systematic and effective marketing strategy is required to be a successful company in the market. To create that, market segmentation has been used a strategic marketing tool. According to its generally accepted definition in the literature, market segmentation divides customers into homogenous groups who have similar needs and wants (Haley, 1968; Assael and Roscoe, 1976; Schiffman and Kanuk, 2004; Kotler and Keller, 2012). Furthermore, it defines the market and also makes sure that the company's resources are allocated effectively (Assael and Roscoe, 1976). Generally, segmentations are done by looking at descriptive characteristics like geographic, demographic, and psychographic or behavioral characteristics such as consumer responses to benefits, usage occasions, or brands of customer groups (Kotler and Keller, 2012). Motivation factors (pull and push factors) are very common factors for determination of market segments and segment descriptions (Masiero and Nicolau, 2012). According to Özdemir (2014, p. 41), a destination's attractive characteristics are external stimulus which creates the destination's pull elements. Hence, pull factors have important impact during the decision phase of destination selection process of tourists.

This study made an effort to provide a systematic market segmentation analysis based on yachters' marina expectations. The study started with the exploration of general problems in the marina industry. The secondary resources used in this study emphasized bureaucratic problems as the most significant problem against marina industry's development. However Turkey needs increased mooring capacity when its coastal capacity and tourism targets are considered (http://www.izmirde.biz). Human resources were stated as an important resource to develop marinas, and also stressed that it was so difficult to find and retain qualified employees. On the other hand, super yacht market was described as a developing and profitable segment in the world. However, Turkey has not yet achieved to become an attractive to this segment's customers.

Marketing tools are essential for the success of marinas' market offerings. Participants in this study agreed on the importance of differentiation for achieving competitive advantage. Marinas should create their own marketing mix by considering their strengths and resources. Heron and Juju (2012) also stresses the same point for yachting sector. A company should create its "unique selling proposition" to be distinguished from the rest. The uniqueness elements can be dry berth facilities, boat repair yards, the number of berths, the broad range of facilities or pricing structures. Furthermore, closeness to other attractive destinations, events, shopping centers were mentioned as additional variables for marina attractiveness. In addition to these, accessibility was stressed as an essential criteria for marina customers, so closeness to city center and/or airport is important.

All participants agree that marinas have contributed significantly to destinations where they are located. According to the results of the qualitative analysis, being located on trip routes could be an advantage for marina, especially would be a preference criteria for customers who have been yachting between north and south of Turkey. Because, this line is a long distance and north winds force sailors to stop for short visits on their routes. Although segmentation is perceived as an effective marketing tool, competitiveness has already shaped segments. On the other hand, different customer characteristics may create different expectations from marinas such as individual motivations for being a yachter, nationality, yacht type, and income level.

One essential output of qualitative research emphasized the cooperation possibilities between marinas. However, this cannot be achieved in a formal way. Generally these connections are informal and not delimited with tight contracts. Rather, marinas tend to complement each other if they are not equipped sufficiently to satisfy customer requirements at all times.

According to the quantitative analysis results, age of marina customers is mostly above 40, and yacht owners are mostly male, so marina market can be described as a market dominated by middle-high aged male customers. Customers are mostly Turkish, and married/ living together. More than half of them have been living in İzmir. Second large group of customers have been coming to the selected marinas from İstanbul. It is observed that foreign customer numbers increase towards south. This finding also supported by one of the interviewees. Setur Kuşadası marina, located at the southern part when compared with the others, hosts foreign yacht owners with a percentage of 45. In addition to these, the questionnaire results show most of marina customers have least university/college degree, so they are well educated people. In addition to this, their income level were above medium level according their country income scale, and they are mostly have been working for either their business or a company. Half of working customers have their own business.

When their yachting characteristics are taken into consideration, they are experienced at yachting, and most of them are a yacht owner. Most probably because of this experience, most of them described themselves as a sailor. The longest contract time (10-12 month) with their home port marinas has been preferred by customers. Hence, it can be stated that marinas' price campaign related with long term contract has affected marina customers' contract time positively. While sailing seen more as a yacht type, its follower is motor yacht. Other types such as trimaran, catamaran are seen rarely in these marinas. Paid crew in their yacht has not been seen widely and, generally, respondents' yacht length are 15 m and less than 15 m. The yacht owner's ratio having higher than 20 m has so little portion in the market. So, as mentioned by secondary resources, Turkey's marinas are not been popular destinations for super yachters yet. According to one of the interviewees, super yachters come to Kuşadası Setur Marina in the summer time as a convoy, and stay for only 1-2 days. On the other hand, more than half of respondents have spent 2-4 months of a year in the sea. This figure shows that marina customers come to marina in the weekend and holiday time. This ratio is significantly higher for retired customers than working customers. The only city marina's, Levent Marina's, representative stated that their customers are mostly working, and they were coming to their marina in the weekend and holiday time, too. As mentioned in the secondary sources, summer time is dominantly favorite season for yachting. While about half of them has preferred also spring and fall season, this ratio for winter season is only 15 %.

More than half of respondents take marina selection decision themselves. This ratio is significantly higher for males than female. On the other hand, 30 % state that they take this decision as a family. As mentioned in the literature, (Sarisik, Turtay and Akova, 2011; Eriş, 2007), marina customers select the destination before deciding about the marina. The questionnaire results confirm the findings of these studies. On the other hand, friend's recommendation is the most frequently information source used for marina selection. In the literature, some of studies (Eriş, 2007; Arlı , 2012) related with marinas also stated the importance of word of mouth. In addition to this, 35 % of customers has visited marinas or directly contacted marina management/ front office before marina selection. Advertisements as mentioned by Arlı (2012) and news are not among attractive marketing communication sources. Foreign customers also add that tourism agencies direct them to specific marinas.

According to survey results, the most important expectations from marinas are in rank security, service quality, infrastructure quality, cleanliness and hygiene conditions, attitudes of staff toward marina customers and safety. They are basic features of marinas and they were also mentioned in the literature by researchers (Kissman, 1996; Conti, 1993; Akaltan and Nas, 2014; Nas and Coşar, 2014; Stone, 2000).In the face to face data collecting duration, respondents also stressed importance of cleanliness and hygiene, attitudes of staff toward marina customers, and service quality. The results show that marina customers are attaining more importance to the attitudes of local people in the destination towards them rather than destination's culture. On the other hand, accommodation facilities and night life were ranked with the lowest scores. Their importance score were evaluated approximately as 2, 5 in five point likert importance scale. In the additional recommendations section of questionnaire customers emphasized the differences between the expectations of sea-based customers of the marinas and the land-based customers. Sea-based customers, yachters, expect quiet environment and they are affected from noise pollution negatively. Accommodation facilities features score can be accepted normal regarding most of them customers has been living nearby marina. This ratio can be higher than marinas located in south of the Aegean Sea.

Most important individual motivations are ranked as being free to act how one feels, spending time with one's family and friends, and escape from routine On the other hand, self-esteem and social recognition were ranked as the least important motivation factors. So, it is clear that customers come to marina for spending their time with their family and friends, and also feeling free. They are mostly working class and city mariners, so they are seeking a life which is different than their routine. In contrast with the statements underlined in the conferences, and a study on yachting in emerging markets (Loke, 2005) in which, social recognition was stated very important individual motivation to be a yachter .

According to EFA results, service factor has explained biggest portion of the variance in the sample. It consists of basic expectations from marinas. On the other hand, price is also included into this factor. As mentioned in the literature (Işık, 2010), using only pricing as a competitive strategy can cause some problematic issues in Turkey's marinas, since it is only a component of the overall service factor. Marina customers have evaluated pricing together with other service elements such as attitudes of staff toward marina customer, cleanliness and hygiene conditions, security, service quality, infrastructure quality, safety, environmental friendliness, having a well-equipped dry dock. Other factors are prestige, accessibilities, touristic attractiveness, local culture, entertainments and supportive elements. Individual motivation factors are grouped into social, adventure and freedom factors. The explanatory power of each factor was relatively balanced for motivations.

