



BLUE VOYAGE AS A SERVICE DESIGN

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ABSTRACT

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Announcing its reputation not only in Turkey but to the whole World, Blue Voyage is distinguished from other yacht charter services with its historical and cultural background. On the other hand, the absence of a design framework created by considering Blue Voyage from a service concept perspective leads to a situation in conflict with the nature of service concept; the importance given to the tangible elements in this service prevails to the one of intangible elements. However, intangible elements that form the core of a service concept are of great importance in terms of

the continuity of the service in question by being shaped by the demands, expectations and experiences of the customers. In the light of the field studies carried out within the scope of this research, it was aimed to consider the Blue Voyage not only from the perspectives of customers but also from the perspectives of service providers and third parties. In this content, four different field studies were carried out in the research. Results verify the diversity of the expectations, needs and experiences of the customers on the Blue Voyage. Moreover, the data obtained showed that motivation-based clustering technique is an efficient way to cluster the of Blue Voyage customers. In the light of all this information, Blue Voyage service design framework and a service design checklist were obtained. The obtained framework and checklist are useful references not only for the further academic studies, but also for studies on the sector.

Keywords: Blue Voyage, service design, service concept, Bodrum, marine tourism

ÖZET

BİR HİZMET TASARIMI OLARAK MAVİ YOLCULUK

Turan, Bülent İbrahim

Tasarım Çalışmaları Doktora Programı

Tez Danışmanı: Dr. Öğretim Üyesi. A. Can ÖZCAN

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Ününü yalnızca Türkiye'ye değil, tüm dünyaya duyuran Mavi Yolculuk, sahip olduğu tarihsel ve kültürel değerler ile diğer pek çok yat kiralama hizmetinden ayrılmaktadır. Öte yandan Mavi Yolculuk hizmetinde, bir hizmet konsepti bakış açısından incelenerek oluşturulmuş tasarım kılavuzunun bulunmaması, hizmet konsepti yapısı ile ters düşen bir duruma; bu hizmette yer alan somut unsurlara verilen önemin, soyut unsurların önüne geçmesine yol açmıştır. Oysa bir hizmet konseptinin çekirdeğini oluşturan soyut kavramlar, müşterilerin talep, beklenti ve tecrübeleri ile

şekillenerek söz konusu hizmetin devamlılığı açısından büyük bir öneme sahiptir. Bu araştırma kapsamında yapılan saha çalışmaları ışığında Mavi Yolculuk'un yalnızca müşteriler tarafından değil, hizmet sağlayıcılar ve üçüncü tarafların bakış açılarından anlaşılması hedeflenmiş, bu kapsamda dört farklı saha çalışması gerçekleştirilmiştir. Sonuçlar, Mavi Yolculuk'ta müşterilerin beklenti, istek ve tecrübelerinin çeşitliliğini göstermiştir. Bununla birlikte elde edilen veriler, motivasyon temelli gruplandırmanın Mavi Yolculuk müşterilerinin gruplandırılması için verimli bir yöntem olduğunu ortaya koymuştur. Tüm bu bilgiler ışığında Mavi Yolculuk hizmet tasarım kılavuzu ve hizmet tasarım control listesi oluşturulmuştur. Oluşturulan bu kılavuz ve control listesi yalnızca akademik çalışmalar açısından değil, aynı zamanda sektöre yönelik çalışmalar için de oldukça faydalı bir başvuru niteliği taşımaktadır.

Anahtar kelimeler: Mavi Yolculuk, hizmet tasarımı, hizmet konsepti, Bodrum, deniz turizmi



Dedicated to my family and Bodrum Maritime

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PREFACE

In this study, Blue Voyage, which is an important type of marine tourism for Turkey and whose reputation has spread all over the world with its historical and cultural values, is considered within service design perspective. The absence of a properly constructed service design framework in the Blue Voyage has led to a focus on tangible elements contrary to the nature of the service concept, while intangible elements that shape the customer satisfaction have been pushed into the background. In the light of the results obtained from the field studies carried out within the scope of this study, a design framework and design checklist to be followed for improving service quality in existing Blue Voyage service offer structure have been obtained.

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Bülent İbrahim TURAN

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CHAPTER 1:INTRODUCTION

Tourism plays an important role not only in the economy of a country but also in its socio-cultural worldwide image. Reports show that, for the year 2019, the GDP of travel and tourism constituted 10,3 % of the global GDP and provide employment to 330 million jobs all around the world (WTTC, 2020). The total contribution of travel and tourism to Turkey's GDP in 2016 is 12.5 % and their total contribution to employment is 8.1 % in 2016 (WTTC, 2017). In countries, which have seashore, like the ones in Mediterranean Region, maritime tourism is a crucial element within the country's tourism fields. According to the Maritime Sector Report-2017 (Turkish Chamber of Shipping, 2018), marine tourism revenues constitute 20% of general tourism revenues. In Turkey for 2018, it reached \$ 5.9 billion (Turkish Chamber of Shipping, 2019a).

Various sub-categories within this tourism type address various groups of customers who prefer to spend their time in or near the marine environment. One of these sub-categories; yacht charter services increased its popularity by providing dozens of different alternatives such as bareboat, cabin charter, whole yacht charter, crewed yacht charter, special yacht charter organizations, etc. With its regional advantage in the Mediterranean and thousands of kilometers of coasts, Turkey is one of the most preferred charter destinations in the world.

As a sub-category of marine tourism, a yacht charter is a service in which the customers hire a yacht with or without its crew for a certain time period, for a certain destination under a contract for the desired purpose. Turkish Chamber of Shipping describes yacht charter services as a type of "Marine Tourism Tools" under marine tourism categories (2019). Turkey has a competitive advantage in yacht tourism with various strengths such as a long coastline, plenty of natural beauties, historical and archeological sites, convenient weather conditions, the attraction of charter tours which are operated with Bodrum Gulets (Sariisik, Turkay and Akova, 2011). Blue Voyage, which is a type of yacht tourism within the marine tourism field is seen as an authentic type of yacht charter specific to Turkey (Turkish Chamber of Shipping, 2018). Even this type is listed as a yacht charter service offering in Turkey, its cultural and historical background and specific elements such as Bodrum Gulets differentiates it from many other alternatives. Considering Blue Voyage from a service concept and

service, design perspective requires a further understanding of the customers' perception of quality and overall evaluation process.

The role of the customers in terms of satisfaction, perception, experiences, expectations, etc. in Blue Voyage as well as in other marine tourism alternatives is one of the key elements to be taken into consideration for ensuring sustainability and improvement of this unique service offer. Consumption experiences in tourism include not only a complicated mix of functional, tangible, and objective elements such as eating, drinking, traveling, but also emotional, intangible, and subjective elements such as enjoying an experience, socializing, etc. (Williams and Soutar, 2009). Because tourism focuses on the service experience of customers before, during, and after the service, it is a service-intensive industry (Stickdorn and Zehrer, 2009). If the needs and expectations of a customer are fulfilled by his/her perception of the service, then he/she will be satisfied with the service (Faché, 2000).

1.1 Aim of the Research

Considering the Blue Voyage as a tourism option where customers are the focal point is of great importance for the sustainability and development of this unique service. In a service, tangible and intangible elements together constitute the whole structure to be offered to the customers. However, the absence of a properly constructed and applied design framework led to a situation in which the service providers consider tangible elements as the core elements of Blue Voyage service rather than the intangible elements, which are shaped by the customers' perception and evaluation processes. It is seen that services are shaped according to the types of yachts in Blue Voyage. Today, it is a common way to categorize Blue Voyage according to the dimensions and comfort levels of Bodrum Gulets, which contradicts significantly with the nature of the service concept in which subjective and sensitive facts of the customers such as expectations, opinions, preferences, perception, satisfaction, evaluation, etc. constitutes the core part of the whole service structure. In order to overcome this contradiction and improve the existing service offers in Blue Voyage, a properly constructed design framework, in which customers', service providers', and third parties' expectations, opinions, and preferences have to be collected and analyzed, is needed. As a result, in this research, considering Blue Voyage from a service design perspective with all its components is aimed. Identifying research about the design process for such a service requires interdisciplinary approach, which

contains design, engineering, operational management and tourism disciplines, and knowledge in maritime culture together.

1.2 Research Methodology

The research process starts with defining a problem in the existing situation. The Leaf Diagram in which a flow of the research processes is shown in Figure 1. After clarifying this problem, the whole research may be divided into four main phases as listed below:

1. **Brainstorming & mind mapping phase:** This is a phase in which brainstorming and mind mapping processes take place to take decisions for selecting the most appropriate research methodology and related issues. Moreover, related topics and research fields are started to be clarified within this initial phase in a research.
2. **Data collection phase:** This phase includes the literature review process and a set of field studies for collecting data in concurrent phases. In this context, it is possible to qualify the nature of this process as iterative and repetitive. Each of the collected data opens another perspective to be investigated in a research.
3. **Data analysis phase:** Within this phase, collected data is analyzed with the selected analysis tools and methods. This phase can be seen as a process of obtaining knowledge from the collected data.
4. **Conclusion and discussions phase:** In this phase, obtained knowledge is used as input to obtain a set of outcomes and design framework boundaries in the research. Besides suggestive design framework or guidelines, also possible issues for further studies are discussed in this phase.

In this research, Blue Voyage has connections with design disciplines as well as operation management and tourism management disciplines. Moreover, to understand the structure of this service offer clearly, the historical and cultural background of Blue Voyage has to be understood efficiently. As a result, all these issues are taken into consideration within the literature review process.

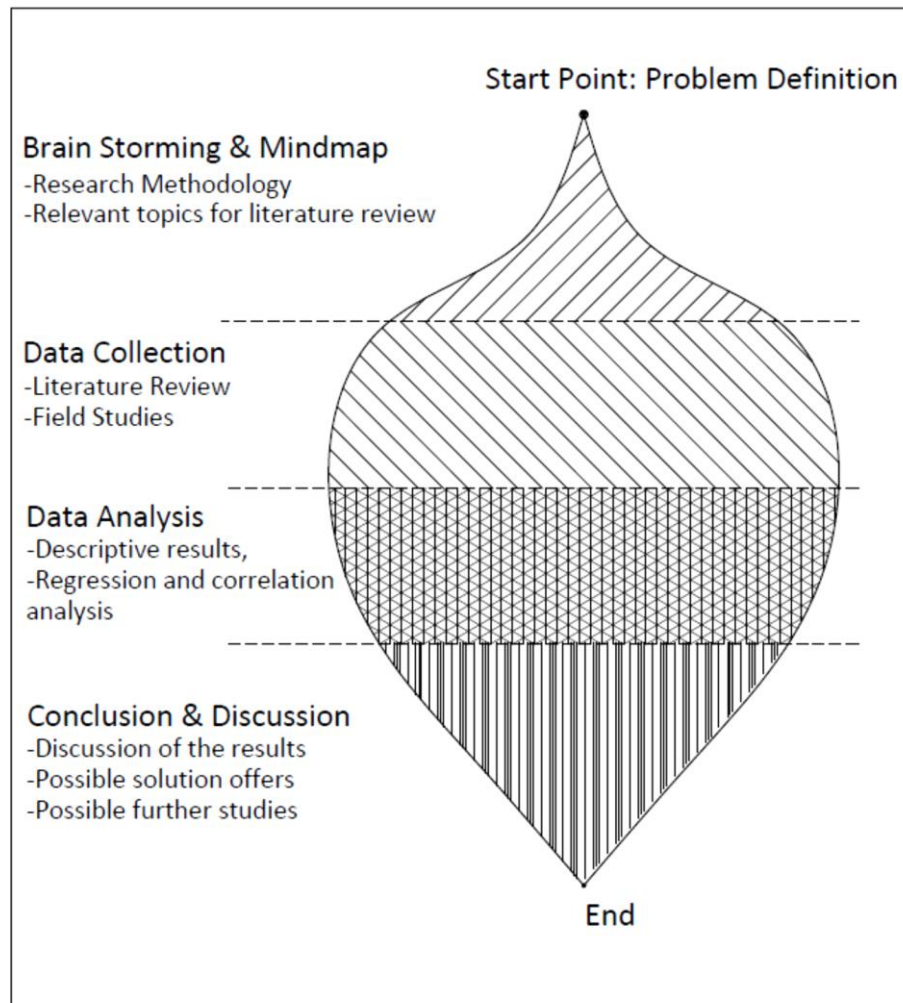


Figure 1. Leaf Diagram of research processes

As shown in Figure 1, the literature review provides insight for possible field studies to be conducted within this research. Data analysis processes in which collected data is used and analyzed for obtaining knowledge, which latterly constitutes the basis of potential solution offers, follow data collection. In the conclusion and discussion, outcomes, solutions offers, and their contribution to the literature and/or to the sector are discussed.

As it is in other service concepts, the customer is the core element within the Blue Voyage service offer. Opinions, expectations, perceptions, requirements, socio-cultural levels, economic and social status, social environment, beliefs, ideas, job, and living environment are only some of the elements, which affect customers' perception of quality in an offered service. In other words, evaluation of a service offer is subjectively effected, sensitive process, which determines satisfaction of the customer. In such a sensitive and subjective area, the research has to focus mainly on

understanding customers' attitudes, behaviors, thoughts, ideas, etc.

Quantitative studies can illustrate the skeleton of consumers, but an individual's meat and blood are determined by qualitative research; that produces deeper information compared to quantitative research reduced to statistics (Ger, 2009). While researching expectations, preferences, and experiences of the user, the service providers, and the third parties within the Blue Voyage service system, besides obtaining qualitative data, which enables to understand the participants deeply, quantitative data which enables to rank different elements within the service structure is needed for efficient and reliable results. In pragmatic knowledge claim, researchers assume mixed methods, in which both qualitative and quantitative methods are engaged (Creswell, 2003). In this context, a pragmatic knowledge claim was selected for this research.

In the data collection and analysis processes of this research, both qualitative and quantitative data were collected and analyzed. Customers' opinions were measured with open-ended questions, while evaluations of the perceived quality of the existing service concept were measured with close-ended questions. In other words, the research process follows mixed methods approach concurrently.

1.2.1 Data Collection

The data collection process within this research may be divided into two main categories; literature review and field studies. In the field study, four different studies took place in which different actors or users of Blue Voyage service were included in order to consider Blue Voyage service offer from many perspectives as much as possible.

1.2.1.1 Literature Review

There are various researches about Blue Voyage in the literature. Paker and Ozgecmez (2014) focuses on investigating the women's preferences in purchasing a gulet voyage. Berk Albechten (2012) focuses on the history of Blue Voyage from its origin in 1945 to 1969. Research by Kuleli et al (2018) consider Blue Voyage as a type of Endemic Tourism and they focus on its definition, elements, problems, and their solutions in Blue Voyage. Another research, which was conducted by Muslu (2018) demonstrates strong points and negative facts that affect the Blue Voyage industry with qualitative research in Bodrum.

However, considering Blue Voyage from the service design perspective requires a further understanding of the history and culture of Blue Voyage, service design, service concept, operations management, tourism, and tourist behavior studies holistically. In this context, related issues are listed as below:

1. Service design, service concept: Issues related to service design and service concept helps for understanding the nature and the structure of a service offer. The importance of the customers in service, factors that may affect customer satisfaction, terminologies related to the service design, etc. may be given as the examples of research topics in this content.
2. Yacht charter, marine tourism: Issues related to tourism, tourist behaviors, tourist motivations, structure, and nature of yacht charter are useful to align service design and concept with yacht charter service offers.
3. Blue Voyage: The philosophy, history, culture, tangible and intangible elements of the service offer, strengths and weaknesses of the existing service, historical evolution of Blue Voyage are examples of the issues to be researched to understand the nature and distinctive characteristics of this unique service for this research.
4. Operation management: Considering Blue Voyage from a managerial perspective adds another point of view to the research. In this context, issues that are related to operations management are taken into consideration within the literature review process.

1.2.1.2 Field Studies

In this research, field studies were conducted from three different perspectives in order to consider Blue Voyage as a service design from different points of view. The first perspective is to understand the customers' point of view, the second one is for the service providers of Blue Voyage and the third one is related to the third parties' point of view for evaluating the state of art and trends of Blue Voyage over time.

Interview, which is a mutual and interactive communication process, is one of the most widely used data collection tools suitable for qualitative research (Kuzu, 2013; Karatas, 2015) while the questionnaires are one of the most commonly used data collection techniques in quantitative researches (Kuzu, 2013). In order to benefit from the advantages of both interviews and questionnaires, these two data collection techniques were used in the field studies within this research.

The same service offer may create different expectations, different opinions, and evaluations of the perceived quality in different customer groups. Understanding the expectations, experiences, and opinions of the customers, which shape the overall evaluation of the Blue Voyage service is possible with a questionnaire consisting of both open-ended and closed-ended questions. In this context, a part of the field studies carried out within the scope of the research is the questionnaire applied to Blue Voyage customers.

Service providers can monitor and follow the customers' expectations, socio-cultural profile, experiences, and changes in the trends periodically in a service concept. In this context, a captain or an agency representative is seen as an important source of data in the Blue Voyage service in this research. These actors have the chance to observe and understand potential trends, changes in customers' expectations, competition among rivals, preferences, etc. When compared to the data collection process from the customers, this process aims to collect more qualified and filtered data about the service market and the trends in Blue Voyage. In other words, this process aims at collecting macro-scale data within the Blue Voyage service industry. To collect data from the service providers, a questionnaire and interviews were conducted in this research.

Third parties represent actors, who provide service to the service providers in Blue Voyage. Boatyard owners, workers who work in maintenance and repair in yachts, catering service providers, naval architects, etc. may be given as examples to this group of the actor within Blue Voyage service. The information obtained contributed to the research by adding a different perspective to the Blue Voyage service from the outside. The interview was selected as a data collection technique within this research.

1.2.2 Data Analysis

Analyzing qualitative data is a process in which the researcher searches for patterns, themes, and relationships between the collected data (Kawulich, 2004). Besides analyzing qualitative data, the quantitative data analysis process is an efficient way especially in determining rank-related outcomes for this research.

The data analysis process includes various descriptive and correlation or regression-based analysis techniques to obtain a meaningful set of knowledge about

the desired issue. During this process SPSS (Statistical Package for the Social Sciences) software program was used for analyzing the collected data. Especially answers to of the participants in interviews and questionnaire' open-ended-questions may include unrecognizable words, irrelevant issues about the service structure, etc. These kinds of answers may distort not only the descriptive results but also the results of the correlation and regression analysis. In this context, this kind of data was eliminated during the analysis process for increasing the reliability and the accuracy of the data analysis process.