The market segment sizes are ranked as attractiveness oriented customer segment (38 %), social oriented customer segment (18 %), service & prestige oriented customer segment (18 %), supportive facilities oriented customer segment (17 %), and indifferent customer segment according to the cluster analysis results of overall customer expectations. It was seen that four demographic variables (gender, marital status, income level, nationality), five yachting characteristics (being yacht owner, home port contract time, yacht type, yacht length, crew number), and one individual motivation factor (freedom) were found to have significant differences among clusters. There is no significant difference in terms of other characteristics (destination preference, decision maker and used resources) between clusters. In addition to these, there are significant differences between marinas where the survey was applied. Social oriented clusters are mostly seen in Teos marina, service & prestige oriented segments in Çeşme Marina, supportive facilities oriented customer segments in Alaçatı, touristic attractiveness oriented and indifferent customer segments are seen in other marinas.

Implications for Practitioners:

This study has some implications for both practitioners and scholars. Practitioners can use the findings while developing their marketing strategy and designing their marketing mix

Service:

For the already established marinas' managers, it is essential to be sure about their marinas' service elements (attitudes of staff toward marina customers , cleanliness and hygiene conditions, security, safety, service quality and infrastructure quality while improving marketing mix, they exactly sure that). If these elements are poor in quality, the rest of the market offering may not contribute to customer satisfaction at all. For new marina investments, the above listed service components should be designed perfectly in order to develop a satisfactory market offering for potential customers.

Especially for sea-based customers, marinas should find ways to provide a quiet environment. Marina managers should find alternative ways to eliminate noise pollution within their managed area. They should isolate sea side from land side, and customers can participate entertainment life in case they want.

On the other hand, most of marina customers are married or having long term relationships, and they want to share their time with their family and friends. So, events can be arranged regarding family / friendship themes. In addition to this, children playgrounds, and also child care houses can be established for families having children.

Price

In the market, although price is perceived as a very important variable for customers, it should not be considered as a single element. It is a part of service factor, and marinas should create a balance between price and rest of them. Long term contract pricing campaign is an effective tool, it has increased customer loyalty. Therefore other service components can be combined with the advantages of long term service contracts. This can be used both as a pricing tool and a promotion tool.

Promotion

Word of mouth is the most effective way to reach marina customers. Second one is marina management. Some of the customers prefer to collect information by calling or directly visiting marinas. So, front office employees should be sufficient and be talented in relationship building with customers. On the other hand, cooperation with tourism agencies located at target, especially foreign target markets, can effect foreign marina customers' marina selection process positively.

Place

Closeness to transit or trip routes and other attractive destinations as well as closeness to customer residence are important factors. So, existing marinas should use these variables in their marketing activities, and also can create different marketing communications for people located at their own destination. Especially the leisure time of working class customers of marinas is very limited. So, they want to reach their preferred marina as soon as possible. In addition to this, they want to visit other destinations when they are based at the marina. New marina investments should take these into account while selecting their location. One other important point is the local society's attitudes towards customers. So, marina should improve cooperation with the stakeholders located around their destination such as the local shops, government representatives and civil society organizations. Marina's contributions to this destination should be communicated frequently and objectively so that the society is acknowledged and supportive about the marinas.

Cluster Implications for Practitioners

Touristic attractiveness oriented cluster (38 % of sample): This cluster's customer has given more importance to touristic attractiveness. So, marina should target this segment if only closeness to other attractive destinations or being on transit or trip route, and having cultural and historical resources in the destination involved. To be more attractive, marinas should prepare versions of guide books, brochures and also make contracts with tourism agencies in the destination. Hiring a tourist guide or training employees on this issue can be useful to attract these customers. They are also interested in local culture. So, marina marketers should be in close relationship with the society that they are surrounded with.

In addition to this, accessibility is important for them. So, marinas wishing to target this cluster also should be located nearby the city center or at least should be easily accessible. Other factors,

such as attitudes of staff toward marina customers, cleanliness and hygiene conditions, security, safety, service quality and infrastructure quality should be at appropriate level mentioned in "*service* "marketing dimension. They are mostly upper middle and married/ living together customers. Foreign and Turkish customer is seen approximately at the same number in this cluster. Their yacht length is either equal or less than 12 m.

Social oriented cluster (18 % of sample): This cluster's customers attach more importance to entertainment factor elements; events, individual activity opportunities, beaches for swimming and sun tanning. If a marina wants to target this segment, it should concentrate on these elements. They need to be a live marina. They also should give importance to local culture. So, guided special night tours in the destination can be arranged for these customers. Their service expectation from marinas is also high as well. Non Turkish customers are more than Turkish customers in this cluster, and they are mostly yacht owners, and their yacht type is mostly sailing. They do not prefer paid crew in their yacht.

Service & prestige oriented cluster (18 % of sample): Prestige factor is especially important for this segment. This cluster is expecting luxury from marinas. Marina's image and reputation are also important for them. Having 5 golden anchors is perceived as a desired attribute of this factor by this cluster's customer. While there are high expectations in terms of service factor, accessibility is not relatively very important when compared with other clusters. Marina managers should design their marketing mix by taking these variables into consideration if they want to seize this segment.

In addition to these, marinas should monitor perceived image by customers continuously with surveys. Participating in regional boat shows and advertising in yachting publications and newspapers, improving public relationships are recommended to marinas targeting this segment. This cluster's customers are high income level. Turkish customer ratio is higher than foreigners. They are mostly a yacht owner. The longest contract time with home port marina is seen in this cluster. On the other hand, they have mostly no paid crew and their yacht length is 12 m or less than 12 m.

Supportive facilities oriented cluster (17 % of sample): This cluster relatively gives more importance to having accommodation, information and tourist services and also to having appropriate social environment for yacht crews. Furthermore, accessibility to marina is significantly important for them. Most probably, they or their friends/relatives has preferred to stay in the hotel, and also they have paid crew and/or they want to separate their social environment from crew environment. They are not interested in entertainment elements. The highest male ratio is seen in this cluster, and also, the highest ratio related with married/ living together ratio belongs to this cluster. Their income level is high, and they have mostly paid crew in their yacht.

Indifferent cluster (9 % of sample): This is the smallest cluster among the existing segments. Its most notable characteristic is observed in the customers' attitude towards service factor. Its expectation is so low for marina's basic factor. On the other hand, their perception towards entertainment factor is more than the average score. Most probably, they come to marinas for events or to benefit beaches and sun tanning. It is estimated that they are short time visitors, and they are mostly renting a yacht. When the results are examined, it is seen that both the contract time with a home port and being a yacht owner ratio are lower than others. They are having or renting motor yachts mostly. Above 12 m yacht length and single respondents are mostly seen in this cluster.

Freedom score is also high in this cluster. It is difficult to estimate this segments expectations. So, it is not very reasonable to target this kind of market.

Limitations and Scholarly Implications:

There were some limitations related with the survey tool. The survey was prepared only in Turkish and English. So, not all the customers were able to respond in their mother tongue. Only native Turkish, native English, or other customers whom are fluent at least in either one of these languages could answer the questionnaire. Some of them took help from the researcher because of language barrier. On the other hand, only İzmir and Aydın marinas were visited because of cost and time restriction.

Survey can be applied for other cities of Aegean cities' marinas and other regions in Turkey, and different countries in the world. It is estimated that there were different segments as not seen in this survey. Except Levent Marina, none of marinas subjected in this study are located in city center. There are many city marinas especially in İstanbul. Customers' expectations can be different from this kind of marinas, and they can create different segments in the marina market. Especially İzmir marinas' customer have been living in İzmir. South of the Aegean Sea and in White Sea marinas' customers' residence can not be close as much as observed samples, and they can have different needs. Furthermore, "live aboard" who uses their yachts as a residence customers were not seen in observed sample. They can have different expectations such as closeness to school, hospital, and shopping centers.

In addition to this, density of super/mega yacht in surveyed marinas were seen low percentage. So, as mentioned by Heron and Juju (2012) and conferences, super yachts/mega yachts have been with higher rate in especially European countries and USA. Scholars can be apply this survey to these countries' marinas, and also can analyze these customers' expectations from marinas. Furthermore, in the different geographic areas, cultural differences can be more seen clearly. Results can be changed according to region, and geographical clustering can be improved by them.

Moreover, survey can be applied for other fields by improving with additional variables. This study focused on sea-based customers. Many of marinas have also land-based customers. Some of yachters participated this survey emphasized differences between two sides in terms of expectations from marinas. So, in the future studies, land-based customers' expectations can be analyzed to enhance marina marketing issue. In addition to this, marinas have also stakeholders like yacht renting companies and dry dock suppliers, shopping center or restaurants companies. However, they have mutual benefits, they can be also accepted internal customers. For example, in the field observations, there were seen many yacht-renting companies' yachts moored in the marinas. Hence, scholars can study on this issue as well.

As a result, however there are more segments than observed in this study, this survey's findings can be generalized for marinas. In addition to this, its questionnaire can be applied to different marinas to figure out different segments in Turkey and in the world. It can be also adapted in different fields related with marinas by adding field specific variables. So, scholars can benefit study's results in their researches on marinas, marine tourism, and market segmentation.

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APPENDIX 1. Pull Factors Used in the literature and stated in the conferences, seminars and interviews

Number	Variables	Researcher who developed questionnaire scale	Frequency	Researcher who used in qualitative studies	Frequency	Interviewee's / Sector Representatives' Frequency
1	Located in the city area		0	Sariisik, Turkay and Akova ,2011	1	7
2	Closeness to airport	Güripek ,2013	1	McCalla, 1998	1	4
3	Transportation access to the destination/location and its hinterland	Çalhan ,2010;,Hsu,Tsai,and Wu ,2009; Correia, Valle, and Moço, 2007; Jang and Wu ,2006; Enright and Newton ,2004;.Zhang, Qu, and Tang, 2004;.Kim, Lee, and Klenosky ,2003;,Chen, and Gürsoy ,2001; Kim, Crompton and Botha,2000; Hanoquin and Lam ,1999; Sukiman et al. ,2013; Araslı and Baradarani ,2014;.Zainuddin, Radzi, and Zahari ,2013; Demir,2010; Güripek,2013	16	Wang ,et al., 2014; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009	3	1
4	Closeness to customer's residence	Çalhan,2010; Correia, Valle and Moço, 2007; Huybers, 2004, Zhang, Qu and Tang, 2004	4	Raviv, Tarba and Weber, 2009	1	1
5	To reach to the emergency points in a short time	Güripek, 2013	1		0	2
6	Located on trip or transit routes		0		0	4
7	Closeness to the other attractive destination		0	McCalla, 1998	1	2
8	Culture and historical resources	Baloğlu and Uysal,1996; Çalhan, 2010; Hsu, Tsai and Wu ,2009; Cracolici and Nijkamp ,2008; Correia, Valle and Moço, 2007; Jang and Wu ,2006; Yooshika and Uysal, 2005; Beerli and Martin, 2004; Huybers ,2004; Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003;Sukiman et al., 2013; İçöz, 2013; Güripek ,2013;Yüncü, 2011	16	Wang et al., 2014; Sariisik, Turkay and Akova, 2011;Fallon and Schofield, 2006	3	1
9	Notable history	M. Enright, J. Newton, 2004	1			
10	Interesting architecture	Enright and Newton, 2004; Güripek, 2013;Yüncü, 2011;Özdemir, 2007	4			
11	Weather	Baloğlu and Uysal, 1996; Çalhan, 2010; Correia,Valle and Moço, 2007; Jang and Wu, 2006; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Kim, Crompton and Botha, 2000; Hanoquin and Lam ,1999; Demir, 2010;Güripek ,2013; Özdemir , 2007	13	Wang et al., 2014; Fallon and Schofield ,2006	2	5
12	Natural beauty	Baloğlu and Uysal, 1996; Cracolici and Nijkamp 2008; Correia, Valle and Moço, 2007;Enright and Newton, 2004; Beerli and Martin, 2004; Huybers, 2004;Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003;Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Demir, 2010; İçöz, 2013; Güripek, 2013;Yüncü, 2011; Özdemir, 2007	16	Wang et al.,2014; Sariisik, Turkay and Akova, 2011; Raviv,Tarba and Weber,2009	3	4

Number	Variables	Researcher who developed questionnaire scale	Frequency	Researcher who used in qualitative studies	Frequency	Interviewee's / Sector Representatives' Frequency
13	Beaches	Baloğlu and Uysal, 1996; Correia, Valle and Moço, 2007; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Sukiman, 2013; Demir, 2010	6	Sariisik, Turkay and Akova, 2011; McCalla, 1998	2	1
14	Great variety of fauna and flora	Beerli and Martin, 2004; Kim,Lee and Klenosky, 2003;Güripek, 2013; Yüncü, 2011	4	Fallon and Schofield, 2006	1	
15	Exotic and relaxing atmosphere	Baloğlu and Uysal, 1996; Correia, Valle and Moço, 2007; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Özdemir, 2007	5			2
16	Quiet and not crowded with people	Yooshik and Uysal, 2005; Huybers, 2004; İçöz, 2013	3	Raviv,Tarba and Weber, 2009	1	2
17	Availability and great variety of shopping facilities	Hsu,Tsai and Wu, 2009; Cracolici and Nijkamp, 2008; Correia,Valle and Moço, 2007; Jang and Wu , 2006; Yooshik and Uysal, 2005; Enright and Newton, 2004;Beerli and Martin, 2004;Zhang, Qu and Tang,2004; Hanoquin and Lam, 1999; Sukiman et al., 2013; Araslı and Baradarani, 2014; Güripek, 2013;Yüncü, 2011	13	McCalla, 1998; Fallon and Schofield, 2006; Fallon and Schofield, 2006	3	6
18	Quality and variety of restaurants, cafeterias	Baloğlu and Uysal, 1996; Hsu,Tsai and Wu, 2009; Correia,Valle and Moço, 2007; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004;Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003; Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Araslı and Baradarani, 2014; Demir, 2010; İçöz, 2013; Güripek, 2013;Yüncü, 2011; Özdemir, 2007	16	McCalla, 1998; Fallon and Schofield, 2006	2	2
19	Typical foods, local cuisine	Cracolici and Nijkamp, 2008; Yooshik and Uysal, 2005	2			
20	Special events ; race, concert, special theme night	Baloğlu and Uysal, 1996; Jang and Wu, 2006; Yooshik and Uysal, 2005; Enright and Newton, 2004; Huybers, 2004; Zhang, Qu and Tang, 2004; Kim and Crompton and Botha,2000;Sukiman et al.,2013;Araslı and Baradarani, 2014; Demir, 2010;Güripek, 2013	12	Wang et al., 2014; Sariisik, Turkay and Akova, 2011	2	6
21	Night life	Baloğlu and Uysal, 1996; Çalhan, 2010; Correia, Valle and Moço, 2007; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Sukiman et al., 2013; İçöz, 2013; Güripek, 2013; Yüncü, 2011; Özdemir, 2007	12	Fallon and Schofield, 2006	1	
22	Casino and gambling	Yooshik and Uysal, 2005; Zhang, Qu and Tang, 2004; Kim,Crompton and Botha, 2000	3			
23	Entertainment and thematic parks	Baloğlu and Uysal, 1996; Güripek, 2013	2	Fallon and Schofield, 2006	1	
24	Cultural events (concerts, art exhibitions, museum, festivals)	Baloğlu and Uysal, 1996; Cracolici and Nijkamp, 2008; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Kim, Crompton and Botha, 2000;Sukiman et al., 2013; Araslı and Baradarani, 2014; Güripek, 2013	10			2