CHAPTER 2: SERVICE CONCEPT AND SERVICE DESIGN

Service has been an emerging industry all over the World for the last century. Since the early 1970s, service industries' gross output value has increased and it has begun to play an important role in gross domestic product (GDP) contribution, by being the major contributor in many developing countries (Wang, Lee and Trappey, 2017). Its intangibility and subjectivity are only two of the factors, which differentiate service from the product concept. There are many studies and researches about this issue from different perspectives. Its economic impact, managerial perspective, relationship with the customer, and marketing may be given as examples of these different perspectives. It is important to take all these perspectives together to understand the service phenomenon properly. In this section, all these perspectives will be discussed for understanding the unique nature and structure of the service.

Service design is a collaborative and multidisciplinary field in which disciplines of marketing, human resources, operations, organizational structure, and technology take place together (Ostrom *et al.*, 2010). Various activities such as planning and coordination of individuals, communication as well as tangible and organizational elements, such as buildings and physical elements of the service are included in conceptual design, which constitutes service design (Nargunde, 2016). Anthropology, cognitive science, marketing, and computer-mediated communication are some of the examples, which may be given for various disciplines that constitute the fundamental of service design (Holmlid, 2010).

2.1 Service Concept

From education to entertainment, from health to travel, from transportation to food, from the internet to the telephone, many sectors today are in a very close relationship with the concept of service (İlisulu, 2015). A part from components of a product, service components are not tangible elements; they are a combination of processes, people skills, and materials, which have to be integrated appropriately to result in the “planned” or “designed” service (Goldstein *et al.*, 2002). Products are tangible elements, which exist both in time and space, while service exists only in time and consists only of processes (Shostack, 1982).

It is possible to deconstruct service concepts in different ways to understand their content, elements, and crucial points. One of the most simple interpretations of a

service concept is deconstructing it into “what” and “how” parts. The service concept consists of *what* to be delivered within the service strategy and *how* this strategy should be applied and the “*how*” part is implemented by the design of the service delivery system (Goldstein *et al.*, 2002). The service concept is the description of *what* are the customer's needs and wishes and *how* these needs and wishes to be satisfied with service package design and service content (Edvardsson, 1997). But determining only “what” and “how” is not enough to understand the service concept completely. The service concept provides integration not only between what and how, but also between customer needs and the organization’s strategic purpose (Goldstein *et al.*, 2002).

To have a better idea about the service, its components, elements, processes, resources, and characteristics should also be understood well. Intangibility, heterogeneity, inseparability of consumption and perishability are four characteristics of the services (Zeithamal, Parasuraman and Berry, 1985; Edgett and Parkinson, 1993). These characteristics are expressed as IHIP framework. *Intangibility* means that services cannot be sensed physically like products, the *inseparability of consumption and production* refers to the requirement of the customers for the service for its existence, *heterogeneity* refers to the variation of quality depending on the time and situations, and *perishability* underlines service providers’ ability to provide demand and supply relation, related to the impossibility of storing services (Meroni and Sangiorgi, 2011). These characteristics of the service may be seen as challenging characteristics, however, each of them may be transferred to a competitive advantage within the market. The heterogeneity of services can be used to personalize and customize services (Meroni and Sangiorgi, 2011). In other words, its complexity may be transferred into a competitive advantage in the service concept.

Services may be interpreted by dividing them into sub-activities or processes. Names of categorization of these sub-processes or sub-activities may differentiate from one study to another. Service processes, a chain of activities which must function in order to provide service, can be divided into the technical part, which includes activities done by machines, computers, etc and staff part, which includes the staff ‘s activities with the help of the technical part (Edvardsson, 1997). The service concept constitutes the core element of processes of design, development, and innovation of services (Goldstein *et al.*, 2002). The service constitutes a visible part to the customers; an *interactive part*, and an invisible part to the customers; a *support/back office part*,

(Edvardsson, 1997). Similar to the manufacturing process of a product, services consist of hundreds or thousands of components (Goldstein *et al.*, 2002). A customer perceives the sum of all internal and external activities and he/she sees service as a single process, however, each internal or external activity within this chain of processes may add value or reduce the overall quality. However, considering service as a sum of different processes is not sufficient, it is also important to consider the relation of all these sub-processes with each other. Analyzing fail points in the design process of service can reduce the failures' consequences (Shostack, 1982). For the maintenance and improvement of customer satisfaction, existing contradictions and failure points have to be analyzed and considered by any service organization (Lee, Zhao and Lee, 2019). In order to create a positive impact on the customers' experience during the interaction, expectations, needs, preferences, cultural factors should be interpreted well.

Consideration of the customers' and the providers' role as well as monitoring the resource usage in the service process and effective process of innovation plays an important role for service design (Foglieni and Villari, 2018). A firm's ability to control customers' expectations and perceptions of quality is crucial for the success of a service offering (Kenyon and Sen, 2012). In a design process, clarifying the problematic issue, which requires a new solution, constitutes the first step. Within this perspective, conditions, limitations, possibilities, and requirements affect the design process together. This is a similar situation to the engineering discipline. The understanding as-is situation in detail adds value to obtain the most proper and creative solution in both disciplines.

Improving service quality for keeping the existing customers, attracting potential ones and people, who have positive and loyal attitudes about the company is the fundamental aim of the service design (Hossain, Enam and Farhana, 2017).

2.2 Customer-Service Relation

With improvements in technology and the economy, customers not only concentrate on purchasing the proper product but also look for service experiences (Wang, Lee and Trappey, 2017). Developing and providing offerings that satisfy the needs of the customers is the uppermost objective of the service providers to guarantee their economic survival (Kandampully, 1998).

Customers are the core elements of a service offer. Without a customer, service is not able to exist (Meroni and Sangiorgi, 2011). Service quality is both applied to and perceived by the customer (Edvardsson, 1997). A service should satisfy customers' needs and expectations in the desired way to gain the loyalty and admiration of the customer. If the customer expectations are not met, dissatisfaction occurs; if they are simply fulfilled, moderate satisfaction is formed; and if these expectations are over fulfilled, high satisfaction is provided (Zhou *et al.*, 2014). Li et al (2013) state that within the service, if customers' expectations are not met by the service the customers are unsatisfied, but they are satisfied, if these expectations are met or exceeded by the service. Customers' total post-consumption evaluation judgment, which is subjective and based on all the experiences and encounters with a specific organization defines the overall satisfaction (Chen, 2008).

The service provider should understand these needs and expectations properly. Understanding customers' journey, from the preliminary expectations that occur before the experience takes place to the evaluation they make when it ends up, is essential for the accomplishment of a broadly well-comprehended strategy of managing the experiences of the customers (Berry, Carbone and Haeckel, 2002). External analysis, which includes customer analysis, competitor analysis, and institutional analysis, and internal analysis, which includes consideration of strengths and weaknesses of the company is important to understand the correlation between customer needs and service offer in developing a service offer (Edvardsson, 1997).

The new service-centered paradigm assumes that customers play role in the creation of value through using a product and experiencing service interaction (Patrício, Fisk and Falcão E Cunha, 2008). An increase in the attention for the quality of the service from the customer's perspective is one of the most significant improvements in the tourism industry and it is the result of an increase in the dominance level of the customer in the service process (Faché, 2000). The requirements of the customers have to be specified before a service delivery (Fließ and Kleinaltenkamp, 2004). Attracting customers, providing satisfaction, loyalty, and well speaking about a company of the customers, who are profitable are the goals of service development (Edvardsson, 1997). Before, during, and after the delivery of a service, service organizations set customer expectations, which are related to the nature of service and nature of service encounters (Goldstein *et al.*, 2002). It is important for a

firm to understand the customer's lived experience within the broader life world context for the design and marketing of a service offering (Trischler and Scott, 2016). Service organizations must focus on their service concept's design and delivery in order to ensure that service package and service encounter fit the needs of both customers and the organization itself (Goldstein *et al.*, 2002). Customer satisfaction is determined by the perception of quality, which is formed by the perception and opinion of customers about the process (Edvardsson, 1997). The sum of values that arise from experience, service attributes, and the price that constitutes the value proposition of the customer may be considered as (Zomerdijk and Voss, 2010). Group of interactions, which takes place between a customer, a product, a company, or a part of its organization creates a reaction and constitutes the base of the customer experience (Verhoef *et al.*, 2009). The main concept of experience is complicated and has varied cultural and behavioral associations of ideas (Voss, Roth and Chase, 2008). Two individuals cannot have the same experience because they are memorable events that arise from the interaction between the scene put on the stage and the way of the individual's thinking and attract each individual in a personal way (Pine and Gilmore, 1998).

Firms have to design strategies for improving customer perception of service value in order to encourage repeated purchase behavior of the customers (Tam, 2004). Customers' opinions about the quality and repurchasing decisions depend on how they perceive the offered service. Satisfaction is considered a reaction to understanding and evaluating the experience of the customer (Wu and Liang, 2009). It is crucial to understand the way of evaluation of the service process by the customer and the evolution of customers' judgment for this evaluation (Bitner, Ostrom and Morgan, 2008). Customers' interpretation of the quality of the offered service may differ from a customer to another, according to the heterogeneous structure of the service. Driver and Johnston's study (2001) shows that customers may have different priorities in terms of soft (interpersonal) and hard (non-interpersonal) quality. People's evaluation of service situations is related to their experiences, motivations, and personal characteristics, while their actions are determined by the service interface (Meroni and Sangiorgi, 2011). Service quality attributes can be divided into two main categories: non-interpersonal attributes, which are completely physical, such as access, aesthetics, cleanliness, comfort, etc. and interpersonal attributes, which represents the behavior

of service provider to the customer, such as helpfulness, care, communication, etc. (Driver and Johnston, 2001). These attributes may differentiate from one service offer to another and their impact on purchasing behavior may differentiate according to external conditions, such as political situation, cultural or regional factors.

Customer satisfaction is the summation of the customers' experiences, which may be found as a result of good experiences minus bad experiences (Meyer and Schwager, 2007). Besides competing only by supplying high value across their products, firms have to take action in the field of customer experience management, create long-term relations with their customers by creating unforgettable experiences with the customers (Bitner, Ostrom and Morgan, 2008).

In order to provide desired quality, it is important to be aware of the importance of organizing customer relations and each activity (Edvardsson, 1997). In the customer service offer interaction, some critical points, which are touchpoints, play an important role. Touchpoints are described as the points where a service provider and a customer contacts are called touchpoints and these points are the core elements in customer experiences (Clatworthy, 2011). Touchpoints are not only the connection between the service and the customer but also one of the most significant differences between products and services (Clatworthy, 2010). Even if the users are included within a service system, they experience the whole system only in some specific points, which are named "touchpoints" (Trischler and Scott, 2016). Related to the intangible characteristic of services, designers use their qualifications to make intangible things tangible and visible in the design of touchpoints (Meroni and Sangiorgi, 2011). Each interaction between the people and a touch-point gives an experience, which constitutes the opinion of the customer for the service (Clatworthy, 2011). Identifying "touchpoints" and understanding users' experiences within a service system are the central components of a service design (Trischler and Scott, 2016). In other words, touchpoints are the interaction points within a service encounter, which determine the service-customer relationship. Identifying them and shaping them in the desired way adds value to the service offer for the happiness and loyalty of a customer. These touch-points may be defined as "line of visibility", which expresses the part that the customer can see and/or physical sense. Line of visibility separates interactive and support/back office parts (Edvardsson, 1997).

2.3 Service Design

Service design means defining a convenient mix of physical and non-physical components, from the service organization's perspective (Goldstein *et al.*, 2002). Service design is a very new field that designs ideas through consumer experiences, using intangible and tangible environments together (İlisulu, 2015). The service design, which deals with the intangible and tangible elements of the service holistically, focuses on the wishes and needs of the consumer (Köksalan, 2019). In other words, service design is design process of a service, in which alignment of tangible elements and all the internal and external processes to satisfy the needs, wishes and expectations of the customers in the most efficient way.

Different from a product design, which bases on tangibility, service design focuses mainly on intangibility, which is the customer-service interaction and experience. The similarity between “interactions” design and “service interaction” or “service encounters” design is central to the identity and practice of the Service Design (Sangiorgi, 2009). Service design, where the interaction is prioritized, is actually the creation the customer experience (İlisulu, 2015).

To ensure customers' loyalty, customers' expectations, perceptions, and repurchase motivations should be understood by the service managers (Driver and Johnston, 2001). The requirement of understanding user's experience leads to define users as a driving force for service design and innovation (Trischler and Scott, 2016). In service design, users are involved in the design process in order not only to obtain suitable and desirable solutions but also to investigate new service models with collaboration (Meroni and Sangiorgi, 2011). There are different paradigms and approaches to understand the structure of service design, however, focusing on *what* and *how* basically, functional and interaction paradigms approach is one of the simplest approaches to service design. *Functional paradigm*, which focuses mainly on *what* the services offer, and *interaction paradigm*, which focuses mainly on *how* the services are implemented are the two main perspectives that have been approached by design research and practice (Meroni and Sangiorgi, 2011).

To sum up, important elements and considerations for service system and service design may be listed as below:

- Customers' experience plays an important role in new service development and

service design processes. To provide the desired service to them, their expectations, wishes, preferences, and perception of quality about a service must be interpreted well by the service designer and the service provider. While interpreting this precious input, all the external conditions, including cultural effects, political situation, trends, personal characteristics should be taken into consideration. It is important to be aware that different customer groups may have different expectations from a certain service, however, this dissimilarity or opposition may be transferred to a competitive advantage through customization or personalization in a new service offer.

- Every single process, which constitutes service, has an impact on the quality of the service not only for the internal interactions, which take place within the organization but also for the external interactions, which take place between the service provider and the customer. Even the fact that customers are able to witness and experience only the external services that constitute the service encounter, the importance of the internal processes for the external processes' quality should not be underestimated.
- External conditions, such as the market situation, political situation of the region, cultural characteristics, etc. play an important impact on customers' decisions and opinions for purchasing and re-purchasing the offered service.
- Touch-points, which are the interaction points are crucial for establishing a long-term relationship with the customer in the desired way. These points are the places where the service providers creates an experience on the customers' minds. In order to leave positive experiences in the customers' mind, service providers must be identify these key points in order to increase the level of customers' perceived quality.

A service concept structure may be seen in Figure 2. As shown in Figure 2, a service offer's existence and profitability are related to customer satisfaction, which bases on the customer's evaluation of the perceived quality and the cost of the service offer. The customer's perception of quality for a service offer is affected by the experience that occurs during the interaction between the service provider and the customer.

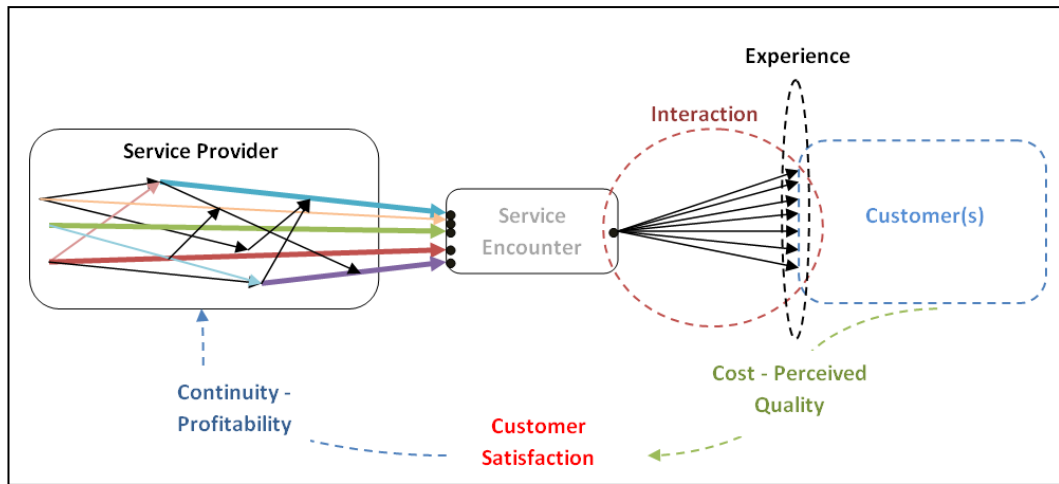


Figure 2. Service concept components and processes



CHAPTER 3: BLUE VOYAGE

Marine tourism provides various alternatives to customers. Orams (1999) describes marine tourism as a tourism segment that consists of recreational purpose travel activities related to the marine environment. The number and variety of these marine tourism alternatives have been developing and changing over time. Basically, marine tourism constitutes two components; marine tourism facilities and marine tourism tools (Turkish Chamber of Shipping, 2019b). One of the tourism alternatives that emerged with the search for various special tourism options at the beginning of the 21st century, is yachting tourism (Sariisik, Turkay and Akova, 2011). The yachting is determined with a charter of leisure craft among different vessel types such as luxurious yachts, sailing yachts, and motor yachts (Diakomihalis, 2007).

Within marine tourism and yachting tourism alternatives, the importance of Blue Voyage can't be ignored for Turkey. Blue Voyage, which is pronounced and known as a sub-category of a yacht charter service, is operated in Bodrum, Marmaris, and Fethiye regions, in the southeast of Turkey. Chamber of Shipping (2019b) defines Blue Voyage as a type of commercial yachting business, under the component of marine tourism tools. However, its unique philosophy, cultural and historical backgrounds distinguish Blue Voyage from other yacht charter service alternatives.

Turkey's west coast's geographical structure, the existence of a high number of bays and buildings, which are convenient for accommodation makes gulet-type yachts and voyages with gulets attractive (Paker and Özgeçmez, 2014). Marine tourism, which started with the Blue Voyage at the beginning of 1960s, headed to more proper vehicles instead of sponge fishing boats in Bodrum (Köyağasıoğlu, 2014). Since then, it has been a growing industry, which is known all over the world. Virgin bays, silent routes, natural beauties, and a friendly atmosphere attracted people from all over the world. As the demand increased with the popularity of this service, the supply side started to rise significantly. Related to the growth and competition among the rivals in the market, each agency started to seek a competitive advantage to increase its profit and market share in the market. With the help of developments in production such as lamination technique in the wooden boat industry, agencies, and yacht owners started to use bigger yachts such as 30-40 m instead of 15-20 m long standard gulets in yacht charter and they started to see these yachts as a competitive advantage factor within the industry. This point of view pushed firms to compete with each other mainly in

terms of the physical characteristics of their yachts, such as the dimensions of the yacht, number of cabins in each boat, the number of total yachts, etc. However, this fact contradicts with the nature of a service concept, in which users' subjective evaluations like experience and perception of quality have a great impact. Focusing majorly on the size of the yacht and the number of cabins instead of looking for alternative experience and quality improvements in intangible elements within Blue Voyage led to a situation in which there are tens of agencies having large yachts with similar specifications, which offer similar or same service with great prices. Even the layout (general arrangement) of the charter yachts look very similar to each other and they have the less distinctive characteristic, which decreases flexibility for different groups of users. Moreover, focusing on enlarging yachts' dimensions and improving their specifications increase the start-up and maintenance cost of a Blue Voyage service, which in turn, affects service fees negatively. For instance, a 26 m, laminated wooden gulet yacht with 5 cabins costs approximately 1,5-2 million € while a 30 m, laminated wood gulet with the same cabin number costs approximately 2,5-3 million €. Increasing fee creates an increase in expectation in quality perception from the customers' perspective; however, this may not be satisfied by only having bigger yachts. Focusing on the tangible elements of the Blue Voyage in Turkey and providing alternatives according to specifications of these elements instead of intangible elements is the first major problematic issue, which has to be fixed with a properly constructed design framework.

Blue Voyage is listed and categorized as a type of yacht charter service among marine tourism alternatives. However, it dissociates from many other yacht charter alternatives and is seen as a unique experience among users. Its philosophical background which bases on the cultural gainings with nature-friendly and social perspective distinguishes this service offer from the other services. Understanding the philosophy of this service requires a further understanding of its origin, structure, and its historical development from its bases to the present day.

3.1 Origin and History of Blue Voyage

Blue Voyage, which is a type of marine tourism is seen as one of the milestones of tourism in both regional and national significances. It is possible to state that some tourism agency firms use this term to advertise their service offers without understanding its history and philosophy as well as its distinctive characteristics. It is

a widely used misspelling that pronouncing all yacht charter service alternatives as Blue Voyage, without considering routes, elements, and regional relations, in Turkey.

Blue Voyage's origin bases on Cevat Şakir Kabaağaçlı (also known as Fisherman of Halicarnassus)'s invitation of his friends, for a discovery trip via boat in 1945 (Şahin, 2009). In the first Blue Voyage, , there were well known writers and artists of that period; Sebahattin Eyüboğlu, Bedri Rahmi Eyüboğlu, Erol Güney, Sebahattin Ali, Necati Cumalı, Fuat Ömer Keskinöđlü, Fisherman of Halicarnassus and his fisher friend Paluko (Tezcan, 2016). Sebahattin Eyübođlu is the name father of Blue Voyage (Erhat, 1979, 2019). After this first special trip, Blue Voyage's popularity increased among the friends of the first Blue Voyagers, and in the 1950s-1960s Blue Voyage became a well-known organization in Turkey. In Figure 3, Blue Voyagers of 1968 summer may be seen (Bodrumaktif, 2015). Blue Voyage, which began in the 1940s, has become one of our country's important elements by improvements via technological facilities (Kurtluođlu, 2016).



Figure 3. Blue Voyagers of 1968 (Source: Bodrumaktif, 2015)

At the beginning of it, Blue Voyage was an organization, in which cultural activities and social discussions took place. Blue Voyagers were coming together to collect unique moments and memories. Organization of the next year's Blue Voyage was starting one year before (Erhat, 1979). Organizing the boat, scheduling dates, and route planning was done by the Blue Voyagers by themselves.

3.2 *Philosophy of Blue Voyage*

It is important to be aware of the difference between other yacht charter service offers and Blue Voyage. Blue Voyage may be seen as a unique type of yacht charter service, however, this does not mean that every yacht charter may be a Blue Voyage. Even if Blue Voyage carries characteristics of a service offer, it has many critical issues, which have to be taken into consideration such as its emergence, historical evolution, cultural value, dependence on its original region, and philosophy. These issues are the distinctive characteristics of the Blue Voyage service when it is compared to the other yacht charter services and these characteristics clarify its uniqueness. Blue Voyage is a type of tourism that saves individuals from alienation from nature and artificial remedies they are accustomed to, bringing happiness and comfort to them (Erhat, 2019). Blue Voyage is an environment-friendly journey, which protects natural equilibrium and creates a passion for, who lives Blue Voyage (Kurtluoğlu, 2016). When the ideal and philosophy of Blue Voyage's origin are taken into consideration, it is seen that type, specifications, and dimensions of a yacht were not considered in the foreground (Turan and Özcan, 2018). Blue Voyagers join Blue Voyage not only for a having trip but also for observing ruins of the ancient Aegean and Mediterranean civilizations and for having information about them (Urgan, 2017). Tourists who came to Bodrum in the 1960s, care about the sincerity and hospitality of the captains of Bodrum and the owners of the restaurants along the bays they go to, so, they have come to those bays with pleasure and return to their bays (Sakar, 2019). All these aspects underline that Blue Voyage did not emerge as a voyage for relaxing in a comfortable and luxury environment, it started as being a unique experience for adding Blue Voyagers some skills of culture, nature and history. No matter which type of unique experience is aimed at Blue Voyage, it is possible to state that earnings of a customer via these experiences in Blue Voyage becomes a part of his/her whole life as a unique memory.

3.3 *Blue Voyage's Situation in Today*

The quality of the yachts has been improved significantly, however, because the quality improvement is perceived only as a formal side, its spiritual-cultural side is lost (Tezcan, 2016). This statement expresses the significance of the change in Blue Voyage from its origin till today. Technologically equipped yachts with high comfort and luxury levels do not match exactly with the philosophy of Blue Voyage. A research

of Turan (2021) underlines the effects of comfort and luxury expectations on Bodrum Gulets, which are the yachts being used commonly in Blue Voyage. Then it is important to answer this question here: “What caused this change?” It is not possible to answer this question only by one exact response. Political and governmental decisions through supports in the economy in the 1980s-1990s, the emergence of the cabin charter term in Blue Voyage, technological improvements in maritime industry, laws and regulations for yacht charter services, start-up and maintenance costs of a yacht, change in the quality of the crew members, global trends, change in the culture level of customers, change in the meaning of luxury and comfort expectations, competition among rivals in Blue Voyage industry are only some of the possible reasons that caused this undesired change in Blue Voyage. As the requirements, expectations, and limitations increase in such as service, dimensions, equipment & tools, used systems, crew members’ education, and price levels are affected significantly.

As Blue Voyage is seen as an independent industry, due to managerial aspects, profitability plays an important role. A service provider in this industry mostly focuses on gaining more money without considering the philosophy of Blue Voyage. To survive in a market, each rival has to have a competitive advantage against the others. Mostly, the dimension of a yacht, capacity of accommodation, dimensions of cabins, the existence of a master cabin, luxury equipment are seen as a competitive advantage in the Blue Voyage sector. However, only focusing on these formal characteristics would never be enough to improve quality in such a service sector.

3.4 Yachts of the Blue Voyage

One of the factors that make up the identity of the Blue Voyage is undoubtedly the yachts specific to Bodrum and its surroundings, which are used in this yacht charter service. Bodrum Gulets, Transom Stern type yachts and Tırhandil type yachts are three yacht types specific to Bodrum region (Kükner, 2009). These yachts are seen as unique and distinctive elements of the Blue Voyage experience. Among these three yacht types, especially gulets and transom stern types of yachts are preferred mostly due to their wide aft deck enabling ease of usage in Blue Voyage. Even the tırhandil type yachts are listed among the unique yachts with distinctive aesthetic lines, they are disadvantageous due to lower aft deck areas when they are compared with the Bodrum Gulets and transom stern type yachts. These exclusive leisure crafts are being used in

Blue Voyage, which has a unique route around Bodrum peninsula (Turan and Akman, 2021).

When the historical evolution of Blue Voyage is taken into consideration, it is possible to see remarkable effects of this evolution on the used yachts; especially on Bodrum Gulets and transom stern yachts of Bodrum. With aesthetic expectations on the hull design of these yachts, which arose from the usage in marine tourism, both yacht types' hulls have changed significantly. Moreover, transom stern yacht of Bodrum have been emerged as the demand for more cabin numbers increased in Blue Voyage. Within this perspective, even these two yachts represent tangible elements within a service offer, it is not possible to ignore the symbolic aspects of these iconic yacht types that integrate with the Blue Voyage and contribute to strengthen its distinctive identity.

3.4.1 Bodrum Gulets

In order to understand the distinctive characteristics of Bodrum Gulets and how these yachts interact with Blue Voyage, it is important to understand their origin in maritime history. It is known that the word "goulettes", which means sea swallow in French in the 18th century, was used to describe a sailing ship (Kükner and Kınacı, 2009). The word "gulet" is defined as a variant of the schooner, specific to the Mediterranean (Özen, 2017). *Uskuna* type boats of Dutch origin, known as *Schooner* in English, are known as *Goletta* in Italian and *Goélette* in French (Köyağasıoğlu, 2014). *Goletta*, which is also known as schooner is a sailing boat type, which has two masts with equal height or a lower fore mast (Fossati and Diana, 2004). All these statements underline the fact that schooner type sailing vessels are the origin of gulets.

Gulets started to appear in the Mediterranean in the late 18th century. The first registered gulet was "Madonna Annunziata", which had a capacity of 92 barrels and granted a "Venetian license" by the Senate on December 20, 1788 in the Adriatic (Marzari, 1996). Since then the number of gulets in Mediterranean increased significantly and spread into many countries. There are records stating that one gulet was registered in Trieste in 1789, one in 1791 and eight in 1794 (Marzari, 1996). On the other hand, it is known that, gulets were used for military purposes in the Ottoman Navy in the first half of the 19th century (Özen, 2017; Panzac, 2018). According to *Tercüman-ı Ahval* which was an early newspaper published in 1860, gulets were used

in coastal transportation and carried commercial goods from Mytilene, Chios, Crete, Bodrum, Tripoli and Canakkale to Istanbul (Özen, 2017). Their special hull form characteristics, gulets were convenient sailing vessels for transporting commercial goods in harsh weather (Turan and Akman, 2021). Over the years, gulets have started to be used in tourism, along with carrying goods, fishing and sponge fishing in Aegean Sea (Kükner, 2007, 2009; Kükner and Kınacı, 2009; Paker and Özgeçmez, 2014; Sarioğlu and Kükner, 2018).

Nowadays, gulets designed for recreational purpose were used for fishing and sponge fishing and with the beginning of tourism in Bodrum, the forms of the first gulets, which were used in transportation of goods and were more voluminous, have changed and reached the form known as Bodrum Gulet today (Paker and Özgeçmez, 2014). At the end of the 1950s, with the construction of two separate gulets by Mehmet Uyav and Ziya Güvendiren in Bodrum, gulet production started in Bodrum (Binder, 2019). In his book “Bodrum ve Turizm Sevdam”, Ayaz (2015) states that, a 22 meters length “karavoskaro” type boat, which is called as “goletta” by Italians, started to be built by the master Ziya Güvendiren in Bodrum in 1958 and masters from Bodrum improved this type of boat over time and reveal Bodrum Gulet.

As the purpose of usage shifted from more utilitarian-oriented ones to the marine tourism, hull forms of Bodrum Gulets have changed significantly. In Figure 4, profile view of an original gulet, which had been used for transportation of commercial goods may be seen.

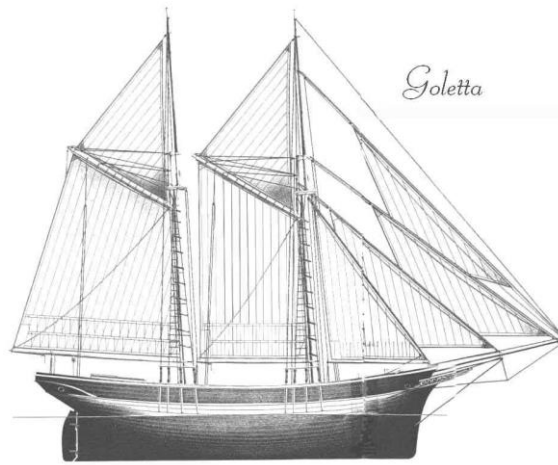


Figure 4. Profile drawing of an original gulet (Source: Kükner *et al.*, 2009).

When compared with modern Bodrum Gulets it can be seen that hull form of the modern ones are much more slender. In Figure 5 (Turan and Akman, 2021), lines plan of a Bodrum Gulet is shown.

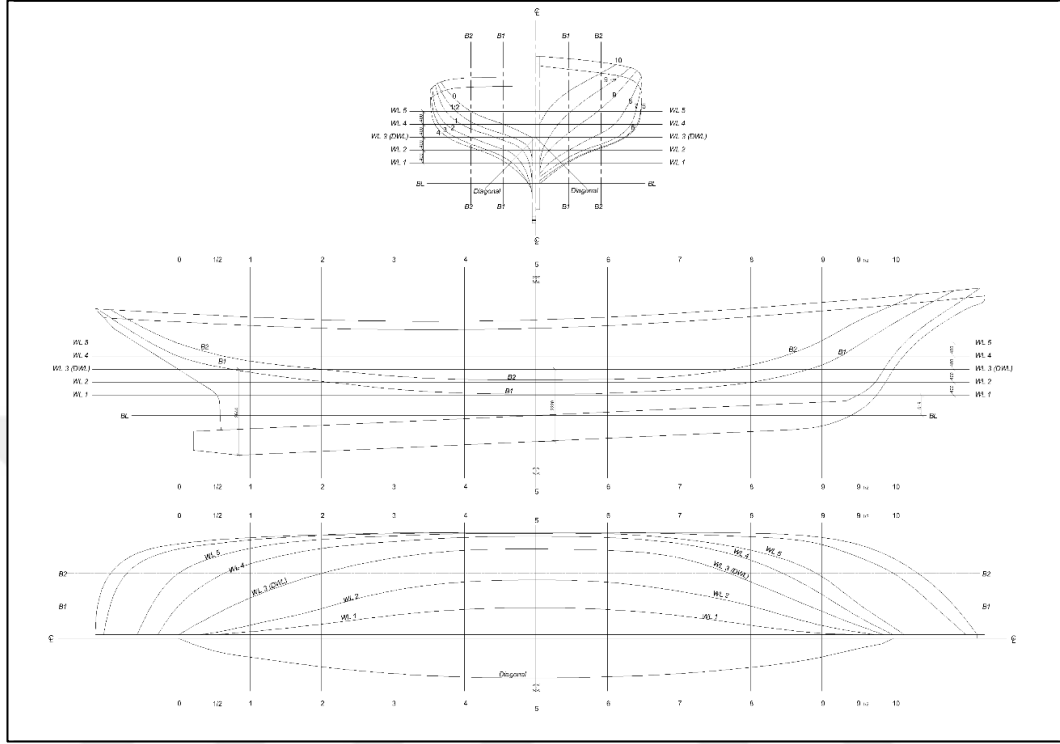


Figure 5. Lines plan of a modern Bodrum Gulet (Source: Turan and Akman, 2021)

Bodrum Gulets are preferred in Blue Voyage especially due to their comfortable aft part, which enables the customers to spend most of their time onboard.

3.4.2 Transom Stern Yachts

Transom stern yacht in Bodrum, arose by changing aft side of Bodrum Gulets (Turan and Akman, 2021). This type of boat, which appeared in Bodrum after the year 1985, is actually a form used for sailboats in Northern Europe for centuries (Köyağasioğlu, 2014). Figure 6 (Turan and Akman, 2021) represents lines plan of a Bodrum Gulet with transom stern.

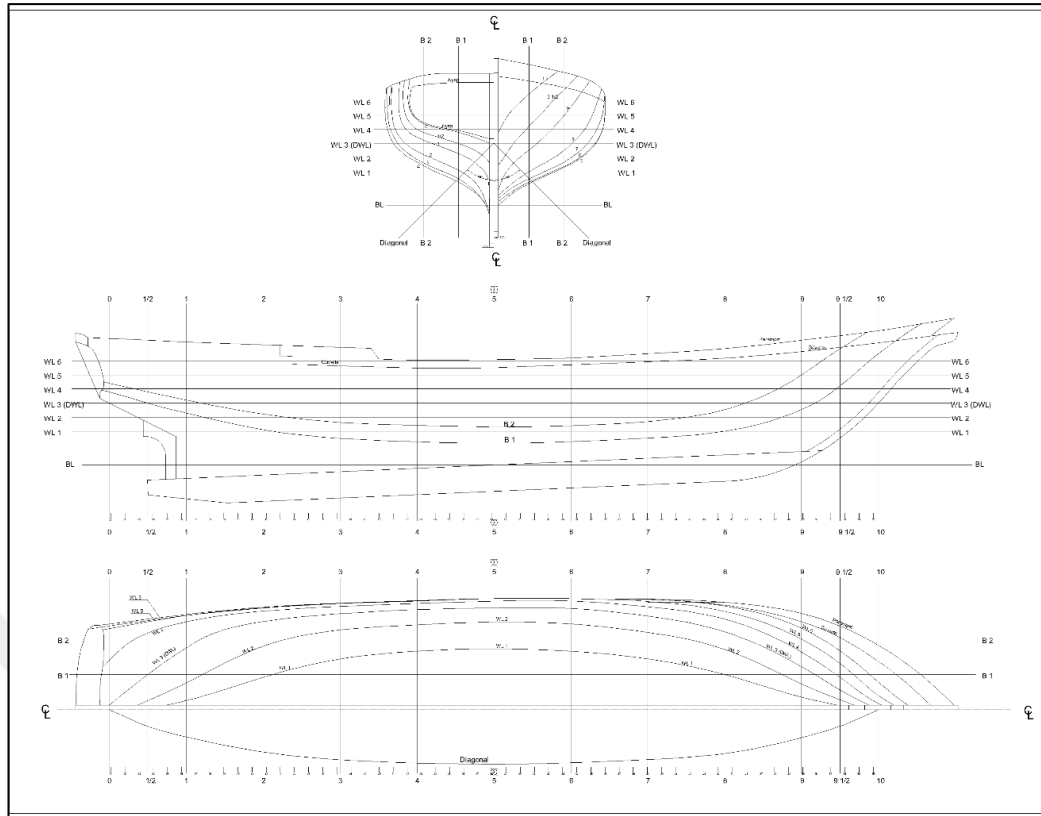


Figure 6. Lines plan of a Bodrum Gulet with transom stern (Source: Turan and Akman, 2021)

Although transom stern type yachts' form carry similarities with Bodrum Gulet type yacht forms, their different stern form with transom, which provides additional space for the crew and the customers, has revealed transom stern type yachts (Kükner *et al.*, 2009). The study of Turan and Akman (2021) shows that transom stern yachts of Bodrum have common hydrostatic characteristics except their aft hull form. Due to increased cabin numbers with respect to modification of the aft part of the hull, transom stern yachts have competitive advantages of having higher charter prices and consequently shorter break even point for the service providers and the yacht owners in Blue Voyage. Due to the fact that transom stern yachts of Bodrum carry similarities with Bodrum Gulets, these yachts are also known as Bodrum Gulets with transom stern.

3.4.3 The Relation between the Yachts and Blue Voyage

It is known that Blue Voyage has played an important role in the reveal of today's Bodrum Gulets as well as the transom stern type yachts (Kükner, 2007, 2009; Kükner *et al.*, 2009; Turan and Özcan, 2018; Turan, 2021; Turan and Akman, 2021). From this point of view, the Blue Voyage service has had a serious impact on the

tangible elements included in the service structure during the changes it has undergone over the years. It is possible to state that especially the yachts known as transom stern yachts emerged as a product of the Blue Voyage service. The aft deck area of both yacht types is shaped as sections that overlap with the Blue Voyage philosophy and contain social areas based on the idea of spending time together during Blue Voyage. These areas contain dining, seating and socializing areas.