Number	Variables	Researcher who developed questionnaire scale	Frequency	Researcher who used in qualitative studies	Frequency	Interviewee's / Sector Representatives' Frequency
25	Social Environment	Çalhan, 2010; Correia, Valle and Moço, 2007; Huybers, 2004; Zhang, Qu and Tang, 2004	4			2
26	Opportunities being individually socialized; library, hobby garden	Huybers, 2004	1			2
27	Appropriate social environment for suppliers in marina					2
28	Sports facilities	Correia, Valle and Moço, 2007; Jang and Wu, 2006;Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Demir, 2010; İçöz, 2013; Güripek, 2013; Yüncü, 2011	9	Fallon and Schofield, 2006	1	1
29	Outside activities; climbing, hiking	Baloğlu and Uysal, 1996; Jang and Wu, 2006; Kim, Crompton and Botha , 2000; Güripek, 2013	4			
30	Water sports	Baloğlu and Uysal, 1996; Yooshik and Uysal, 2005; Güripek, 2013	3	McCalla, 1998	1	
31	Hotels and other accommodation options	Hsu,Tsai and Wu, 2009; Cracolici and Nijkamp,2008; Correia,Valle and Moço, 2007; Enright and Newton, 2004; Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003; Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Araslı and Baradarani, 2014; Güripek, 2013; Özdemir, 2007	12	Wang et al., 2014; McCalla, 1998, Fallon and Schofield, 2006	3	3
32	Cleanness and hygiene standards	Baloğlu and Uysal, 1996; Jang and Wu, 2006; Yooshik and Uysal, 2005; Beerli and Martin, 2004;Sukiman et al., 2013; Araslı and Baradarani, 2014; Yüncü, 2011; Özdemir, 2007	8	Fallon and Schofield, 2006	1	
33	Berthing service and infrastructure (fueling, water, electricity ,toilet, laundry quality)	Çalhan, 2010; Beerli and Martin, 2004; Huybers, 2004; Zhang, Qu and Tang,2004;Sukiman et al.,2013; Zainuddin, Radzi and Zahari, 2013; Demir, 2010; Güripek, 2013	8	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; McCalla, 1998; Raviv,Tarba and Weber, 2009	4	2
34	Availability maintenance services			Wang et al., 2014; Sariisik, Turkay and Akova, 2011; McCalla, 1998	3	9
35	Quality and attitude of stuff	Kim, Crompton and Botha, 2000; Hanoquin and Lam, 1999;Zainuddin, Radzi and Zahari, 2013; Güripek, 2013;Yüncü,2011	5	Sariisik, Turkay and Akova, 2011	1	4
36	Language barriers	Zhang, Qu and Tang, 2004; Sukiman et al., 2013	2	Wang et al., 2014	1	
37	Attitude of local community toward tourists	Hsu,Tsai and Wu, 2009; Baloğlu and Uysal, 1996; Cracolici and Nijkamp, 2008; Correia, Valle and Moço, 2007; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Hanoquin and Lam,1999; Sukiman et al., 2013; Araslı and Baradarani, 2014; Zainuddin,Radzi, Zahari,2013; Güripek, 2013; Yüncü, 2011;Özdemir, 2007	14	McCalla,1998; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009	3	2

Number	Variables	Researcher who developed questionnaire scale	Frequency	Researcher who used in qualitative studies	Frequency	Interviewee's / Sector Representatives' Frequency
38	Local way of life	Enright and Newton, 2004	1			
39	Safety and security	Baloğlu and Uysal, 1996; Hsu,Tsai and Wu, 2009; Cracolici and Nijkamp, 2008; Correia,Valle and Moço, 2007; Jang and Wu, 2006; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004;Chen and Gürsoy, 2001; Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Araslı and Baradarani, 2014; Zainuddin, Radzi and Zahari, 2013; Demir, 2010; İçöz, 2013; Güripek, 2013;Yüncü, 2011; Özdemir, 2007	19	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009	4	3
40	Price policy	Çalhan, 2010; Hsu,Tsai,and Wu, 2009; Cracolici and Nijkamp, 2008; Jang, and Wu ,2006; Yooshik and Uysal, 2005; Huybers ,2004; Zhang, Qu and Tang, 2004; Sukiman et al.,2013; Araslı and Baradarani, 2014; Özdemir, 2007	11	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; Fallon and Schofield, 2006	3	6
41	Appropriate social environment for yacht crew					2
42	Image and well-known landmarks	Hsu,Tsai,and Wu, 2009; Enright and Newton, 2004; Beerli and Martin, 2004; .Zainuddin, Radzi and Zahari, 2013;.Demir, 2010; İçöz , 2013; Beerli and Martin ,2004	7			
43	Environmental and with blue flag			Sariisik, Turkay and Akova, 2011; Raviv, Tarba and Weber ,2009	2	3
44	Having 5 golden anchors	Sarı ,2011		Sariisik, Turkay and Akova, 2011	1	1
45	Age of marina			Sariisik, Turkay and Akova, 2011	1	1
46	Different culture	Çalhan, 2010; Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004; Chen and Gürsoy, 2001	6			
47	Similar culture, cuisine	Çalhan, 2010; Özdemir, 2007	2			
48	Information and tourist services	Baloğlu and Uysal, 1996; Demir, 2010; Cracolici and Nijkamp,2008; Kim, Lee and Klenosky, 2003; Hanoquin, and Lam ,1999; Sukiman et al., 2013; Güripek, 2013	7			
49	Standard of Living	Correia, Valle and Moço , 2007; Beerli and Martin ,2004; Özdemir, 2007	3			
50	Luxury	Beerli and Martin ,2004; Yooshik and Uysal, 2005	2			2