Although sailing gulets emerged in the 1960s in Bodrum, the sail and rigging equipment of Bodrum Gulets has improved thanks to the Bodrum Cup Sailing Races, which started in 1989 and became traditional (Köyağasıoğlu, 2014). With these positive changes in sailing and rigging equipment, sailing with Bodrum Gulets has become more common and these boats have become more compatible with the nature-friendly philosophy of the Blue Voyage.

CHAPTER 4: BLUE VOYAGE AS A SERVICE DESIGN

To obtain a properly constructed design framework for Blue Voyage, consideration of this unique service offer from a service design and service concept perspective constitutes one of the most important steps within the overall research process.

4.1 Consideration of Blue Voyage from Service Design Perspective

Collected data from the literature review provides insight into problematic areas and sensible fields within the existing Blue Voyage service offer structure. In this section, Blue Voyage is considered by taking the structures of service concept and service design into consideration. Especially two elements: interaction and quality & experience expectation plays important role in considering Blue Voyage from a service concept and service design perspective.

4.1.1 Interaction

Different from many other service offers, Blue Voyage's service includes long-term journeys with the customers in a limited space. Mostly, duration differs from two days to two weeks. Within this time, customers interact with the captain, the crew members who are the service providers in a high degree. An increase in the number and duration of touchpoints increases the level of sensitivity in offered quality of service. On the other hand, with a limited space, a yacht, is the main interaction place during the whole service. This limited space eliminates to exit from it, if needed, immediately. These two facts together increase the importance of every single touchpoint during the charter service.

Another important fact in Blue Voyage service is the interaction between the employees: internal interactions during Blue Voyage. Again, related to the limited space in a yacht, customers can experience the interaction between the crew during the journey. Within this context, it is possible to state that not only duration but also density of each touchpoint are relatively high when compared with the ones in other service offers. Any single disturbing conversation, any single inappropriate behavior among the crewmembers can be seen or heard by the customer, which immediately decreases the perceived quality of the complete service from the customer's perspective.

4.1.2 *Quality and Experience Expectation*

Blue Voyage is a subjectively relatively service, which addresses customers who have a middle or high economic level of income. Prices of a Blue Voyage differ from hundreds of Euros to tens of thousands of Euros depending on route, yacht type, yacht's specifications, duration of the journey, etc. In such an exclusive service offer, customers' expectations of quality and experience increase related to the high prices of the perceived service.

Rules and limitations, related to safety issues, operational or bureaucratic issues, regulations, etc. limit the variety of service offer alternatives in Blue Voyage. However, by complying with these legislations, providing alternatives as much as possible to the customers plays an important role in increasing target groups, which have different expectations, experiences, or motivations for purchasing such a service offer. Flexibility is the keyword in satisfying different expectations at the same time. Alternative routes, variety of the foods and beverages, duration of the cruising, offered activities, etc. are some of the examples, which may increase flexibility in terms of alternative service offers in Blue Voyage.

4.2 *Tourist Behaviors and Blue Voyage*

As a core element, individuals' behavior in leisure and pre-leisure period are the major points have to be understood well to develop an appropriate service concept in Blue Voyage. Their behaviors during the journey and decision-making process with important factors in this process have to be taken into consideration in this sense. Tourists' behaviors, evaluation, satisfaction, expectation, and motivations are seen as key elements in tourism fields as well as in other service concepts. Various studies focus on motivations and behaviors of tourists in different tourism fields, which enable to cluster tourist according to their motivations or behaviors in the purchased tourism alternative (Goodall, 1988; Ryan and Glendon, 1998; Kozak, 2002; Molera and Albaladejo, 2007; Meisel-Lusby and Cottrell, 2008; Albayrak and Caber, 2018).

There are different approaches to explain individuals' behavior in leisure. "Spill-Over Leisure/Familiarity Concept" by Harold Wilensky in 1960, explains leisure behavior as familiar activities and behaviors with the individual's familiar routine, while "Compensatory Concept" by William R. Burch explains leisure behavior as opposite activities and behaviors with the individual's familiar routine

(Currie, 1997). In other words, escaping from a habitual routine or trying to continue this routine in a holiday are both options for individual behavior.

Destination preference is one of the issues in Blue Voyage as well as in all the yacht charter services. To clarify the most appropriate alternatives to the customers, their expectations, needs, and opinions have to be determined and understood well. Individuals' subjective preferences play an important role in determining their leisure destination. Here, push motives and pull motives are two major factors for pleasure motivation. Push motives are related to a desire for a vacation, while pull motives are related to destination choice (Goossens, 2000). In a new service development in yacht charter, both motives have to be understood well. Several alternative routes will increase the possibility of reaching individuals with different expectations and needs. Destination-related emotions and feelings of the tourists are motivation factors in planning a trip (Goossens, 2000). It is important to be aware that each specific destination has different attributes, which may be seen as attractive or unprepossessing for a customer.

On both issues; destination preferences and leisure behavior, subjectivity, and personal expectations and needs of the customer constitute the common ground for leisure tourism. For this reason, flexibility is one of the building blocks for an appropriate Blue Voyage service development. Giving chance to the customer to design his/her trip as much as possible among given alternatives increases the level of flexibility.

4.3 Service Blueprint of the Blue Voyage Service

A service structure constitutes of various internal and external processes. It is important to be aware of the interactions between these internal and external processes to improve the efficiency and quality of the service. To do this there are different visualization tools and methods such as service blueprinting. A service blueprint can be considered a method of visualizing the service process (Fließ and Kleinaltenkamp, 2004). The complicated relationship between human, product, and the process is a service system can be displayed via service blueprinting (Wang, Lee and Trappey, 2017). Blueprinting helps to understand the actions of the customers, organizational processes, and the marketing activities; which are related to the service offer (Polonsky and Garma, 2006). Blueprint allows the exploration of all-natural elements in the

management creation of the service (Shostack, 1984). It is possible to decrease the failures and to improve the quality of the service with effective service blueprinting (Hossain, Enam and Farhana, 2017). *Customer Actions*; which shows actions of customers chronologically, *Onstage/Visible Contact Employee Actions*; which represents frontline contact employees' actions during face-to-face interaction, *Backstage/Invisible Contact Employee Actions*; which includes non-visible interactions with customers and other invisible activities that are done by contact employees, *Support Processes*; which includes activities that are done by the units or employees who do not contact employees and *Physical Evidence*, which includes physical elements that customers face with during the service process are five components of service blueprinting (Bitner, Ostrom and Morgan, 2008). These components are separated from each other with different horizontal lines. The *line of interaction* is a separator between customer actions and supplier actions (Fließ and Kleinaltenkamp, 2004). *Line of visibility* separates what can be seen and what cannot be seen by the customer and it is located in between *Onstage/Visible Contact Employee Actions* and *Backstage/Invisible Contact Employee Actions* in service blueprinting (Bitner, Ostrom and Morgan, 2008). *The internal line of interaction* is a line, which separates support processes and front office activities (Fließ and Kleinaltenkamp, 2004). Beside horizontal lines, which separates activities in a service blueprinting, there are also vertical lines. Vertical lines represent internal relations and connections from support area to the final customer (Bitner, Ostrom and Morgan, 2008).

In short, service blueprinting may be defined as a tool of mapping customers' actions, all visible and invisible sub-processes, and their relations with each other, which form offered service and shape customers' perceptions of quality. It is important to understand the nature of a Blue Voyage service in order to see problematic areas, critical points, possible improvements, and the area, which require a completely new design.

4.3.1 Blue Voyage Processes

Identifying the processes, which constitute the service is the first step of blueprint mapping (Shostack, 1984). In order to see these processes, the Blue Voyage service process may be divided into three main categories; pre-charter, during the charter, and post-charter. In this section, these categories are explained and discussed.

4.3.1.1 Pre-Blue Voyage

Blue Voyage service processes do not start with getting on board on a selected yacht, it starts with the first decision to use this service. Generally, the pre-charter represents the category of activities starting from this first decision until getting on board and starting the voyage. Selection of the agency/owner/captain, organization/scheduling process, and shopping processes are included in this category.

A Blue Voyage process starts with its organization process. Finding the proper agency, scheduling Blue Voyage, selecting a route, selecting the most convenient yacht according to the requirements are the preliminary steps of starting a Blue Voyage journey. These two steps take place months or a year before the Blue Voyage.

Interaction with the agency, boat, and/or crew is the first touchpoint of a customer with the Blue Voyage service. The agency selection process is linked directly to the customers' expectations and previous experiences. If a customer is a first-time user of this service, he/she may pick randomly an agency just by looking at its popularity, company image, fleet specifications, etc. However, if the customer knows this service by experiencing it before, he/she has positive or negative judgments about a specific agency/boat/crew, etc. In other words, if the user is satisfied with his/her previous Blue Voyage service provider, he/she will have positive considerations for the agency for the next time. For both types of users, agency workers' attitudes and behaviors, the price of the offered service, included service offers, and the company's reputation plays an important role.

Blue Voyage yachts may be divided into two main categories by means of their connection to an agency. The first option of yacht owners is to operate their yacht by themselves. The second option, in which the yacht owner is connected to an agency, includes different types of economical agreements such as renting the boat to a yacht charter agency for a certain period under a contract or giving some commission to the agency for each customer. Both options have positive and negative effects on the operation of the yacht. If the yacht owner operates the yacht by him/herself, profit ratio increases he/she would have more flexibility in operations but he/she would not be able to benefit from the agency's reputation and marketing facilities. On the other hand, if the yacht owner has a connection to an agency, he/she would have an advantage of increased popularity due to marketing and global connections of the

agreed agency, however, the profit ratio decreases significantly, because the yacht owner has to share his/her profit with the agency in this option. These options and their advantages/disadvantages to the yacht owners are shown in Table 1.

Table 1. Pros and cons of agency connected operation and self-operation

	Connected to an agency	Self-operation
Advantages (+)	Higher popularity	Higher profit rates
	Less promotional expenses	Higher flexibility
	Higher rate of the customers	No limitations of an agency
Disadvantages (-)	Lower profit rates	Lower popularity
	Rules and limitations of the agency	Higher promotional expenses
	Lower flexibility	No guarantee of the customer numbers

The organization and scheduling category of processes includes general scheduling for the whole voyage. Transfer facilities, departure-arrival scheduling, duration of the trip, route planning, food & beverages list, menu consideration, accommodation, and customers list consideration may be listed as some of the important organization steps, which may be included within the organization/scheduling process.

The second step after the selection of the yacht or the agency is the purchasing step in Pre-Blue Voyage phase. In most the cases, purchasing step is not seen as one of the most important steps within Blue Voyage. However, it has a great effect on the whole trip and each decision in this step may end up with a satisfaction or dissatisfaction of the customer from the whole service. Disadvantageous situations such as spending extra time, effort, or money in this step may cause a decrease in the motivation of a customer just before the beginning of a Blue Voyage. Moreover, each dissatisfying decision in the purchasing process may affect the whole food & beverage part of the whole Blue Voyage. For example, purchasing improper olive oil for cooking and breakfast may end up with dissatisfaction with the meals during the trip, or purchasing insufficient beverages may end up with negative experiences in a customer's mind. For these reasons, responsible have to be clarified in the purchasing process.

Generally, Blue Voyage offers do not include food & beverages. Due to the huge amount of variety for possible food & beverages preferences, Blue Voyage service providers do not prefer to create a certain and strict menu. Personal requirements, expectations, choices, or medical limitations shape the customers' food

& beverage list in a Blue Voyage. After clarifying the menu, a shopping list is created by the customers. This list includes everything for breakfast, lunch, dinner meals, alcoholic & non-alcoholic beverages, some of the cleaning items, etc. There are three ways of purchasing; 1) customers may be responsible for the whole purchasing 2) yacht crew/agency may be responsible for the whole list and 3) mixed purchasing option. In order to compare the advantages and disadvantages of each option, three major criteria are considered; 1)option & personalization variety, 2) required effort & time, 3)organizational difficulty.

- Purchase of the stores by the customers: In this option, customers may choose whatever they desire to consume during their trip from wherever they want. Some of the service providers give a shopping list in which required goods, food, and beverages are listed, to the customers as a guideline. It may be said that in this option, the variety of items are so high when it is compared to the second option. However, purchasing different items from different shops increase the difficulty and organization of transportation of purchased items to the yacht. In this case, customers have to spend their time, effort, and money for seeking the most proper options.
- Purchase of the stores by the service providers: In this option, Blue Voyage service providers take the shopping list from the customers and purchase required items from the main Blue Voyage food & beverages suppliers. These food & beverages suppliers provide a variety of different foods, such as meat, fish, vegetables, fruits, bakery products, alcoholic & non-alcoholic beverages, cooking necessities, etc. just like well-known supermarkets. However, the variety of the food & beverages in these suppliers is limited. After the purchase process, the supplier sends all the purchased items to the yacht in the desired time period. This option is much easier than the first option from the customers' point of view. However, because the customer's involvement in the purchasing process is limited, the number of options and personalization variety of the required items are limited too. In order to overcome this handicap, the customer has to prepare a shopping list in a much more detailed way.
- Mixed purchase option: In this option for the purchasing step of the Blue Voyage, the customer prepares a shopping list according to his/her expectations and preferences, then, Blue Voyage service provider and customer share the

purchasing process. In general, service provider prefers to purchase more detailed food & beverages in a list, rather than being responsible for all the items. By doing this, the customer shares the total effort and time to purchase the whole shopping list with the service provider.

4.3.1.2 During Blue Voyage

After departure from the port, the yacht heads to the desired route under expected circumstances. The duration of the trip, selection of the menus, bays to see, desired activities, etc. are generally clarified in the pre-charter step. The during-the charter step may be seen as the main body of the whole service, in which, customers' interaction level with the service provider is high.

During the whole trip, communication between the customers, the captain, and the crew members are crucial for the customers' satisfaction. Due to the limited space on board and the duration of the service, every single touchpoint becomes more and more concentrated in a Blue Voyage. Therefore, every single mimic, attitude, each word of a crew's speech plays an important role to increase or decrease customers' evaluation of perceived quality. It is crucial for the service employees to be aware of the interrelation between internal quality and their effect on the provided quality of service to the customers for the success of an organization (Cook *et al.*, 2002). Crew members' and captain's communication with each other is a part of the internal quality and its effect on the customers' perceived quality increases in such a limited space.

Customers tend to benefit from possible activities on board as much as they can during a trip. Swimming, sunbathing, fishing, diving, sailing, canoeing, trekking on the islands, cooking, snorkeling, socializing, skiing, making water-sport activities, yoga, etc. are some of the possible activities which may be done on board on a Blue Voyage. These activities help customers to have unique experiences during their trips. Discovering new places, walking around ancient ruins, meeting new people and culture are only a few of the earnings that Blue Voyage offers to the users. These kinds of earnings add value to the unique experience of Blue Voyage, which customers gain during their trip and remember in their whole life.

It is important to be aware that especially cultural and historical tours and some special activities need additional organization and route planning. For example, if the Blue Voyage customers prefer to have a trip to Selçuk, where Ephesus, House of

Virgin Mary, and Şirince Village are located, additional transportation service is needed to pick customers from the boat and transport them for an hour to Selçuk and route planning has to be done to the north direction according to this organization. If the customer prefers to join the kite surfing festival in Fethiye, then, similarly, transportation service has to be organized and the route planning has to be done according to this preference

Even if all the schedule is planned before a Blue Voyage service, it is possible to face unexpected situations according to medical problems, weather conditions, crowdedness of desired routes, technical problems about a yacht, managerial problems within the crew, etc. In this case, it is important to have an alternative plan and possible “to-do lists”. The existence of a wild-life animal such as a caretta-caretta, direction of the wind, customers/crew members’ allergy to insects, which may exist in the desired routes, and technical problems about yacht’s machinery system may be listed as some of the examples to the unexpected situations on board.

It is possible to decrease the probability of facing an unexpected situation during Blue Voyage by route re-planning, by having an alternative plan and by having well-skilled crew members in a well-maintained yacht, however, it is important to be aware that the reaction of the service provider against these unexpected situations is crucial for customers’ evaluation of perceived quality.

4.3.1.3 Post-Blue Voyage

After the yacht arrives at the port, the post-charter process starts. It contains not only the visible service offers, such as a transfer service but also an invisible part, which contains intellectual considerations and an overall experience outcome in the customer’s minds. From the pre-charter process till the last minute, customers evaluate the overall performance of the service offered according to the experiences that they live via touchpoints. In other words, the post-charter process may be seen as the main evaluation process for a Blue Voyage service.

4.3.2 Blue Voyage Service Blueprint Application

Figure 7 and Figure 8 represents service blueprinting application on the existing Blue Voyage service. Figure 7 includes Pre-Blue Voyage phases and Figure 8 contains During-Blue Voyage and Post-Blue Voyage phases.

PHYSICAL EVIDENCE	Flyers & Brochures	Agency & Webpage	Transfer Vehicle	Cart for Luggages	Market & Supermarket	Permission Documents	Delivery Vehicle of Purchased Good
CUSTOMER ACTIONS	Get informed about <ul style="list-style-type: none"> • Blue Voyage • Routes • Prices • Popular activities • Agencies 	Make planning & reservation	Get into the vehicle to arrive at the starting point of Blue Voyage	Give luggages to the employee of the service provider to carry them with cart	Go shopping for consumables (food, beverages, shampoo, napkin, etc.)	Give your personal information to the agency or to the captain	Check the delivered goods
ONSTAGE & VISIBLE CONTACT			Driver welcomes the customer, takes the baggages and drive to the port	Carry luggages from the transfer vehicle to the yacht	Crew member and/or the captain helps you at shopping.	Captain records personal information.	
BACKSTAGE & INVISIBLE CONTACT	Distribute brochures to target points	Check availability, make reservation	Arrangement of the vehicle according to the number of customers, schedule timing	Arrange carrying cart	If the customer select "all inclusive service", crew do shopping by their own.	Captain gives records and other papers to the agency representative.	
SUPPORT PROCESSES		Reservation system	Cleaning & Maintenance of the vehicle			Agency representative delivers documents to the port register	Transportation of purchased items to the yacht.

Figure 7. Service Blueprint application of Blue Voyage-The first part

PHYSICAL EVIDENCE	Gangway	Information cards for safety & limitations	Cabins	Saloon & Deck Area	Galley & Bar	Dinghy, Jet Ski, Canoe, Surf
	Get on board	Read the information cards carefully and listen the brief of the captain	Unpack luggagees and put clothes to the wardrobe	Eat, relax, sunbath, meet with the other passengers	Use for F & B	Use for entertainment
CUSTOMER ACTIONS						
ONSTAGE & VISIBLE CONTACT	Captain and crew members welcome	Captain and crew give a short brief about safety rules and limitations on board		Crew Member serve	Crew members serve the meal and beverages	Captain and crew give a short brief about safety rules and limitations jet ski and other items
BACKSTAGE & INVISIBLE CONTACT	Preparation and cleaning of the relevant areas		Cleaning & Maintenance of the cabins	Bar tender and/or cook prepares fab	Cook prepares food and beverages in galley	
SUPPORT PROCESSES			Laundry of sheets			Repair and maintenance

Figure 8. Service Blueprint application of Blue Voyage-The second

4.4 Blue Voyage Philosophy and Service Design

In this part, the philosophy of Blue Voyage will be taken into consideration with the philosophy of service design.

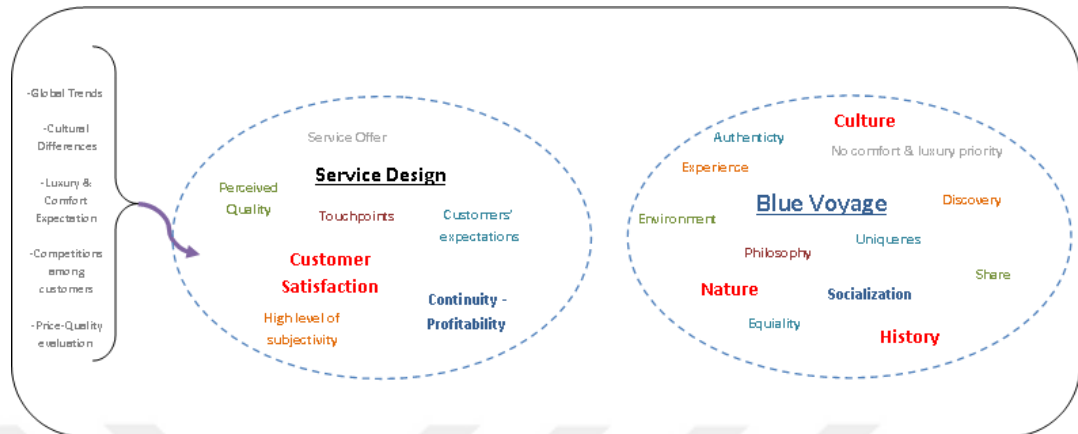


Figure 9. Keywords for Service Design and Blue Voyage

As seen in Figure 9, the service design and Blue Voyage have different critical elements. Basically, service design focuses mostly on providing a service, which satisfies customers' expectations and increases customer loyalty. Attracting customers and providing satisfaction, loyalty and positive opinion about the company of the customers, are the goals of service development (Edvardsson, 1997). It is important for a firm to understand the customer's lived experience within the broader lifeworld context for the design and marketing of a service offering (Trischler and Scott, 2016). In other words, the customer is the most important element of a service design.

In Blue Voyage's origin philosophy, which includes aims of socialization, discovery, gaining experience in cultural and historical areas, without seeing comfort & luxury as preliminary requirements. Blue Voyagers were cooking and serving by themselves without expecting these services from the crew members. Sharing the food & beverages and workload adds a sense of equality within the voyagers. As stated above, all these facts make Blue Voyage different from other yacht charter service offers. When the service design concept and Blue Voyage in our present-day is taken into consideration together, it is possible to see a contradictory element: luxury & comfort expectations of the customers. This fact does not match the main philosophy of Blue Voyage at all, however, it is seen as a competitive advantage against rivals in the Blue Voyage sector by yacht and/or agency owners. The rise of this fact may be described as a reflection of the *familiarity concept* in pleasure and tourism behaviors.

In the familiarity concept, individuals are willing to have similar behaviors in a tourism environment with the ones that they live in their leisure and work environments (Currie, 1997). In other words, individuals, which have a familiarity concept in the tourism environment prefer to behave just like they behave in their daily routine environment. For Blue Voyage, this concept has a reflection of the demand for a proper level of comfort and luxury that they have in their homes.

Comfort and luxury expectations have to be considered by the service providers and the customers together. Customers' expectations of finding a "proper level of comfort" in Blue Voyage pushed agencies and yacht owners to see this requirement as a competitive advantage. However, it is not possible to limit comfort and luxury terms in the maritime industry; as long as the yacht owner has enough amount of budget, he/she can demand even unexpected equipment, layouts, and areas in a yacht in terms of comfort and luxury. Adding these two terms to Blue Voyage disrupts its natural balance and deviates it from its original philosophy.

Supplying/demanding comfort and luxury leads to significant changes in the design, construction, and maintenance processes of Blue Voyage's elements, such as yachts; it affects the dimension of the yacht, number, and quality of the tools & equipment, number, and qualification of the crew members. As a result, it increases start-up costs, maintenance costs, and costs of refit, wintering, and docking. An increase in costs automatically pushes service providers to increase the price of the service for economical sustainability. However, an increase in a price of a service offer increases the expectations of customers according to the evaluation of price. In turn, satisfying customers' expectation of comfort and luxury pushes service providers to increase the level of comfort and luxury in offered service. This close-end flow may be seen in Figure 10.

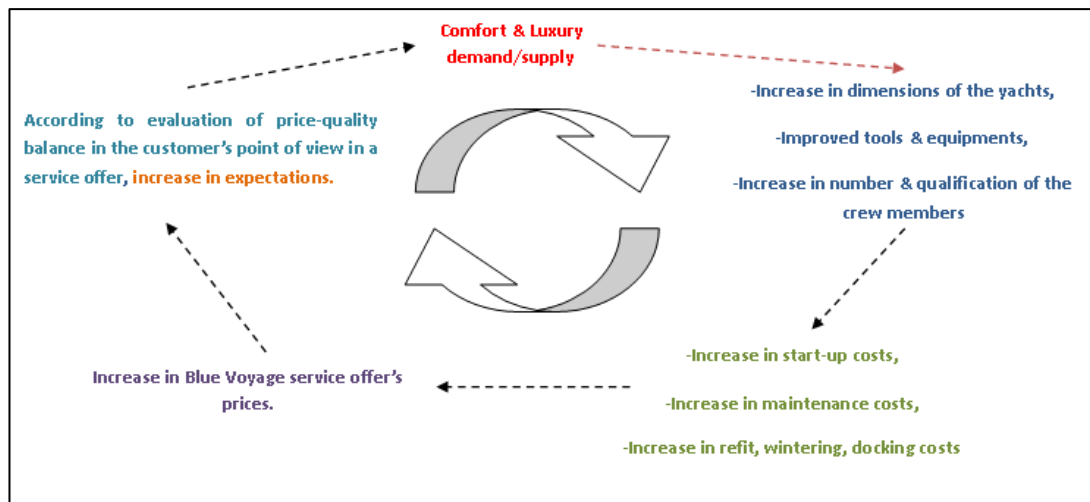


Figure 10. Cyclic flow within Blue Voyage due to comfort and luxury tools

The shower cabin case is a good example to understand the effect of comfort and luxury expectations in Blue Voyage. In the 1980s and even in the 1990s, in most of the Blue Voyage yachts, there were no private bathrooms and shower cabins; there were common bathrooms-toilets in which customers were using the toilet-sink area for having a shower. In a yacht with 6 cabins, there was only 2-3 toilet-shower area. Sharing a toilet shower area with other customers may be seen as an uncomfortable specification; however, customers and yacht owners were aware of the philosophy of Blue Voyage. In the late 1990s, shower cabins began to be used in Blue Voyage yachts to provide customers more “comfortable” shower area. This addition changed the dimension of bathroom shower areas in such a yacht. However, using a shower cabin was not enough for providing a proper comfort zone for the customers, so yacht owners/agencies started to use separate bathrooms for each cabin in Blue Voyage yachts. Again, just as it happened in the usage of a shower cabin, this choice caused an increase in the dimensions of the yacht. To give an example, a 20 m gulet is enough for 4 cabins and 2 common bathrooms, without a shower cabin. However, when a separated bathroom with shower cabins is demanded, a gulet with 22-23 m length will be enough for accommodation. This increase may be seen as only 10 percent of the length, but it is important to be aware that changing 2 m in length causes changes in many other areas such as other dimensions, engine power, propeller-shaft dimensions, the thickness of construction materials, area of the paint area, length of the mast, the capacity of the windlass, etc. In other words, increasing the length of a yacht in specified dimension scales for this case changes the overall cost of the yacht approximately from 600.000€ to 800.000€. Besides start-up cost increase, this change

affects maintenance, wintering, docking, and refit costs more or less in the same percentage.

It is possible to increase cases like the shower cabin example in Blue Voyage. It is important to remember that every single decision plays an important role in service design and yacht design processes. The effect of this kind of decision can create a significant change like an existing system.



CHAPTER 5: FIELD STUDIES

The research contains different field studies to understand Blue Voyage from service providers', customers', and third parties' perspectives at the same time. As a result, three different categories of field studies, which focus on these different actors in Blue Voyage Service, took place in the research. Besides these field studies, a pilot study for predicting data collection and analysis techniques to be used in this research was conducted. In this chapter, pilot studies and other field studies with different actors in the Blue Voyage service system will be discussed.

5.1 *Pilot Study: Omotenashi Blues Workshop*

Omotenashi Blues is the fourth of the workshops, which have been carried out by cooperation of Izmir University of Economics, Faculty of Fine Arts and Design-Department of Industrial Engineering, and Japan Shizouka University of Art and Culture-Department of Industrial Design from 2014. The name of the workshop comes from the combination of the word of "Omotenashi" which represents the term of hospitality in Japanese language and the word "Blue" that represents the Blue Voyage (Kent TV, 2017). It has been carried out in Bodrum/Turkey between 6-12 September 2017 with the participation of 12 students from Turkey and 8 students from Japan. The subject of the Omotenashi Blues Workshop was Blue Voyage. Participants presented possible design solutions by experiencing the Blue Voyage service and facing with the problematic points during their trip (Izmir University of Economics, 2017). Within the workshop, students and lecturers together had a Blue Voyage for 3 days with 3 yachts, which will be named as PSY1, PSY2, and PSY3 in this research, (Figure 11), in Bodrum with the support of Bodrum Municipality, Bodrum Chamber of Shipping, Bodrum Chamber of Commerce, Fuat Turan Marine Naval Architecture & Yacht Design, Bodrum Mariners Association General Directorate of Publicity of Republic of Turkey Ministry of Culture and Tourism. After completing the Blue Voyage part, students made designs for two days and presented their designs for Blue Voyage in groups to the agency owners, Chairman of the Board of Bodrum Chamber of Shipping, and Chairman of the Board of Bodrum Mariners Association.

Within research, data collection and analyzing processes play a crucial role to obtain desired knowledge. Especially, a high number of collected data may create an increase in complexity, especially if collected data contains open-ended and subjective data. To overcome this complexity and increase the reliability of the data collection

and analysis processes within research, a pilot study may be helpful by giving an idea about which kind of data may be collected and how this data may be processed, in other words; a pilot study may be done to have a rough template for the main data collection and analyze processes. The main idea here is to apply similarly or the same questionnaires to a smaller group of participants to see the variety of answers to the subjective questions and to have an idea about clustering these answers to obtain proper data. In this research, Omotenashi Blues Workshop added value by giving the chance to apply a survey to the participants of this workshop.



Figure 11. Omotenashi Blues Workshop-Blue Voyage Phase

Taking a role as a coordinator and being a part of this workshop, provided a chance to witness every single process within the whole Blue Voyage service; from the choice of the proper yachts and coordination between the agencies and yachts, organization process; route planning, departure/arrival schedule, shopping process, alternative route planning during the Blue Voyage, etc.

After the Blue Voyage process, a questionnaire is given to the participants to understand their opinions and experiences from the Blue Voyage. Interaction and close dialog with the customers all along the development process may constitute a successful service, in which customers' needs are satisfied (Yu and Sangiorgi, 2014). Because of their awareness of the design process and design discipline, their opinion on Blue Voyage service plays important role in designing such a service.

After personal information questions, the survey consisted of four questions:

1. Would you please write down 5 keywords for expressing your experiences for a charter voyage?
2. What did make you happy during this charter service?
3. What did make you unhappy during this charter service?
4. What is the importance level of each element within the Blue Voyage service? Rank from 1 to 5 according to your opinion.

Importance table for the Blue Voyage (1: Very important; 2: Important; 3:Neutral; 4:Not important; 5: Not important at all)

	1	2	3	4	5
Company Popularity/Image					
Web Page of the Company					
Logistic (From airport to port)					
Crew & Captain's attitude to customers					
Crew & Captain's attitudes & conversations with each other					
Yacht's specifications (design, dimensions, etc)					
Route selection					
Price of the service					
Food & Beverages					
Special gestures (gifts, free drinks, etc)					

5 participants from PSY1 and 9 participants from PSY2 responded to the given survey.

The first question aimed to understand keywords, which are related to the intellectual or emotional outcomes of the students due to their experience on the whole Blue Voyage period. Because there was no limitation in this question, the responder might write down both positive or negative expressions.

The second and the third questions are aimed to understand the elements and processes which may make the customer unhappy or happy within the existing service system. Similar to the first question, there was no limitation; responders might write a complete sentence or just a single word in the blank spaces.

The fourth question was in the table form and the responders might give points from 1 to 5 according to the importance level of each subject/element. 1 indicates very

importantly while 5 indicates not important at all in the table. While constituting the table, possible critical points of the whole service process are listed, however, responders had a chance to add any other subject, which they might think has an important effect on the system.

Every single response plays important role in understanding and evaluating the customers' perception of overall service quality and their satisfaction. To do so, it is important to detect possible fail points, which may cause a customer's dissatisfaction with the whole system.

5.2 Field Study with the Blue Voyage Customers

Questionnaires were applied to different groups of Blue Voyage participants, who selected different Blue Voyage service providers. These service providers are categorized and named via a given name code for the yachts in this report. To obtain the most efficient and reliable results, the selection of the participants in terms of different yachts plays an important role. While selecting target groups of participants, it was aimed to select different participants who purchased different service types (cabin charter, whole boat charter, or VIP/Luxury Blue Voyage) in different periods. In total, 200 questionnaires were distributed to the Blue Voyage customers in Bodrum, in summer 2019 and summer 2020. 110 of the distributed questionnaires were answered by the participants. 3 of the answered questionnaires were incomplete, so overall 107 questionnaires were taken into consideration.

The questionnaire constitutes of 1 personal information question, 3 open-ended questions, 3 close-ended questions, and 2 Likert scale questions. These questions are listed as below:

1. Personal information

- Age:
- Gender:
- Country of Origin:
- Level of income: Low / Moderate / High
- Yacht's Name:
- Duration of Blue Voyage: days
- Single / Couple / Married

- First Time User of Blue Voyage: Yes / No
2. Why do you prefer to experience Blue Voyage?
 3. What are your expectations from Blue Voyage? Please pick 3 options from the answers below:
 - a) Relaxation, resting, peace
 - b) Discovering new places, bays,
 - c) Cultural and historical trips,
 - d) Activities (swimming, surfing, fishing, snorkeling, etc.),
 - e) Sailing,
 - f) Socializing,
 - g) Eating and drinking
 4. How do you evaluate the overall quality of Blue Voyage elements? (Please rank from 1 to 5 for each element, 1: very poor, 2: poor, 3: moderate level, 4: good, 5: excellent)

	Quality Evaluation				
	1	2	3	4	5
Yacht					
Cabin(s)					
Saloon Area					
Captain					
Crew					
Food & Beverages					
Crews' Service					
Activities (sailing, diving, jet ski, etc)					
Departure & Arrival Procedures					

5. If there would be a website/an application about Blue Voyage organization, would you use it to see other users' opinions & suggestions and give suggestions to the other users for the next trip?

Yes or No
6. Would you please write down 5 keywords for expressing your experiences for Blue Voyage?

- _____
- _____
- _____
- _____
- _____

7. What did make you happy/unhappy during Blue Voyage?

Happy:

1. _____
2. _____
3. _____
4. _____
5. _____

Unhappy:

1. _____
2. _____
3. _____
4. _____
5. _____

8. Would you please rank price level and overall quality performance level separately for your Blue Voyage experience from 1 to 5? (*For example Price level: 3, quality level: 5*)

The price level for Blue Voyage:

1: Very High, 2:High, 3:Tolerable, 4:Low, 5:Very low

Quality Level of Blue Voyage:

1: Very High, 2:High, 3:Tolerable, 4:Low, 5:Very low

9. What is the importance level of each element within Blue Voyage for you?
Rank from 1 to 5 according to your opinion.

1: Very important; 2: Important; 3:Neutral; 4:Not important; 5: Not important at all

	1	2	3	4	5
Company Popularity/Image					
Web Page of the Company					
Logistic (From airport/hotel to port)					
Crew & Captain's attitude to customers					
Crew & Captain's attitudes & conversations with each other					
Yacht's specifications (design, dimensions, etc)					
Route selection					
Price of the service					
Food & Beverages					
Special gestures (gifts, free drinks, etc)					
Service quality					
The suggestion of previous users of Blue Voyage					

It is important to be aware effects of personal diversities in terms of nationality, age, gender, marital status, economic level of income, etc. on expectations from an offered service and evaluation of the offered service. To understand these effects in the Blue Voyage service, personal information questions for the participants were asked in Question 1 in the questionnaire. While doing this, it is important to consider that demanding too much detailed personal information from the participants, such as name, surname, address, etc. may create discomfort in the participant, which may discourage him/her to apply the questionnaire effectively. So that, this level of detailed personal information did not take place in Question 1.

In the second question, the reason of preferring Blue Voyage and not another voyage or holiday service is asked. Participants are wanted to feel free while answering this question and they were not limited by giving example answers. Consequently, this question is asked as an open-ended question.

The third question, which is a close-ended question helps to understand participants' preliminary expectations from the Blue Voyage service. While doing this, categories of possible expectations are listed and participants were wanted to pick 3 of them. These answer groups were obtained according to the literature review process as well as the pilot study results. These answer groups are:

- a) Relaxation, resting, peace
- b) Discovering new places, bays,
- c) Cultural and historical trips,
- d) Activities (swimming, surfing, fishing, snorkeling, etc.),
- e) Sailing,
- f) Socializing,
- g) Eating and drinking

Fourth question, which is a Likert scale question was aimed to have an idea about participants' opinions and evaluation of the offered Blue Voyage service. Participants were asked to rank different service elements, which may have a strong effect on the overall evaluation process of the service quality level for Blue Voyage.

The fifth question took place in the questionnaire to understand participants' opinions about a possible website and/or application, which they would be able to see previous users' evaluation of Blue Voyage service and to evaluate their own Blue Voyage trip.

The sixth question, which is another open-ended question aims to figure out keywords of the participants for the Blue Voyage service while they express their ideas, opinions, and experiences from the offered service. The answers may vary from emotional keywords, feelings, a single smell, a single color to a part of the service element; such as cabin comfort level, size of the toilets, etc.