APPENDIX 2. Push Factors Used in the literature

Number	Variables	Researcher who developed questionnaire scale	Frequency
1	Escape from the routine	Hsu,Tsai,and Wu, 2009 ; Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Kim, Lee and Klenosky, 2003; Guzman et al., 2006; Hung and Petrick, 2011; Demir, 2010; İçöz, 2013	10
2	Rest and relaxation	Hsu,Tsai,and Wu, 2009 ; Correia, Valle and Moço , 2007; Jang and Wu ,2006; Beerli and Martin ,2004; Kim, Lee and Klenosky, 2003; Hanoquin and Lam ,1999; Guzman et al., 2006; Hung and Petrick, 2011; Demir, 2010; İçöz, 2013	11
3	Being free to act how I feel	Yooshik and Uysal, 2005; Jang and Wu ,2006; Hung and Petrick, 2011; Demir, 2010	4
4	Health and fitness	Hsu,Tsai,and Wu, 2009 ; Kim, Lee and Klenosky, 2003; İçöz, 2013; Yooshik and Uysal, 2005	3
5	Medical treatment	Hsu,Tsai,and Wu, 2009	1
6	Novelty seeking	Hsu,Tsai,and Wu, 2009 ; Guzman et al., 2006; İçöz, 2013	3
7	Adventure seeking	Hsu,Tsai,and Wu, 2009; Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Kim, Lee and Klenosky, 2003; Guzman, Leones, Tapia, Wong and Castro, 2006; Jang and Wu ,2006; Hung and Petrick, 2011	8
8	Do different things	Correia, Valle and Moço , 2007; Beerli and Martin ,2004; İçöz, 2013	2
9	Enjoying night life	Hsu,Tsai,and Wu, 2009 ;	1
10	Having fun	Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Guzman et al.,2006; İçöz, 2013	5
11	Increase knowledge	Correia, Valle and Moço , 2007; Jang and Wu ,2006; Z.Hanoquin,T. Lam (1999), Hung and Petrick, 2011; Beerli and Martin , 2004	5
12	Meet different cultures and life styles	Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Hanoquin and Lam, 1999; Guzman et al., 2006; Jang and Wu ,2006; Hung and Petrick, 2011; İçöz, 2013; Bansal and Eiselt, 2004; Hsu Tsai,and Wu, 2009	10
13	Know new places	Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Guzman, Leones, Tapia, Wong and Castro, 2006; Demir, 2010	5
14	Going places my friends have not been	Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; İçöz, 2013	4
15	Going famous places	Beerli and Martin, 2004; Hanoquin and Lam, 1999	2
16	Talking with my friends about the trip	Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005 Beerli and Martin ,2004; Hanoquin and Lam, 1999; Demir, 2010	5
17	Ego-enhancement	Jang and Wu ,2006	1
18	Self-esteem and social recognition	Jang and Wu ,2006; Hung and Petrick, 2011	2
19	Self-actualization	Hsu,Tsai,and Wu, 2009	1
20	Rediscovering myself	Yooshik and Uysal, 2005	1
21	Visiting friends/relatives	Hsu,Tsai,and Wu, 2009 ; Yooshik and Uysal, 2005; Hanoquin and Lam, 1999; Bansal and Eiselt, 2004	4
22	Spending time with family and friends on trip	Jang and Wu ,2006; Yooshik and Uysal, 2005; Kim, Lee and Klenosky, 2003; Hanoquin and Lam, 1999; Guzman et al., 2006; Jang and Wu, 2006; Hung and Petrick, 2011; Demir, 2010	8
23	Developing close friendships	Correia, Valle and Moço , 2007	1
24	Meeting new people	Hsu,Tsai,and Wu, 2009; Correia, Valle and Moço , 2007; Jang and Wu ,2006; Yooshik and Uysal, 2005; Kim, Lee and Klenosky, 2003; Demir, 2010; İçöz, 2013	7
25	To meet the people with similar interests	İçöz, 2013	1
26	Meeting people of opposite sex	Yooshik and Uysal, 2005	1
27	Trying new food	Yooshik and Uysal, 2005	1
28	Visiting historical and cultural places	Yooshik and Uysal, 2005; Kim, Lee and Klenosky, 2003; Hanoquin and Lam, 1999; Guzman, Leones, Tapia, Wong and Castro, 2006; İçöz, 2013	5

Number	Variables	Researcher who developed questionnaire scale	Frequency
29	Rediscovering past good times	Yooshik and Uysal, 2005; Demir, 2010	2
30	Experiencing a simpler lifestyle	Yooshik and Uysal, 2005	1
31	Feeling safe and secure	Yooshik and Uysal, 2005	1
32	Feeling at home away from home	Yooshik and Uysal, 2005	1
33	To attend cultural events	Beerli and Martin, 2004; Guzman et al., 2006; Bansal and Eiselt, 2004	3
34	Visiting places where my family came from	Jang and Wu ,2006; Yooshik and Uysal, 2005	2
35	Shopping	İçöz,2013	1

APPENDIX 3. SOURCES OF QUESTIONNAIRE PART 2- EXPECTATIONS FOR MARINAS

Variables of marina features	Researcher who developed questionnaire scale	Researcher who used in qualitative studies
1- Located nearby the city center		Sariisik, Turkay and Akova ,2011
2- Closeness to airport	Güripek ,2013	McCalla, 1998
3- Easy access to the destination	Çalhan ,2010;,Hsu,Tsai,and Wu ,2009; Correia, Valle, and Moço, 2007; Jang and Wu ,2006; Enright and Newton ,2004;.Zhang, Qu, and Tang, 2004;.Kim, Lee, and Klenosky ,2003;,Chen, and Gürsoy ,2001; Kim, Crompton and Botha,2000; Hanoquin and Lam ,1999; Sukiman et al. ,2013; Araslı and Baradarani ,2014;.Zainuddin, Radzi, and Zahari ,2013; Demir,2010; Güripek,2013	Wang ,et al., 2014; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009
4- Easy access to the marina	Çalhan ,2010;,Hsu,Tsai,and Wu ,2009; Correia, Valle, and Moço, 2007; Jang and Wu ,2006; Enright and Newton ,2004;.Zhang, Qu, and Tang, 2004;.Kim, Lee, and Klenosky ,2003;,Chen, and Gürsoy ,2001; Kim, Crompton and Botha,2000; Hanoquin and Lam ,1999; Sukiman et al. ,2013; Araslı and Baradarani ,2014;.Zainuddin, Radzi, and Zahari ,2013; Demir,2010; Güripek,2013	Wang ,et al., 2014; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009
5- Closeness to my residence	Çalhan,2010; Correia, Valle and Moço, 2007; Huybers, 2004, Zhang, Qu and Tang, 2004	Raviv, Tarba and Weber, 2009
6- Prompt contact facilities to emergency points (fire station, ambulance etc.)	Güripek, 2013	
7- Closeness to transit and/or trip routes		
8- Closeness to the other attractive destinations		McCalla, 1998
9- Cultural and historical resources in the destination involved	Baloğlu and Uysal,1996; Çalhan, 2010; Hsu, Tsai and Wu ,2009; Cracolici and Nijkamp ,2008; Correia, Valle and Moço, 2007; Jang and Wu ,2006; Yooshika and Uysal, 2005; Beerli and Martin, 2004; Huybers ,2004; Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003;Sukiman et al., 2013; İçöz, 2013; Güripek ,2013;Yüncü, 2011	Wang et al., 2014; Sariisik, Turkay and Akova, 2011;Fallon and Schofield, 2006
10- Weather (Wind, temperature, wave characteristics etc.)	Baloğlu and Uysal, 1996; Çalhan, 2010; Correia,Valle and Moço, 2007; Jang and Wu, 2006; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Kim, Crompton and Botha, 2000; Hanoquin and Lam ,1999; Demir, 2010;Güripek ,2013; Özdemir , 2007	Wang et al., 2014; Fallon and Schofield ,2006
11- Natural attractiveness	Baloğlu and Uysal, 1996; Cracolici and Nijkamp 2008; Correia, Valle and Moço, 2007;Enright and Newton, 2004; Beerli and Martin, 2004; Huybers, 2004;Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003;Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Demir, 2010; İçöz, 2013; Güripek, 2013;Yüncü, 2011; Özdemir, 2007	Wang et al.,2014; Sariisik, Turkay and Akova, 2011; Raviv,Tarba and Weber,2009