In the seventh question, understanding positive and negative factors that affect the perception of quality of the Blue Voyage customers was aimed. These positive and negative points may be related to the service elements, other participants' behaviors, and/or external elements.

The eighth question, which is a close-ended ranking question aims to see an evaluation of the participants offered service's quality and its price. Price & quality evaluation may be seen as one of the well-known evaluation criteria for the services.

Five-point Likert scales are one of the most commonly used techniques in questionnaires, which aims to collect information about the satisfaction and expectation of the customers (Hung, Huang and Chen, 2003). The aim of the ninth question, which is a 5-point Likert question, is to understand participants' opinions about the importance level of different elements within the Blue Voyage service. The

elements are listed according to their chronological order within a Blue Voyage trip; starting from the first decision time ends up with overall service quality ranking and importance of other participants' suggestion.

5.3 Field Studies with the Service Providers

After having an idea about the data collection procedure from the users, which use Blue Voyage Service, it is crucial to have an idea about the other side of the service structure: service providers' perspective. Users may have common or opposite expectations, experiences, ideas, etc. about the existing service. Yacht captains, crew members, yacht owners have more clustered and filtered data about the users. Yacht agencies, on the other hand, have more clustered and filtered data about the users and the yacht captains, crew members, and yacht owners. In Figure 12, the categorization of data may be seen.

Questionnaires with the Service Providers are divided into two sections;

- Questionnaires
- Interviews

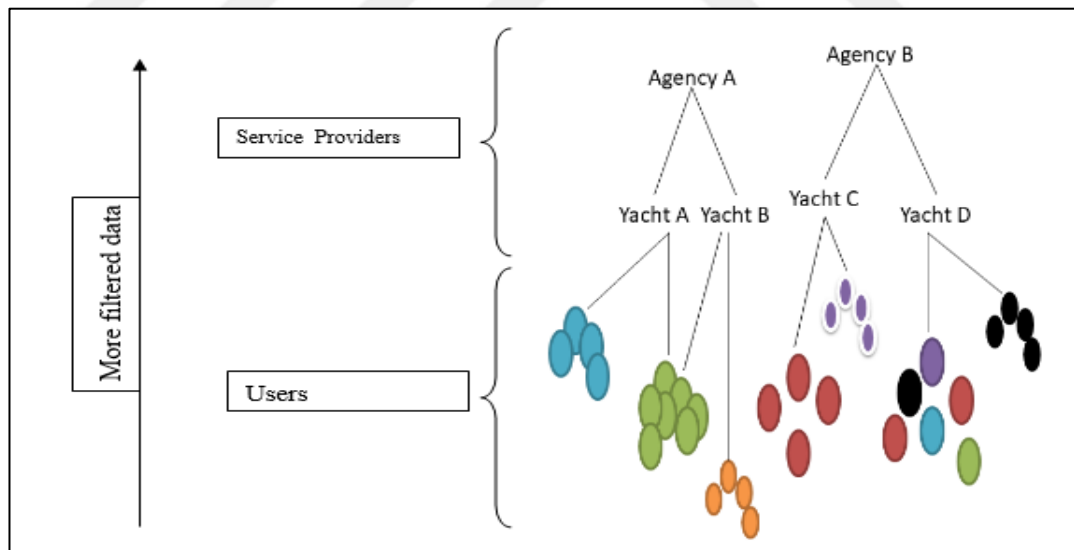


Figure 12. Data Categorization

5.3.1 Questionnaire for Considering As-Is Situation

The questionnaire with the service providers includes open-ended questions and one closed-ended question to understand their opinions about the as-is situation of the Blue Voyage service. Overall, 15 service providers from Bodrum were invited for applying the questionnaire in 2018, 8 of them replied the questionnaires completely.

Table 2 contains the list and some general characteristics of the participants.

Table 2. List of the participants of the questionnaire with the service providers

	Position	Experience (years)	Number of owned yacht	Charter Type
Participant 1	Captain	25	-	Private & Cabin
Participant 2	Captain + Yacht Owner	12	3	Private & Cabin
Participant 3	Captain + Yacht Owner	35	1	Private
Participant 4	Captain + Yacht Owner	14	1	Private
Participant 5	Captain + Yacht Owner	3	1	Private
Participant 6	Agency owner	15	12	Private
Participant 7	Authorized agency emp.	20	2	Private
Participant 8	Yacht Owner	3	1	Private

Questions of the questionnaires are listed as below:

1. What is the profile of the Blue Voyage customer?
2. What are the important factors for customers? (What do they prefer, from what do they keep away?)
3. When you compare the customers in 10 years ago and the ones today, what are the differences that you see?
4. According to suggestions and requests of the customers, what kind of changes may be applied to Blue Voyage?
5. Do customers prefer to spend more time on board or shore during their trip?
6. What kind of different preferences are observed according to different ages/gender/nationalities?
7. When Blue Voyage's more popular times and the one in our present-day are compared, some crucial elements are listed below. Please give rank to each element's effect on this situation from 1 to 5 (1: not important at all, 2: not important, 3: moderate, 4: important, 5: very important).
 - a. External factors such as economical crisis, foreign policy, etc.
 - b. Increase in the competition, which disrupts the balance in demand-supply in Blue Voyage.
 - c. Increase in the costs of yacht construction.
 - d. Increase in the maintenance costs such as refit, repair, wintering, crew, etc.
 - e. Legislations.
 - f. Decreasing popularity of some destinations because of environmental

- factors
- g. Disturbance, which arises from the daily trip boats.
 - h. Pricing policies of the agencies.
 - i. Unsatisfactory publicity and advertising about Blue Voyage
 - j. Customers' possibility of purchasing similar service from different regions
8. What is the effective usage lifetime of a yacht for Blue Voyage
9. What is the most commonly preferred duration for purchasing Blue Voyage service for the customers?

The aim of applying this questionnaire is to understand not only customers' expectations and preferences, but also to understand important factors which cause a decrease in the popularity of the Blue Voyage service.

5.3.2 Interviews for Monitoring Usage Density during Blue Voyage

Among all the tangible and intangible elements, which constitute the Blue Voyage Service structure together, yachts, especially Bodrum Gulets take attention by adding cultural and historical values to this unique service. As a part of this research, in which Blue Voyage is considered from a service design perspective, instead of focusing only physical characteristics of these yachts, it is important to focus on how these unique yachts are being used during Blue Voyage service processes, by the customers, the service providers, and the third parties.

To understand which parts of the yachts, which are being used in Blue Voyage during different processes of Blue Voyage, a field study, has been done with the service providers. This field study bases on interviews with the service providers, who have at least 5 years of experience in the Blue Voyage market. In total, 18 service providers were invited for the interviews and 10 of them accepted participating to the interview. In order to increase the reliability of the data obtained through face-to-face interviews, time invariance method, which is a very common method, was used to increase the reliability of the measurement tool. The time invariance method, also called the test-retest method, is based on the application of the same measurement tool to the selected sample group after a certain time interval (Kabakçı Yurdakul, 2013). Face-to-face interviews held in January 2020 in Bodrum and they were repeated in March 2020 in Bodrum to check the consistency of the answers. Participants' brief

information may be seen in Table 3. Each of the interviews lasted an average of 30 minutes, voice recordings and hand notes were taken within the knowledge and consent of the participants.

Table 3. Participants of the field study for understanding usage density on board during Blue Voyage

#	Age	Experience (year)	Length of the yacht (m)	Type of the yacht
1	35	12	28	Bodrum Gulet
2	71	45	27	Bodrum Gulet
3	39	5	19	Transom Stern
4	37	17	43	Transom Stern
5	32	16	20	Bodrum Gulet
6	62	37	26	Bodrum Gulet
7	34	10	28	Bodrum Gulet
8	42	21	17	Transom Stern
9	54	27	32	Transom Stern
10	49	24	28	Bodrum Gulet

In this research, Blue Voyage processes, yacht's parts, and the users are divided into sub-categories to monitor the usage density by answering the questions of:

- Which part: Indicates different parts of the yachts
- Who: Indicates different category of users
- When: Indicates different processes of Blue Voyage on board
- In which usage degree: Indicates the degree of usage of the selected part during a specific time period by the selected user group.

5.3.2.1 *Parts of the Yachts*

This question indicates different parts of the yacht, especially Bodrum Gulets and Bodrum transom stern type yachts. In this research, the yachts are divided into parts;

- **Gangway:** It is the part located at the stern part of the boat and it is used for boarding the boat and serves as a kind of bridge. With many different types such as folding, hydraulic, disassembled, telescopic, gangways can be considered as the first point where customers or guests interact with the boat. So this part can be seen as the starting point of Blue Voyage processes on board metaphorically. Figure 13 shows a wooden gangway of a Bodrum Gulet with a transom stern.



Figure 13. Gangway of a Bodrum Gulet with a transom stern

- **Aft Deck:** It is the part located at the stern of the open deck of the boat. Generally, there are sunbathing, resting and eating areas in this section, as well as the captain's bridge area in some Bodrum Gulets and transom stern type boats. In Figure 14, aft deck of a Bodrum Gulet may be seen.



Figure 14. Aft deck of a Bodrum Gulet

- **Saloon area:** It is the closed area in the boat, which is generally located in front of the aft deck. Generally, in this area, apart from the areas such as the dining area, sitting and television watching areas, in some Bodrum Gulet and transom-stern type boats, the kitchen and/or captain navigation area can also be located in this section. In Figure 15, the saloon area of a Bodrum Gulet may be seen.



Figure 15. Saloon area of a Bodrum Gulet

- **Galley:** It is the kitchen area, in which not only cooking and preparing procedures related to the dining to take place but also storage area are located in the yachts.
- **Navigation bridge:** It is the part in which the captain controls and monitors the yacht. All the crucial controlling units such as primary and auxiliary systems' monitoring equipment, the wheel, throttle arms, electricity controls, etc are located in this part. In some of the yachts, the bridge is located in the aft part, in the others, it is located in the closed saloon area. In Figure 16, the navigation bridge in the saloon area may be seen.



Figure 16. Navigation bridge in a saloon area of a Bodrum Gulet

- **Cabins:** They are the rooms that are allocated to the customers on board. In Figure 17, the cabins of a Bodrum Gulet may be seen.



Figure 17. Cabin of a Bodrum Gulet

- **Sunbathing area:** It is the part of the boat on the open deck where sunbathing mattresses are generally located.
- **Fore deck:** It is the fore part of the open deck of the boat. Mooring and anchoring equipment are located in this area (Figure 18).



Figure 18. Fore deck of a Bodrum Gulet

- **Deck (sail & rigging equipment):** It is meant the open-air deck outside the fore and aft decks of the boat with sail control equipment. In Figure 19, sail and rigging ropes and wires on the deck may be seen.



Figure 19. Sail and rigging ropes and wires on the deck of a Bodrum Gulet

5.3.2.2 User Categories Onboard

In the field study for understanding the usage density on board during Blue Voyage, users on board are categorized as:

- Customers (a)
- Captain (b)
- Crew (c)
- Cook (d)
- 3rd parties (provision suppliers, mechanic services, agency employees, paramedics, etc) (e)

Each user category is expressed with a letter in the related tables of the field study.

5.3.2.3 Processes of Blue Voyage Onboard

Within the scope of the research, various processes and situations from on board in the Blue Voyage were discussed, and it was aimed to increase the variety of these processes and situations in terms of the efficiency of the results to be obtained from this research. The Blue Voyage is divided into the conditions and processes listed

below to obtain user usage distribution information for different processes on board in the Blue Voyage.

- **Getting on board:** It refers to the first boarding times of the customers for the Blue Voyage. This process usually takes place by boarding the boat from the stern in the agreed port or marina. In this process, besides the customers, food suppliers can also load the food that has already been exchanged onto the boat. While the customers are getting on the boat, the crew helps by taking the customers' belongings on the boat.
- **Departure from the port:** It refers to the process of leaving the departure port after the preparations are completed. Generally, it covers processes such as starting the engines, untiding the ropes, and anchoring. In Figure 20, a photograph from departure processes on a Bodrum Gulet may be seen.

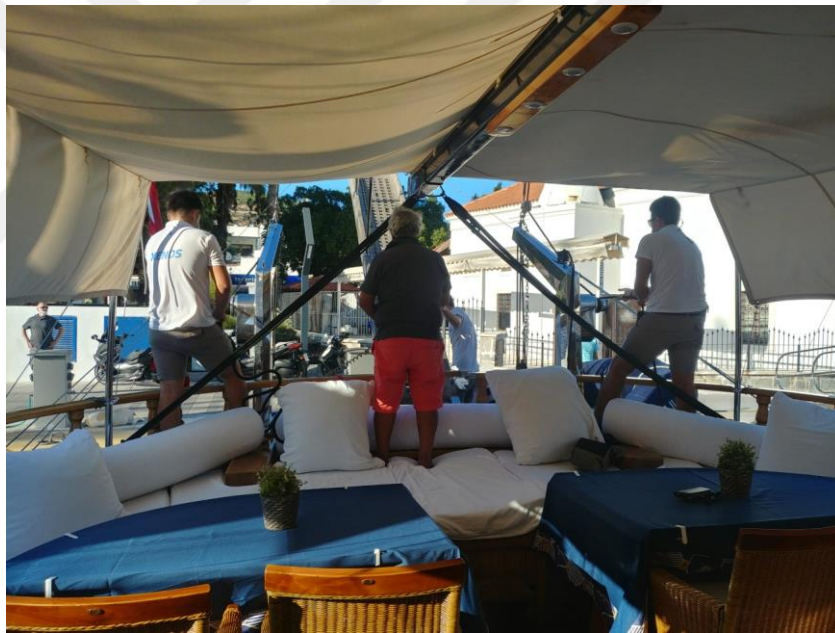


Figure 20. Departure process at the beginning of a Blue Voyage

- **Cruise:** It expresses cruising via engines during Blue Voyage.
- **Sailing Cruise:** It expresses cruising via sails of the yacht during Blue Voyage. During sailing, there is serious mobility in the deck part within the control of the rigging equipment.
- **Breakfast, lunch, dinner:** It refers to meals prepared for the customers. These processes can take place while cruising or when moored to a bay or a harbor.
- **Emergency situation:** It refers to unexpected situations such as health

problems, malfunctions, etc. that may occur during the Blue Voyage.

- **Getting into a bay, anchoring:** It refers to the processes of entering, anchoring, and mooring to the bays and harbors previously determined on the route within the scope of the Blue Voyage.
- **Return way:** It refers to the process of completing the Blue Voyage within the pre-determined program and cruising to the destination port. Usually, this process includes the process of collecting customers' belongings and preparing them to leave the boat.
- **Disembarkation:** It is the process that is seen as the end of the Blue Voyage and includes the disembarkation of the customers from the boat. During this process, the captain and crew are paid and the crew helps customers unload their belongings from the boat. In Figure 21, a crew member who helps customers to carry their luggage during the disembarkation process may be seen.



Figure 21. A crew on a gangway during disembarkation process

All the stated onboard processes of Blue Voyage may be seen in Figure 22.

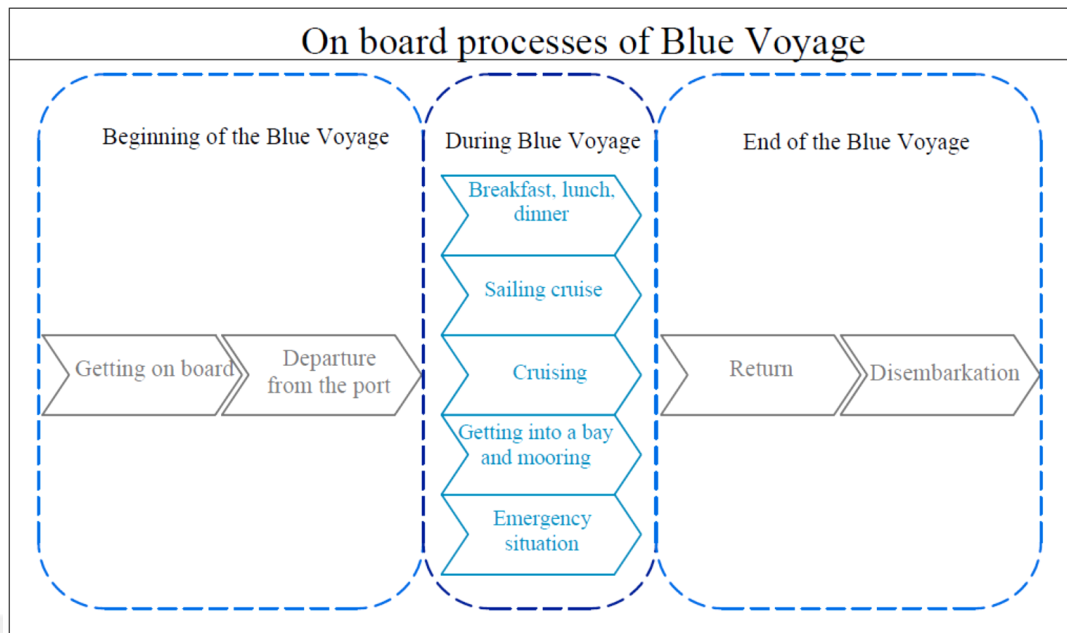


Figure 22. On board processes of Blue Voyage

5.3.2.4 Symbols and Ranking of the Usage Density

The data obtained from the interviews were entered in the tables and the information was reached on which parts of the boats were used by which users and with which intensity during the Blue Voyage in various situations. The usage density calculation research bases on the multiplication of “used by” value with the “usage density ranking” for each user group for each different process on board during Blue Voyage. In Table 4, a part of the complete usage density evaluation table may be seen. As it can be seen from Table 4, for each process, parts of the yacht are listed on the left side of the table, while there are two column groups; “used by” and “usage density” in which users are represented with letters from a to e.

Table 4. Partial table of usage density calculation on board during Blue Voyage

	Area	Used by					Usage density					Multiply
		a	b	c	d	e	a	b	c	d	e	
Getting on board	Gangway											0
	Aft deck											0
	Saloon											0
	Galley											0
	Bridge											0
	Cabins											0
	Sunbathing Area											0
	Fore Deck											0
	Deck (Sail & Rigging)											0

The logic of determining usage density in the research carries similarities with the risk analysis calculation, in which the risk occurrence percentage is multiplied by the risk factor of each possible situation within a selected scenario.

In the usage density calculation on board during Blue Voyage, the first step is to determine whether if the selected part of the yacht is used by a user group for any selected process during Blue Voyage. “Used by” columns represent whether if the selected part of the yacht is used by a certain group of users within the selected process or not. Number 0 represents that the selected part is not used by the selected user group for the selected process, while 1 represents that the selected part is being used by them for the selected process.

The “Usage density” column represents the degree of usage of the selected parts by the selected users for the selected process onboard during Blue Voyage. While doing this, ranging from 0 to 5 is used to express the usage ranking. In below, the meaning of these numbers are listed:

- 0: The selected part is not being used
- 1: The selected part is being used very rarely (very low density)
- 2: The selected part is being used rarely (low density)
- 3: The selected part is being used in standard density (moderate density)
- 4: The selected part is being used frequently (high density)
- 5: The selected part is being used quite often (very high density)

After filling each “used by” and “usage density” columns with the number according to the stated logic for the listed part of the yacht for a certain process of Blue Voyage on board, values of “usage density” are summed to obtain a value, which represents the overall usage density for the selected part of the yacht for the selected process. The overall usage density value varies from 0 to 25; which represents fully and quite often usage condition. As the values vary from 0 to 25, colors also change from light yellow to dark red automatically.

After considering the usage density of different parts of a yacht during Blue Voyage, to have a further opinion about the overall usage density, scores of each selected part are summed for obtaining the overall usage density score.

5.4 *Field Studies with the Third Parties*

To understand the changes and possible trends observed over time in the Blue Voyage service, field studies were conducted with third parties. The information obtained contributed to the research by adding a different perspective to the Blue Voyage service from the outside.

It is not possible to underestimate the relation between Bodrum Gulet and Blue Voyage industries. Each sector has a significant effect on each other and it is possible to state that these two sectors grew together by supporting each other. In order to understand the changes in the trends in both industries in total, 15 potential participants were invited for the interviews and 9 of them accepted participating to the interview. Face-to-face interviews held in July 2018 in Bodrum and they were repeated in July 2018 in Bodrum to check the consistency of the answers. Each of the interviews lasted an average of 20 minutes, hand notes were taken within the knowledge and consent of the participants. The list of participants may be seen in Table 5.

Table 5. List of participants of the interviews

	Position	Experience (year)
Participant 1	Boatyard Owner	15
Participant 2	Naval Architect	30
Participant 3	Bodrum Gulet Craftsman	40
Participant 4	Boatyard Owner	18
Participant 5	Bodrum Gulet Craftsman	15
Participant 6	Naval Architect	36
Participant 7	Boatyard Owner	28
Participant 8	Boatyard Owner	40
Participant 9	Bodrum Gulet Craftsman	26

CHAPTER 6: EVALUATION

6.1 *Evaluation of Pilot Study's Results*

In this section, the results of the questionnaire will be discussed for each question differently. At the end of this section, all the results will be discussed together.

After taking all the responded surveys, answers were copied into the digital medium and each answer was listed as it was given by the participant. Even if every single word plays an important role in understanding participants' opinions and experience, some of the answers which couldn't be read or the word couldn't be understood, are marked as "invalid" in order not to create a misleading meaning in overall consideration. Especially in open-ended questions, it is important to categorize them into related groups to see the overall picture. For this reason, some codes were used in the categorization phase of the survey. These codes are grouped into two: experience codes and happiness/unhappiness answers codes. While doing such a categorization, words are grouped according to a similarity in their meaning. For example, the answer "Interesting" or "New" don't have a similar meaning with the answer of neither "Relax" nor "Fun".

- Experience codes:
F: Fun, ACT: Activity, ENV: Environment, N: New Experience, ISO: Isolation, PL: Pleasure, T: Tiring, ADV: Adventure, R: Relax, ACC: Accommodation, O: Others, Ø: Eliminated
- Happiness /Unhappiness Answers' Codes:
SOC: Social, Y: Yacht, F: Food & Beverages, ENV: Environment, ACT: Activity, CR: Crew, ISO: Isolation, Ø: Eliminated, EM: Emergency/Accident, P: People, ORG: Schedule/ Organization

In below, answers for each question are listed. Next to each answer, codes can be seen. After taking all the responses, codes were counted to find out the distribution of each code group.

6.1.1 *Answers of the participants from PSY1*

LOA: 36 m, B: 7 m, Purpose of the boat: Training/ Educational Charter, Number of questionnaire participants: 5

- Experience Keywords:
24 ANSWERS: 2 F, 1 T, 2 N, 1 ADV, 1 ISO, 1 PL, 4 ENV, 4 R, 6 ACT, 1 ACC, 1 ORG
- What made you happy:
22 ANSWERS: 20 VALID (6 ACT, 6 ENV, 2 F, 2 Y, 2 SOC, 1 CR, 1 ISO), 2 INVALID
- What made you unhappy:
19ANSWERS: 17VALID (1 EM, 2 ACT, 2 ORG, 10 Y, 1 P, 1 CR), 2 INVALID

6.1.2 Answers of the participants from PSY2

LOA: 32 m, B: 7.20 m, Purpose of the boat: Charter, Number of questionnaire participants: 9

- Experience Keywords:
40ANSWERS: 38VALID (1 PL, 17 ACT, 3 F, 3 ISO, 1 ADV, 3 ENV, 6 R, 1 T, 3 ACC), 2 INVALID
- What made you happy:
35 ANSWERS: 4 SOC, 6 ACT, 12 ENV, 5 Y, 2 CR, 4 F, 2 ISO
- What made you unhappy:
27ANSWERS: 7 ENV, 3 EM, 2 F, 11 Y, 1 ISO, 1 P, 1 ACT, 1 ORG

6.1.3 Results & Discussion

The total response number for the first question in the survey is 64; while 62 of them are valid, 2 of them are invalid due to the misspelling. As it can be seen from Table 6, the most commonly given answer groups are ACT (Activity), R (Relax), and ENV (Environment). These code groups are followed by F (Fun), ISO (Isolation), and ACC (Accommodation).

Table 6. Answers for the Question 1

Q1: Experience codes				
	PSY1	PSY2	Total	%
F	2	3	5	7,81
T	1	1	2	3,13
N	2	0	2	3,13
ADV	1	1	2	3,13
ISO	1	3	4	6,25
PL	1	1	2	3,13
ENV	4	3	7	10,94
R	4	6	10	15,63
ACT	6	17	23	35,94
ACC	1	3	4	6,25
ORG	1	0	1	1,56
Ø	0	2	2	3,13
	24	40	64	

By considering these numbers, it can be said that issues and experiences related to “Activities”, “Relax” mode, and “Environment” are the most commonly remembered experiences from the Blue Voyage. It has to be said that these code groups include answers with both positive and negative statements. The main aim of this question is to find out the issues, which have a high impact on the customers’ evaluation of the overall service.

Participants gave 57 total responses to the second question, 2 of them were invalid due to misspelling and 55 of them were valid for the analysis process. As it can be seen from Table 7, ENV (Environment), ACT (Activities), and Y (Yacht) with are the parts of the whole service which had a positive effect on the the customers. These three code categories are followed by F (Food&Beverages) and SOC (Socialization). Issues related to the crew (CR) and the isolated atmosphere (ISO) have a small distribution on the overall responses with 5,26%. By taking these results into consideration, relation with the environment (color of the sea, wind, sun, seeing the stars, nice breeze, etc.), activities during the trip; such as swimming, cooking, sunbathing, canoeing, sailing, etc. and issues related to yacht are the areas which add value to the customers’ satisfaction in a Blue Voyage.

Table 7. Answers for the Question 2

Q2: Happiness codes				
	PSY1	PSY2	Total	%
ACT	6	6	12	21,05
ENV	6	12	18	31,58
F	2	4	6	10,53
Y	2	5	7	12,28
SOC	2	4	6	10,53
CR	1	2	3	5,26
ISO	1	2	3	5,26
Ø	2	0	2	3,51
	22	35	57	

The total number of responses for the third question is 46. 44 of them were valid and 2 of them were invalid for analysis. As it can be seen from Table 8, Y (Yacht), ENV (Environment), and EM (Emergency Situations) are three important issues, which had a negative effect on the customers of the Blue Voyage. These points may be seen as possible failure points. These three major groups are followed by ACT (Activity) & ORG (Organization) and P (People) & F (Food & Beverages) groups.

Table 8. Answers for the Question 3

Q3: Unhappiness codes				
	PSY1	PSY2	Total	%
EM	1	3	4	8,70
ACT	2	1	3	6,52
ORG	2	1	3	6,52
Y	10	11	21	45,65
P	1	1	2	4,35
CR	1	0	1	2,17
ENV	0	7	7	15,22
F	0	2	2	4,35
ISO	0	1	1	2,17
Ø	2	0	2	4,35
	19	27	46	

By considering these results, it can be seen that yacht's specifications (interior layout, dimensions of the cabins, etc.), the effect of the environment in negative ways (ship roll, hard wind, waves, etc.), and the case of an emergency are the issues which have to be improved to eliminate customer dissatisfaction.

It can be seen that there is a high variety of responses for the second and the third questions, but it was possible to categorize them in code categories. High variety of the given answers fits perfectly with the heterogenous nature of the service structure.

As in Table 9, it can be seen that responses for the fourth question are divided into two main categories according to the customers' arrangement into the yachts. Because 1 indicates "Very Important" and 5 indicates "Not Important At All", lower mean values indicate a higher importance rank according to the responders.

According to the results, it can be seen that "Crews' and Captain's attitude/conversation to each other" is the most important factor for the customers. "Food and beverages" and "Crews and Captain's attitude to the customers" are the second and the third most important factors in a Blue Voyage service according to the participants. Also, "Price" is seen as an important factor according to the results. "Yacht's specifications", "Logistics/Transportation" and "Route Selection" are ranked as the fifth most important factor. "Special gestures" and "Company Popularity/Image", are seen as less important factors when compared to the others, however, both have a value, which is lower than 3:Neutral. In other words, still, these last two factors are seen as important factors in a Blue Voyage service.

Table 9. Likert Scale Results

	PSY1					PSY2										Mean
	1	2	3	4	5	6	7	8	9	10	11	12	13	14		
Company Popularity/Image	4	1	4	4	1	3	5	2	1	3	3	1	3	3	2,71	
Web Page of the Company	2	3	3	3	1	2	3	3	3	2	2	2	3	2	2,43	
Logistic/Transportation	2	2	2	2	1	5	3	2	2	4	2	1	2	1	2,21	
Crew's&Captain's attitude to customers	1	1	1	4	2	5	1	1	1	1	4	1	1	1	1,79	
Crew's&Captain's attitude/conversation to each other	1	1	1	3	2	5	1	1	1	1	2	1	1	1	1,57	
Yacht's specifications (design, dimensions, etc.)	2	2	3	5	3	5	1	1	1	3	1	1	1	2	2,21	
Route Selection	3	1	2	5	1	4	2	1	2	1	3	2	1	3	2,21	
Price	3	1	3	5	1	3	2	1	2	2	1	1	1	1	1,93	
Food & Beverages	2	1	2	4	1	3	1	1	2	2	1	1	1	1	1,64	
Special gestures (gifts, free-drinks, etc)	5	4	3	4	1	1	4	2	1	1	1	2	2	2	2,36	

In below, obtained results from the pilot study are listed;

1. *Activity, Relax, and Environment* is three mostly given answer code groups in the experience keywords. Rather than the tangible elements within Blue Voyage, customers tend to evaluate the whole service according to “what do they live” during the trip and to “in which environment”.
2. *Environment, Activity, and Yacht* are the issues that have a positive effect on customers’ satisfaction during the Blue Voyage service. The results show that *Activity* and *Environment* are crucial in the customers’ satisfaction. Besides these two factors, the yacht’s condition and specifications are also other important factors in this service.
3. *Yacht, Environment, and Emergency Situations* are the possible failure points within the Blue Voyage service, according to the participants. As discussed before, *Environment* is seen as both a satisfaction factor and a failure point in the customers’ perspective. Similarly, a yacht’s specifications may be seen as an advantageous point or a disadvantageous point within the whole service offer. This dilemma increases the required attention on these specific groups of answers during the design process. Emergencies create a serious disruption in such a service.
4. Every single process, activity, or issue has a minor/major impact on the overall evaluation process of a customer about the given service. Not only focusing on improving and designing every single element/process of a service system but also focusing on the relation between different elements/processes is crucial to eliminate possible failure points within a service offer.
5. Evaluation of the customers may differentiate from one to another according to their expectations, habits, and personalities. Rolling on the waves may be seen as a unique experience and discomfort at the same time by different customers.

Conducting a questionnaire to the Blue Voyage customers during International Omotenashi Blues Workshop provided a framework to be followed for the further field studies within the scope of this research.

6.2 Evaluation of the Results of Field Study with the Customers

To obtain proper and efficient results from the given answers in the

questionnaire, SPSS (Statistical Package For the Social Sciences) software program was used. First, the given answers were uploaded to the excel program for adjusting a proper format to be used in the SPSS program. SPSS software program enables to monitor not only descriptive and frequency-based results, but also the relation between selected dependent or independent variables and the given answers.

6.2.1 Questionnaire Evaluation Process

Evaluation of the questionnaire answers constitutes of different sub-processes according to the question types. Within this perspective, the evaluation process may be divided into 3 main categories: Open-ended questions' (Question 2, Question 6, Question 7) evaluation, close-ended (Question 3, Question 5, Question 8) questions evaluation, and Likert scale questions (Question 4, Question 9) evaluation processes. In below, these sub-processes are described in detail.

6.2.1.1 Open-Ended Questions' Evaluation Process

Open-ended questions play an important role to understand feelings, opinions, expectations, and ideas about an offered service freely. The absence of possible choices makes participants feel free to answer whatever they desire in any category according to the question. However, as the number of different answers increases, the difficulty of evaluating them and having reliable data increases significantly. To overcome this negative effect, categorizing answers into few groups may be useful for the evaluation process. For example; peace, silence, tranquility, quietness, serenity, calmness are 6 different words, which express not the same, but similar feelings for the people, and grouping them under the heading of peace & tranquility increase the efficiency of the evaluation process for this questionnaire. Otherwise, dealing with hundreds of different words and sentences creates a chaotic situation, which may lead to an insufficient and unreliable evaluation process. For this reason, in this questionnaire, answers to the open-ended questions are categorized into groups of keywords, which express similar feelings and ideas.

6.2.1.2 Close-Ended Questions' Evaluation Process

Question 3 is a multiple-choice answer, for gauging participants' preliminary expectation categories from the Blue Voyage service. While evaluating the answers, the percentage of each choice will be calculated for the participant number of the questionnaire. The first three choices with the highest percentages will express the

preliminary expectations of the participants, while the last three choices with the lowest percentages will express the minor expectations of the participants from the Blue Voyage service.

According to the percentage of “Yes” and “No” answers, participants’ tendency of using a possible application and/or website for reaching previous Blue Voyage users’ opinions and suggestions and giving suggestions to possible users via the same application and/or website will be gauged in Question 5.

In Question 8, the mean value of “price level” and “quality level” will help us to understand how the participants evaluate the price-quality balance. For example; if the price level mean value is about 2 and the quality level mean value is about 4; it means that participants are not so happy with the price-quality balance for the Blue Voyage service.

6.2.1.3 Likert Scale Questions’ Evaluation Process

In Likert scale questions (Question 4 and Question 9), gauging each element’s importance level in participants’ points of view is aimed. To do this, the mean value for every single element is calculated for both questions separately.

For Question 4, elements with lower mean values (close to 1) indicate a low level of quality, while high mean values (close to 5) indicate a high-quality level within the offered Blue Voyage service. For Question 9, elements with lower mean values (close to 1) indicate a high importance level, while high mean values (close to 5) indicate a low importance level for a Blue Voyage service offer, according to the participants.

These two questions together play an important role in considering customers’ expectations and perceived quality in Blue Voyage service.

6.2.2 Results of the Questionnaire

In this section, the results of every single question will be discussed separately according to the answers of the participants.

6.2.2.1 Question 1: Overview of the Participants

Question 1 aims to understand the profile of the participants. This information will be useful to have an idea about the overall Blue Voyage customer profile. Answers

for Question 1 may be seen in Table 10, Table 11, Table 12, Table 13, and Table 14.

Table 10. Personal information (from participant 1 to participant 22)

Q1-Personal information								
#	Yacht	Age	Gender	Country	Eco. Lvl	Duration	S/C/M	First time
1	Y30	69	M	Holland	M	7	M	Yes
2	Y30	67	F	NL	M	7	M	Yes
3	Y30	65	M	NL	H	7	M	Yes
4	Y26	67	F	NL	M	14	C	No (2+)
5	Y26	72	M	NL	M	14	C	No (2+)
6	Y30	35	M	Italy	M	8	C	Yes
7	Y30	58	F	NL	H	7	M	Yes
8	Y30	28	F	NL	M	7	C	Yes
9	Y30	25	F	NL	L	7	C	Yes
10	Y30	27	M	Holland	L	7	C	Yes
11	Y30	57	M	NL	H	7	C	Yes
12	Y30	52	F	NL	M	7	C	Yes
13	Y30	62	M	NL	M	7	M	Yes
14	Y30	32	F	NL	M	7	C	Yes
15	Y30	55	M	Turkey	M-H	7	S	No (3+)
16	Y30	49	M	Turkey	M-H	7	S	No (3+)
17	Y23	32	M	Turkey	M	3	S	No
18	Y29	59	F	Turkey	M	6	M	No
19	Y29	66	M	Turkey	M	6	M	No
20	Y26	46	M	Turkey	M	4	M	No (2+)
21	Y30	60	F	Turkey	M	3	M	No
22	Y26	42	F	Turkey	M	4	M	No

Table 11. Personal information (from participant 23 to participant 44)

Q1-Personal information								
#	Yacht	Age	Gender	Country	Eco. Lvl	Duration	S/C/M	First time
23	Y23	34	M	Turkey	M	4	S	No
24	Y23	28	F	Turkey	M	3	S	Yes
25	Y23	55	F	Turkey	M	4	M	No
26	Y06	44	M	Turkey	H	8	M	No
27	Y21	56	F	Turkey	H	10	M	No
28	Y31	56	F	Turkey	H	7	M	No
29	Y15	47	M	Turkey	H	5	M	No
30	Y17	44	M	Turkey	M	5	C	Yes
31	Y20	56	M	Turkey	H	5	M	No
32	Y22	48	F	NL	M	7	S	No
33	Y22	51	M	NL	M	7	M	No
34	Y22	49	F	NL	M	7	M	No
35	Y05	48	F	NL	H	7	M	No
36	Y22	56	M	NL	M	7	M	No
37	Y23	52	F	Turkey	M	4	S	No
38	Y22	32	M	Turkey	M	2	S	No
39	Y30	34	M	Turkey	M	4	M	No
40	Y22	36	M	Turkey	M-H	2	S	No
41	Y29	58	M	Turkey	M	6	M	No
42	Y29	58	M	Turkey	M	6	M	No
43	Y05	52	F	NL	M	7	M	No
44	Y32	44	M	Turkey	M-H	7	M	No

Table 12. Personal information (from participant 45 to participant 66)