Variables of marina features	Researcher who developed questionnaire scale	Researcher who used in qualitative studies
12- Beaches for swimming and sun tanning	Baloğlu and Uysal, 1996; Correia, Valle and Moço, 2007; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Sukiman, 2013; Demir, 2010	Sariisik, Turkay and Akova, 2011; McCalla, 1998
13- Being quiet and not overcrowded	Yooshik and Uysal, 2005; Huybers, 2004; İçöz, 2013	Raviv,Tarba and Weber, 2009
14-Variety of shopping facilities	Hsu,Tsai and Wu, 2009; Cracolici and Nijkamp, 2008; Correia,Valle and Moço, 2007; Jang and Wu , 2006; Yooshik and Uysal, 2005; Enright and Newton, 2004;Beerli and Martin, 2004;Zhang, Qu and Tang,2004; Hanoquin and Lam, 1999; Sukiman et al., 2013; Araslı and Baradarani, 2014; Güripek, 2013;Yüncü, 2011	McCalla, 1998; Fallon and Schofield, 2006; Fallon and Schofield, 2006
15- Variety of restaurants and cafeterias	Baloğlu and Uysal, 1996; Hsu,Tsai and Wu, 2009; Correia,Valle and Moço, 2007; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004;Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003; Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Araslı and Baradarani, 2014; Demir, 2010; İçöz, 2013; Güripek, 2013;Yüncü, 2011; Özdemir, 2007	McCalla, 1998; Fallon and Schofield, 2006
16- Events (Race, concert, festival, art exhibitions etc.)	Baloğlu and Uysal, 1996; Jang and Wu, 2006; Yooshik and Uysal, 2005; Enright and Newton, 2004; Huybers, 2004; Zhang, Qu and Tang, 2004; Kim and Crompton and Botha,2000;Sukiman et al.,2013;Araslı and Baradarani, 2014; Demir, 2010;Güripek, 2013	Wang et al., 2014; Sariisik, Turkay and Akova, 2011
17- Individual activity opportunities (Library, hobby gardens etc.)	Huybers, 2004	
18- Night life	Baloğlu and Uysal, 1996; Çalhan, 2010; Correia, Valle and Moço, 2007; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Sukiman et al., 2013; İçöz, 2013; Güripek, 2013; Yüncü, 2011; Özdemir, 2007	Fallon and Schofield, 2006
19- Having appropriate social environment for yacht crews		
20- Sport facilities (fitness center, water sports etc.)	Correia, Valle and Moço, 2007; Jang and Wu, 2006;Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Demir, 2010; İçöz, 2013; Güripek, 2013; Yüncü, 2011	Fallon and Schofield, 2006
21- Accommodation facilities (Hotel, pension etc.)	Hsu,Tsai and Wu, 2009; Cracolici and Nijkamp,2008; Correia,Valle and Moço, 2007; Enright and Newton, 2004; Zhang, Qu and Tang, 2004; Kim, Lee and Klenosky, 2003; Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Araslı and Baradarani, 2014; Güripek, 2013; Özdemir, 2007	Wang et al., 2014; McCalla, 1998, Fallon and Schofield, 2006
22- Cleanliness and hygiene conditions	Baloğlu and Uysal, 1996; Jang and Wu, 2006; Yooshik and Uysal, 2005; Beerli and Martin, 2004;Sukiman et al., 2013; Araslı and Baradarani, 2014; Yüncü, 2011; Özdemir, 2007	Fallon and Schofield, 2006
23- Having blue flag		Sariisik, Turkay and Akova, 2011; Raviv, Tarba and Weber ,2009
24- Service quality (Berthing, mooring, front office etc.)	Çalhan, 2010; Beerli and Martin, 2004; Huybers, 2004; Zhang, Qu and Tang,2004;Sukiman et al.,2013; Zainuddin, Radzi and Zahari, 2013; Demir, 2010; Güripek, 2013	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; McCalla, 1998; Raviv,Tarba and Weber, 2009

Variables of marina features	Researcher who developed questionnaire scale	Researcher who used in qualitative studies
25- Infrastructure quality (Fueling, water, electricity, toilet, laundry, internet, number of ground tackle etc.)	Çalhan, 2010; Beerli and Martin, 2004; Huybers, 2004; Zhang, Qu and Tang,2004;Sukiman et al.,2013; Zainuddin, Radzi and Zahari, 2013; Demir, 2010; Güripek, 2013	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; McCalla, 1998; Raviv,Tarba and Weber, 2009
26- Having a well-equipped dry dock		Wang et al., 2014; Sariisik, Turkay and Akova, 2011; McCalla, 1998
27- Attitudes of staff toward marina customer	Kim, Crompton and Botha, 2000; Hanoquin and Lam, 1999;Zainuddin, Radzi and Zahari, 2013; Güripek, 2013;Yüncü,2011	Sariisik, Turkay and Akova, 2011
28- Attitudes of local community toward tourists	Hsu,Tsai and Wu, 2009; Baloğlu and Uysal, 1996; Cracolici and Nijkamp, 2008; Correia, Valle and Moço, 2007; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004; Hanoquin and Lam,1999; Sukiman et al., 2013; Araslı and Baradarani, 2014; Zainuddin,Radzi, Zahari,2013; Güripek, 2013; Yüncü, 2011;Özdemir, 2007	McCalla,1998; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009
29- Safety (Fire, sea traffic etc.)	Baloğlu and Uysal, 1996; Hsu,Tsai and Wu, 2009; Cracolici and Nijkamp, 2008; Correia,Valle and Moço, 2007; Jang and Wu, 2006; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004;Chen and Gürsoy, 2001; Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Araslı and Baradarani, 2014; Zainuddin, Radzi and Zahari, 2013; Demir, 2010; İçöz, 2013; Güripek, 2013;Yüncü, 2011; Özdemir, 2007	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009
30- Security (Against to external threats for me and my yacht)	Baloğlu and Uysal, 1996; Hsu,Tsai and Wu, 2009; Cracolici and Nijkamp, 2008; Correia,Valle and Moço, 2007; Jang and Wu, 2006; Yooshik and Uysal, 2005; Beerli and Martin, 2004; Zhang, Qu and Tang, 2004;Chen and Gürsoy, 2001; Kim, Crompton and Botha, 2000; Sukiman et al., 2013; Araslı and Baradarani, 2014; Zainuddin, Radzi and Zahari, 2013; Demir, 2010; İçöz, 2013; Güripek, 2013;Yüncü, 2011; Özdemir, 2007	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; Fallon and Schofield, 2006; Raviv,Tarba and Weber, 2009
31- Information and tourist services	Baloğlu and Uysal, 1996; Demir, 2010; Cracolici and Nijkamp,2008; Kim, Lee and Klenosky, 2003; Hanoquin, and Lam ,1999; Sukiman et al., 2013; Güripek, 2013	
32- Environmental friendliness		Sariisik, Turkay and Akova, 2011; Raviv, Tarba and Weber ,2009
33- Image of the marina and being well-known	Hsu,Tsai,and Wu, 2009; Enright and Newton, 2004; Beerli and Martin, 2004; .Zainuddin, Radzi and Zahari, 2013;.Demir, 2010; İçöz , 2013; Beerli and Martin ,2004	
34- 5 golden anchors	Sarı ,2011	Sariisik, Turkay and Akova, 2011
35- Unique and interesting culture of local people	Çalhan, 2010; Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Enright and Newton, 2004; Beerli and Martin, 2004; Chen and Gürsoy, 2001	
36- Similar culture of local residence	Çalhan, 2010	
37- Price policy	Çalhan, 2010; Hsu,Tsai,and Wu, 2009; Cracolici and Nijkamp, 2008; Jang, and Wu ,2006; Yooshik and Uysal, 2005; Huybers ,2004; Zhang, Qu and Tang, 2004; Sukiman et al.,2013; Araslı and Baradarani, 2014; Özdemir, 2007	Wang et al., 2014; Sariisik, Turkay and Akova, 2011; Fallon and Schofield, 2006
38- Being luxurious	Beerli and Martin ,2004; Yooshik and Uysal, 2005	

APPENDIX 4. SOURCES OF QUESTIONNAIRE PART 3- INDIVIDUAL MOTIVATIONS

Variables of individual motivations	Researcher who developed questionnaire scale
1- Escape from routine	Hsu,Tsai,and Wu, 2009 ; Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Kim, Lee and Klenosky, 2003; Guzman et al., 2006; Hung and Petrick, 2011; Demir, 2010; İçöz, 2013
2- Being free to act how I feel	Yooshik and Uysal, 2005; Jang and Wu ,2006; Hung and Petrick, 2011; Demir, 2010
3- Health and fitness	Hsu,Tsai,and Wu, 2009 ; Kim, Lee and Klenosky, 2003; İçöz, 2013; Yooshik and Uysal, 2005
4- Novelty seeking	Hsu,Tsai,and Wu, 2009 ; Guzman et al., 2006; İçöz, 2013
5- Adventure seeking	Hsu,Tsai,and Wu, 2009; Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Kim, Lee and Klenosky, 2003; Guzman, Leones, Tapia, Wong and Castro, 2006; Jang and Wu ,2006; Hung and Petrick, 2011
6- Having fun	Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Guzman et al.,2006; İçöz, 2013
7- Meet different cultures and life styles	Correia, Valle and Moço , 2007; Yooshik and Uysal, 2005; Beerli and Martin ,2004; Hanoquin and Lam, 1999; Guzman et al., 2006; Jang and Wu ,2006; Hung and Petrick, 2011; İçöz, 2013; Bansal and Eiselt, 2004; Hsu Tsai,and Wu, 2009
8- Self-esteem and social recognition	Jang and Wu ,2006; Hung and Petrick, 2011
9- Rediscovering myself	Yooshik and Uysal, 2005
10-Spending time with my family and friends	Jang and Wu ,2006; Yooshik and Uysal, 2005; Kim, Lee and Klenosky, 2003; Hanoquin and Lam, 1999; Guzman et al., 2006; Jang and Wu, 2006; Hung and Petrick, 2011; Demir, 2010
11-Developing close friendships	Correia, Valle and Moço , 2007
12-Meeting people with similar interests	İçöz, 2013

APPENDIX 5 – ENGLISH QUESTIONNAIRE FROM

QUESTIONNAIRE FORM

Dear participants,
I am a MBA student at Yaşar Üniversitesi. I have chosen my thesis subject as *Market Segmentation for Marinas*. I would appreciate your invaluable responses to answer the following questions to better understand your expectations as marina customers.
Responding to the questionnaire will take not more than ten minutes. You can be sure that your responses will be kept anonymously and your names shall not be used at any circumstances for this or any other studies.
Thanks in advance for your invaluable contribution and appreciable cooperation.

Neslihan Paker

PART 1 – PROFILE QUESTIONS

1) Age: ☐18-29 ☐ 30-39 ☐ 40-49 ☐50-59 ☐60-over

2) Gender: ☐Male ☐ Female

3) Education: ☐ Primary ☐ High ☐College/University ☐Post Graduate (Master/ Doctorate)

4) Marital Status: ☐Married/ living together ☐Single

5) What is your household income level according to your country income scale?

☐Low ☐ Midlevel ☐High ☐Very high

6) Occupation: ☐ Employee ☐Self-employed ☐ Retired ☐Student

☐Unemployed ☐Other____________________.

7) Residence country /province ___________/_____________.

8) Nationality? ___________.

9) For how many years have you been involved in yachting? ☐0-1 ☐2-3 ☐4-8 ☐9-15 ☐16+

10) What is your favorite marina in Turkey? ______________________.

11) Are you an owner of a yacht? ☐Yes ☐No

12) If you are an owner of a yacht, what is your home port? ______________________.

13) If you are an owner of a yacht, for how many months a year do you stay usually in your home port? ☐1 ☐2-3 ☐4-6 ☐7-9 ☐10-12

14) What kind of yacht do you own or rent? ☐Sailing ☐Motor-yacht

☐Other_____.

15) What is the length of the yacht that you own or rent? ☐5-9 m (16-30 ft) ☐10-12 m (31-40 ft) ☐13-15 m (41-50 ft) ☐16-18 m (51-59 ft) ☐19-20 m (60-65 ft)

☐21-30 m (66-99 ft) ☐31-45 m (100-148 ft) ☐46-60 m (149-197 ft)

☐61-over m (198-over ft)

16) How many paid crew member/s have you got? ☐0 ☐1 ☐2-3 ☐4-6 ☐7-over

17) For how many months in a year do you usually spend in a yacht? ☐Less than 1

☐1 ☐2-4 ☐5-8 ☐9-12

18) Which seasons do you most prefer for yachting?

☐Summer ☐Fall ☐Winter ☐Spring

19) Which description fits you best?

☐Racer ☐Sailor ☐Motor-yachter ☐Vacationer

20) Who is the decision maker on your marina selection? ☐Me ☐Family

☐Friends ☐Captain ☐Other __________.

21) Is your marina selection based on your destination preference? ☐Yes ☐ No

22) Which of the following information resources do you use when you choose a marina? ☐Friends/Social environment☐Internet ☐Advertisements

☐News ☐Magazines ☐Direct contact with the marinas ☐Other ________________________.

PART 2- EXPECTATIONS FOR MARINAS

Please evaluate the importance of the following marina features

1-Not At All Important 5-Very Important	**1**	**2**	**3**	**4**	**5**
1- Located nearby the city center					
2- Closeness to airport					
3- Easy access to the destination					
4- Easy access to the marina					
5- Closeness to my residence					
6- Prompt contact facilities to emergency points (fire station, ambulance etc.)					
7- Closeness to transit and/or trip routes					
8- Closeness to the other attractive destinations					
9- Cultural and historical resources in the destination involved					
10- Weather (Wind, temperature, wave characteristics etc.)					
11- Natural attractiveness					
12- Beaches for swimming and sun tanning					
13- Being quiet and not overcrowded					
14- Availability and variety of shopping facilities					

15- Variety of restaurants and cafeterias					
16- Events (Race, concert, festival, art exhibitions etc.)					
17- Individual activity opportunities (Library, hobby gardens etc.)					
18- Night life					
19- Having appropriate social environment for yacht crews					
20- Sport facilities (fitness center, water sports etc.)					
21- Accommodation facilities (Hotel, pension etc.)					
22- Cleanliness and hygiene conditions					
1-Not At All Important 5-Very Important	**1**	**2**	**3**	**4**	**5**
23- Having blue flag					
24- Service quality (Berthing, mooring, front office etc.)					
25- Infrastructure quality (Fueling, water, electricity, toilet, laundry, internet, number of ground tackle etc.)					
26- Having a well-equipped dry dock					
27- Staff sufficient					
28- Attitudes of local community toward tourists					
29- Safety (Fire, sea traffic etc.)					
30- Security (Against to external threats for me and my yacht)					
31- Information and tourist services					
32- Environmental friendliness					
33- Image of the marina and being well-known					
34- 5 golden anchors					
35- Unique and interesting culture of local people					
36- Similar culture of local residence					
37- Price policy					
38- Being luxurious					

PART 3 – INDIVIDUAL MOTIVATIONS

Please evaluate the importance of the following motivation factors encouraging you to get involved in yachting

1-Not At All Important 5-Very Important	1	2	3	4	5
1- Escape from routine					
2- Being free to act how I feel					
3- Health and fitness					
4- Novelty seeking					
5- Adventure seeking					
6- Having fun					
7- Meet different cultures and life styles					
8- Self-esteem and social recognition					
9- Rediscovering myself					
10-Spending time with my family and friends					

11-Developing close friendships					
12-Meeting people with similar interests					

PART 4 – ADDITIONAL COMMENTS

Please comment on any other marina features and individual motivation factors you think that are not included in this questionnaire

APPENDIX 6 – TÜRKÇE ANKET FORMU

ANKET FORMU

Sayın katılımcı,
Yaşar Üniversitesi İşletme Yüksek Lisans öğrencisiyim. Tez konumu "Marinalar için Pazar Bölümlemesi" olarak seçmiş bulunmaktayım. Marina müşterilerinin beklentilerini daha iyi anlayabilmek için sizden bazı sorulara yanıt vermenizi istemekteyim. Soruların tamamının yanıtlanması yaklaşık on dakikanızı alacaktır. Yanıtlarınızın gizliliği tamamen güvence altında olacak ve fikirleriniz isim verilerek sözkonusu çalışmada veya başka bir kaynakta kullanılmayacaktır.
Değerli katkılarınız ve desteğiniz için şimdiden çok teşekkür ederim.

Neslihan Paker

<u>BÖLÜM 1 -PROFİL</u>

1) Yaş: ☐18-29 ☐ 30-39 ☐ 40-49 ☐50-59 ☐60-üstü

2) Cinsiyet ☐Erkek ☐Kadın

3) Eğitim Seviyesi: ☐İlköğretim ☐Lise ☐Üniversite ☐Lisans Üstü (Master/ Doktora)

4) Medeni Durum: ☐Evli/ İlişkisi var ☐Bekar

5) Yaşadığınız ülkeye göre gelir düzeyiniz: ☐Düşük ☐Orta ☐Yüksek ☐Çok Yüksek

6) İşiniz : ☐Ücretli ☐Serbest meslek ☐Emekli ☐Öğrenci

☐Çalışmıyor ☐Diğer________________________________.

7) Yaşadığınız ülke / il ___________/_____________.

8) Milliyetiniz nedir? ___________.

9) Kaç yıldır yatçılık ile ilgileniyorsunuz? ☐0-1 ☐2-3 ☐4-8 ☐9-15 ☐16-üstü

10) Türkiye'de en çok tercih ettiğiniz marina hangisidir? ______________________.

11) Yat sahibi misiniz? ☐Evet ☐Hayır

12) Eğer yat sahibi iseniz, yatınızı bağladığınız ana liman neresidir? ______________________.

13) Eğer yat sahibi iseniz, yatınızı bağladığınız ana limanda yıllık konaklama süresi kaç aydır? ☐1 ☐2-3 ☐4-6 ☐7-9 ☐10-12

14) Hangi tip yata sahipsiniz veya kiralamaktasınız? ☐Yelkenli ☐Motor-yat ☐Diğer______

15) Hangi uzunlukta yata sahipsiniz veya kiralamaktasınız ? ☐5-9 m (16-30 ft) ☐10-12 m (31-40 ft) ☐13-15 m (41-50 ft) ☐16-18 m (51-59 ft) ☐19-20 m (60-65 ft)

☐21-30 m (66-99 ft) ☐31-45 m (100-148 ft) ☐46-60 m (149-197 ft)

☐61-üstü m (198-üstü ft)

16) Yatınızda ücretli kaç personel bulunmaktadır? ☐0 ☐1 ☐2-3 ☐4-6 ☐7-üstü

17) Yılda kaç ayınızı yatçılıkla ilgilenerek geçirirsiniz? ☐1 den az ☐1 ☐2-4 ☐5-8

☐9-12

18) Yatçılık için hangi mevsimleri tercih edersiniz? ☐Yaz ☐Sonbahar ☐Kış

☐İlkbahar

19) Hangisi yatçılık yönüyle sizi en iyi tariflemektedir? ☐Yarışçı ☐Denizci

☐Motor-yatçı ☐Tatilci ☐Diğer

20) Marina Seçim Kararını Kim Verir? ☐Ben ☐Ailem

☐Arkadaşlarım ☐Kaptan ☐Diğer ____________________________.

21) Destinasyon tercihinize göre mi marina tercihinde bulunursunuz?☐Evet

☐Hayır

22) Marina tercihinde bulunurken hangi bilgi kaynaklarını kullanırsınız?

☐Arkadaş/Çevre ☐Internet ☐Reklamlar ☐Gazeteler ☐Dergiler

☐Doğrudan işletmeyi arayarak ☐Diğer ______________________________

BÖLÜM 2- MARİNA TERCİH FAKTÖRLERİ

Lütfen, marinalarla ile ilgili aşağıda yer alan özelliklerin sizce ne kadar önemli olduğunu değerlendiriniz.

1-Hiç Önemli Değil 5-Çok Önemli	**1**	**2**	**3**	**4**	**5**
1- Şehir merkezine yakın olması					
2- Havaalanına yakınlık					
3- Destinasyona ulaşım kolaylığı					
4- Marinaya ulaşım kolaylığı					
5- Yaşadığım yere yakınlık					
6- Acil hizmetlere hızlı ulaşım (itfaiye, ambulans v.b.)					
7- Gezi rotası veya transit noktası üzerinde bulunması					
8- Diğer gezilmeye değer destinasyonlara yakınlığı					
9- Destinasyondaki tarihi ve kültürel kaynaklar					
10- İklimi (Rüzgar, sıcaklık, dalga karakteristikleri v.b.)					
11- Doğal çekicilik					
12- Güneşlenilecek ve denize girilebilecek sahili olması					
13- Sakin ve kalabalıktan uzak olması					
14- Alışveriş merkezi varlığı ve çeşitliliği					

15- Restoran, kafeterya çeşitliliği					
16- Etkinlik (Yarış, konser, festival, sanat galerisi v.b.)					
17- Bireysel etkinlik fırsatları (Kütüphane,hobi bahçesi v.b.)					
18- Gece hayatı					
19- Yat personeline uygun sosyal ortam					
20- Spor tesisleri (fitness merkezi, su sporları v.b.)					
21- Konaklama seçenekleri (Otel, pansiyon v.b.)					
22- Temizlik ve hijyen					
23- Mavi bayraklı olması					
24- Hizmet kalitesi (yanaştırma, bağlama, ön büro v.b.)					
25- Altyapı kalitesi (yakıt, su, elektrik, duş, çamaşırhane, internet, tonoz yeterliliği v.b.)					
1-Hiç Önemli Değil 5-Çok Önemli	**1**	**2**	**3**	**4**	**5**
26- Donanımlı çekek yerine sahip olması					
27- Çalışanların marina müşterisine karşı tutumları					
28- Yerel halkın turiste karşı tutumu					
29- Emniyet (Yangın, deniz trafiği v.b.)					
30- Güvenlik (Teknem ve benim için dış tehditlere karşı)					
31- Enformasyon ve turist hizmetleri					
32- Çevreci olması					
33- İmajı ve şöhretli olması					
34- 5 çıpalı olması					
35- Yerel halkın sıradışı, farklı kültüre sahip olması					
36- Yerel halkın benzer kültüre sahip olması					
37- Fiyat politikası					
38- Lüks olması					

BÖLÜM 3 – KİŞİSEL MOTİVASYON FAKTÖRLERİ

Lütfen, yatçılıkla ilgilenmenizde, aşağıdaki motivasyon faktörlerinin sizce ne kadar önemli olduğunu belirtiniz.

1-Hiç Önemli Değil 5-Çok Önemli	**1**	**2**	**3**	**4**	**5**
1- Rutin hayattan kaçmak					
2- Özgür hissetmek ve istediğini yapabilmek					
3- Sağlık ve spor					
4- Yenilik arama					
5- Macera arayışı					
6- Eğlenmek					
7- Farklı kültür ve yaşam tarzlarını tanıma					
8- Özsaygı ve sosyal tanınırlılık					
9- Kendini yeniden keşfetmek					
10-Aile ve arkadaşlarla birlikte vakit geçirme					

11-Yakın arkadaşlıklar geliştirmek					
12-Benzer ilgilere sahip insanlarla tanışmak					

BÖLÜM 4 – ÖNERİLERİNİZ

Lütfen. ankette yer almayan, eklemek istediğiniz marina özellikleri ve kişisel motivasyon faktörlerini belirtiniz.