Q1-Personal information								
#	Yacht	Age	Gender	Country	Eco. Lvl	Duration	S/C/M	First time
45	Y32	42	F	Turkey	M-H	7	M	No
46	Y32	57	F	Turkey	H	7	M	No
47	Y32	65	M	Turkey	H	7	M	No
48	Y23	36	M	Turkey	M	5	C	No
49	Y23	32	F	Turkey	M	5	C	Yes
50	Y32	54	M	Turkey	H	4	S	No
51	Y05	44	F	NL	M	7	S	Yes
52	Y23	48	M	Turkey	M	4	M	No
53	Y32	38	F	Turkey	M-H	3	M	No
54	Y29	59	M	Turkey	H	7	M	No
55	Y29	54	F	Turkey	M	6	M	No
56	Y29	52	M	Turkey	M	6	M	No
57	Y29	52	F	Turkey	M	6	M	No
58	Y11	60	M	Turkey	H	7	M	No
59	Y18	41	F	Turkey	M	7	M	Yes
60	Y14	45	M	Turkey	H	7	M	No
61	Y24	38	F	Turkey	H	7	M	No
62	Y22	59	F	Turkey	M	7	M	No
63	Y22	29	F	Turkey	M	7	M	No
64	Y22	58	F	Turkey	M	7	C	No
65	Y22	55	F	Turkey	H	7	M	No
66	Y22	62	F	Turkey	M	7	S	Yes

Table 13. Personal information (from participant 67 to participant 88)

Q1-Personal information								
#	Yacht	Age	Gender	Country	Eco. Lvl	Duration	S/C/M	First time
67	Y22	55	F	Turkey	M	7	M	No
68	Y12	55	M	Turkey	M	7	M	Yes
69	Y30	26	M	Turkey	M	7	S	No
70	Y30	25	M	Turkey	H	7	S	No
71	Y30	62	M	Turkey	M	7	S	No
72	Y26	70	M	Turkey	M	5	M	No
73	Y30	28	F	France	H	10	S	No
74	Y30	40	F	Turkey	H	5	M	Yes
75	Y30	68	M	Turkey	H	2	M	No
76	Y30	20	M	Turkey	M	2	S	Yes
77	Y26	50	M	Turkey	H	10	C	No
78	Y30	24	F	Turkey	H	3	S	No
79	Y30	55	F	Turkey	H	3	M	No
80	Y30	30	M	Turkey	M	3	M	No
81	Y26	30	M	Turkey	M	6	M	No
82	Y25	34	F	Turkey	M	7	S	No
83	Y04	48	F	UK	M	10	M	No
84	Y27	68	M	Israel	M	14	M	No
85	Y02	57	M	Portugal	H	7	M	No
86	Y09	55	M	UK	M	7	C	No
87	Y27	50	F	Turkey	M	7	S	No
88	Y25	31	F	Turkey	M	7	M	Yes

Table 14. Personal information (from participant 89 to participant 107)

Q1-Personal information								
#	Yacht	Age	Gender	Country	Eco. Lvl	Duration	S/C/M	First time
89	Y28	70	M	Italy	M	14	M	No
90	Y09	60	M	UK	H	7	M	No
91	Y13	72	M	Lebanon	H	7	M	No
92	Y03	35	F	USA	M	7	M	No
93	Y09	32	F	Turkey	M	7	S	No
94	Y19	25	M	Turkey	M	7	S	Yes
95	Y19	33	M	Turkey	M	7	S	No
96	Y25	44	F	Turkey	M	4	M	No
97	Y25	24	M	Turkey	M	4	S	Yes
98	Y30	44	F	UK	M	14	S	No
99	Y26	54	M	NL	M	7	M	No
100	Y09	32	F	UK	M	7	C	Yes
101	Y09	45	M	Italy	H	7	M	No
102	Y25	54	M	Germany	M	7	M	No
103	Y07	45	M	UK	M	7	M	No
104	Y08	37	M	USA	M	7	M	No
105	Y16	60	M	Spain	M	7	M	No
106	Y01	52	M	Italy	M	7	S	No
107	Y10	65	M	Qatar	H	14	M	No

Yachts and number of participants from each yacht are shown in Table 15;

Table 15. Distribution of the participants among service providers

Yacht's Code	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Y01	1	0,9	0,9	0,9
Y02	1	0,9	0,9	1,9
Y03	1	0,9	0,9	2,8
Y04	1	0,9	0,9	3,7
Y05	3	2,8	2,8	6,5
Y06	1	0,9	0,9	7,5
Y07	1	0,9	0,9	8,4
Y08	1	0,9	0,9	9,3
Y09	5	4,7	4,7	14,0
Y10	1	0,9	0,9	15,0
Y11	1	0,9	0,9	15,9
Y12	1	0,9	0,9	16,8
Y13	1	0,9	0,9	17,8
Y14	1	0,9	0,9	18,7
Y15	1	0,9	0,9	19,6
Y16	1	0,9	0,9	20,6
Y17	1	0,9	0,9	21,5
Y18	1	0,9	0,9	22,4
Y19	2	1,9	1,9	24,3
Y20	1	0,9	0,9	25,2
Y21	1	0,9	0,9	26,2
Y22	12	11,2	11,2	37,4
Y23	8	7,5	7,5	44,9
Y24	1	0,9	0,9	45,8
Y25	5	4,7	4,7	50,5
Y26	8	7,5	7,5	57,9
Y27	2	1,9	1,9	59,8
Y28	1	0,9	0,9	60,7
Y29	8	7,5	7,5	68,2
Y30	27	25,2	25,2	93,5
Y31	1	0,9	0,9	94,4
Y32	6	5,6	5,6	100,0

The mean value of the participants' age is calculated as 47,73. To have a better idea about the distribution of ages groups, participants ages are grouped into 6 main groups as follows:

- Ages between 20-30
- Ages between 31-40
- Ages between 41-50
- Ages between 51-60
- Ages between 61-70
- Ages of 71 and over

The distribution of age answers of the participants may be seen in Table 16.

Table 16. Distribution of age of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	14	13,1	13,1	13,1
	31-40	19	17,8	17,8	30,8
	41-50	22	20,6	20,6	51,4
	51-60	36	33,6	33,6	85,0
	61-70	14	13,1	13,1	98,1
	71 and over	2	1,9	1,9	100,0
	Total	107	100,0	100,0	

According to these results, it can be seen that groups of “ages between 51-60”, “ages between 41-50” and “ages between 31-40” are three groups of ages which have the majority among 107 participants (See Figure 23). These three groups’ overall distribution is 72 %.

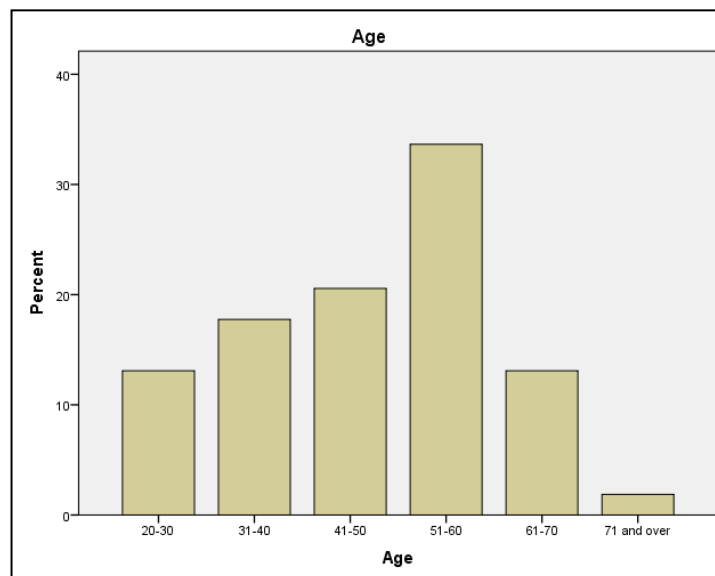


Figure 23. Bar chart of distribution of ages of the participants

From Figure 23, it can be seen that 63% of the participants' age is between 40 and 60, while participants with age below 40 constitute 24% and participants with age over 60 constitute 13 % of the overall participants. 68 participants include 47 female and 60 male participants (See Table 17).

Table 17. Gender distribution of the participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	47	43,9	43,9	43,9
Male	60	56,1	56,1	100,0
Total	107	100,0	100,0	

Among 107 participants, there are 12 different countries of origin, including Turkey. The distribution of the participants among the countries of origin can be seen in Table 18.

Table 18. Distribution of the participants' country of origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Turkey	67	62,6	62,6	62,6
NL/Holland	21	19,6	19,6	82,2
Italy	4	3,7	3,7	86,0
Germany	1	0,9	0,9	86,9
England	6	5,6	5,6	92,5
Spain	1	0,9	0,9	93,5
France	1	0,9	0,9	94,4
Israel	1	0,9	0,9	95,3
Portugal	1	0,9	0,9	96,3
Lebanon	1	0,9	0,9	97,2
USA	2	1,9	1,9	99,1
Qatar	1	0,9	0,9	100,0
Total	107	100,0	100,0	

Distribution of economic level of income of the participants can be seen in Table 19.

Table 19. Economic level distribution of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	2	1,9	1,9	1,9
	Moderate	70	65,4	65,4	67,3
	High	35	32,7	32,7	100,0
	Total	107	100,0	100,0	

From Table 19, it can be seen that participants with a moderate economic level of income constitute the majority with 65,4 % in Blue Voyage and they are followed by the participants, who have a high economic level of income with 32,7 %. Participants, who have a low economic level of income and moderate-high level of income constitute 1,9% in total among the participants of the questionnaire.

The mean value for the duration of Blue Voyage is calculated as 6,59. In other words, it possible to state that Blue Voyage duration concentrates around one week. The distribution of the given answers for the duration of Blue Voyage may be seen in Table 20.

Table 20. Answers for the duration of Blue Voyage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3,7	3,7	3,7
	3	7	6,5	6,5	10,3
	4	10	9,3	9,3	19,6
	5	7	6,5	6,5	26,2
	6	8	7,5	7,5	33,6
	7	59	55,1	55,1	88,8
	8	2	1,9	1,9	90,7
	10	4	3,7	3,7	94,4
	14	6	5,6	5,6	100,0
	Total	107	100,0	100,0	

According to the answers of the participants, 26 of the participants are single, 16 participants are a couple and 65 participants are married. Percentages of each group's marital status among questionnaire participants may be seen in Table 21.

Table 21. Marital status distribution of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	26	24,3	24,3	24,3
	Couple	16	15,0	15,0	39,3
	Married	65	60,7	60,7	100,0
	Total	107	100,0	100,0	

Only 25 of 107 participants stated that they are experiencing Blue Voyage for the first time, while 82 participants stated that they have been experienced Blue Voyage before. Percentages and the number of given answers for this question can be seen in Table 22.

Table 22. Distribution of the first time users among participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	23,4	23,4	23,4
	No	82	76,6	76,6	100,0
	Total	107	100,0	100,0	

6.2.2.2 *Question 2: Reason of Preferring Blue Voyage*

To obtain efficient and more reliable data from a large number of subjective answers, answers are clustered to some groups of keywords, in which, similar feelings, expectations, and ideas take place together. These groups are listed below:

- **Cur:** This group contains answers, which are related to curiosity.
- **Adv:** This group contains answers, which are related to the term of adventure.
- **Act:** This group contains answers, which are related to the word activity. Sailing, diving, swimming, tracking, snorkeling, etc. may be given as some examples for this group of answers.
- **R&R:** This group's name comes from the initials of two words: Rest and Relax. As it can be understood from the words, this group contains answers, which are related to having a rest and relaxing.
- **P&T:** This group's name comes from the initials of two words: Peace and Tranquility. This group contains answers, which are related to these words. Peace, calmness, tranquility, quietness, etc. may be given as examples to this group of

words.

- **F&F:** This group contains answers, which are related to being with friends and/or family.
- **N&E:** This group of words contains the words which are related to Nature and Environment.
- **Com:** This group contains answers, which are related to the term of comfort.
- **F&B:** This group contains answers, which are related to Food & Beverages. Words like eating, drinking, fish, seafood, rakı-fish may be given as examples for this group.

Answers of 107 participants and group versions of the answers may be seen in Table 23, Table 24, Table 25, Table 26, Table 27 and Table 28.

Table 23. Answers for the Question 2: Reason for preferring Blue Voyage (from participant 1 to participant 24)

#	Q2 Answer	Q2 Answer								
		Cur.	Ad	Act	R&R	P&T	F&F	N&E	Com	F&B
1	Curious	X								
2	Adventure & peace		X			X				
3	Like to sail			X						
4	Relax, rest, peace, sail, eat & drink			X	X	X				X
5	Relax, swim, fish, sail, eat, drink			X	X	X				X
6	Good reviews, weather	X						X		
7	To do with family						X			
8	Luxury, good reviews, weather	X						X	X	
9	Looks good, good reviews	X								
10	Good reviews	X								
11	Temperature (weather), reviews	X						X		
12	Good reviews, peace, rest	X			X	X				
13	Good weather, sail, relax			X	X			X		
14	Experience, good reviews, beautiful bays	X						X		
15	Peace, eat & drink, relax, freeing the mind				X	X				X
16	Freeing mind, raki-fish, sail			X	X					X
17	Away from chaos, quiet, peaceful					X				
18	Peaceful environment					X				
19	Peaceful environment in an untouched nature					X		X		
20	Peaceful environment with family & friends, being intertwined with nature					X	X	X		
21	Quiet, peaceful, nature					X		X		
22	Away from the uproar, natural bays, sail			X		X		X		
23	Peace, silence, comfort, an opportunity of pleasure intertwined with nature					X		X	X	
24	Be with friends, comfortable fun away from the crowd						X		X	

Table 24. Answers for the Question 2: Reason for preferring Blue Voyage (from participant 25 to participant 44)

#	Q2 Answer	Q2 Answer								
		Cur.	Ad.	Act.	R&R	P&T	F&F	N&E	Com	F&B
25	Rest, holiday				X					
26	Starting a day with a fine breakfast, having a rest in a light coolness, jumping into the very blue water, spending perfect time							X		X
27	-									
28	To see our bays, comfortable voyage with resting, swimming in clear seas				X			X	X	
29	Pleasant and comfortable voyage								X	
30	We were curious so much	X								
31	Clean sea, comfortable voyage							X	X	
32	Sail, have fun with friends, swim in the clean sea, sun			X			X	X		
33	Sleep in the yacht, stars, beautiful Aegean cuisine							X		X
34	Wake up in a peaceful environment, watch sunset&sunrise, have fun with friends						X	X		
35	Beautiful and clean bays, sailing experience			X				X		
36	Beautiful weather, nice bays, clean sea, unique experience			X				X		
37	Peaceful, quiet, pleasant voyage, the sound of waves					X		X		
38	Eating & drinking with close friends, fun, sailing, fishing			X						X
39	Gökova pleasure, rakı-balık, comfortable fun, resting			X	X					X
40	Silent, peaceful sailing, be in the sea, diving			X				X		
41	Rest, get away from the city				X			X		
42	Rest, away from the buildings, silence				X	X		X		
43	Turkey has gorgeous bays, nice people, and wonderful weather							X		
44	We first experienced it last year. We were happy with the clean & isolated yacht Zorbas and the captain so much. We came again this year.								X	

Table 25. Answers for the Question 2: Reason for preferring Blue Voyage (from participant 45 to participant 55)

#	Q2 Answer	Q2 Answer								
		Cur.	Ad.	Act.	R&R	P&T	F&F	N&E	Com	F&B
45	We first experienced it last year. We spend a pleasant time in a peaceful and natural environment with my husband, it was pleasant.					X		X		
46	To see the bays, which the first Blue Voyagers have seen years ago, track their trace	X								
47	A comfortable and friendly environment that is away from traffic and the crowd. You can see new places while eating and drinking. You don't have to worry about transportation, clothes, etc.	X						X	X	X
48	Perfect for unbracing oneself, resting, and getting renewed. To spend a nice time with my girlfriend				X		X			
49	Spending comfortable, peaceful, and romantic time with my boyfriend						X		X	
50	Having a voyage in which I rest by peace by anchoring in silent and quiet bays				X	X				
51	Our friends suggested, we were curious about it	X								
52	Other voyages onshore are not as special as Blue Voyage. Even if they are more economic, they are standardized and crowded. I feel myself in a different world in Blue Voyage					X		X		
53	Get away from the noise and crowded. Having a holiday in which I can see new places while I rest peacefully.			X	X	X				
54	Comfortable and peaceful holiday. Swimming, sunbathing, and resting without being disturbed and traffic			X	X				X	
55	Get away from the city, have a rest				X	X				

Table 26. Answers for the Question 2: Reason for preferring Blue Voyage (from participant 56 to participant 79)

#	Q2 Answer	Q2 Answer								
		Cur.	Ad.	Act.	R&R	P&T	F&F	N&E	Com	F&B
56	Rest, eating&drinking, blue&green				X			X		X
57	Rest, sport			X	X					
58	Peaceful environment for holiday					X				
59	Go around at sea			X						
60	Comfort								X	
61	To see new places	X						X		
62	To see that beauties	X						X		
63	Calmness and serenity of sea					X				
64	For its nature	X								
65	To be with my husband						X			
66	To see places which I can not see via travel on land	X						X		
67	For holiday, to be with close friends						X			
68	It is better than staying in a hotel, we see new places	X						X		
69	For relaxing, resting, and discovering new places	X			X					
70	Person in Blue Voyage, relaxes and discovers beautiful bays with the smell of Aegean Sea				X			X		
71	It is so beautiful (peaceful and unique bays, silence)					X		X		
72	Swimming, traveling to nice places	X		X				X		
73	It is a good experience for holidays, nice bays, family, activities, blue sea			X			X	X		
74	Being intertwined with nature, peaceful holiday				X			X		
75	Being close to nature, being intertwined with the sea							X		
76	I like the sea, I wanted to spend my time in this way							X		
77	Far from everyone, safe, be with my girlfriend						X	X		
78	Safety and pleasant holiday alternative, the chance of being isolated is so high					X		X		
79	First of all, it rests very well and it is natural, moreover, it provides isolation							X		

Table 27. Answers for the Question 2: Reason for preferring Blue Voyage (from participant 80 to participant 94)

#	Q2 Answer	Q2 Answer								
		Cur.	Ad.	Act.	R&R	P&T	F&F	N&E	Com	F&B
80	Be with my wife peacefully					X	X			
81	Having a peaceful voyage with my family during a pandemy					X				
82	A peaceful, unique experience, away from the stress					X				
83	As it's a tailor-made holiday option, we love planning our route with our family members						X		X	
84	We love swimming and exploring bays with our friends	X		X			X			
85	It's a unique & customized holiday								X	
86	We love being onboard with friends to have fun						X			
87	We love Blue Voyage so much. Being in the sea, making our plan with our friends are reasons for preferring Blue Voyage						X	X		
88	I wanted to experience comments that I took about a peaceful environment, nice-beautiful dining. I preferred it for providing a clean and isolated environment in a pandemy	X								X
89	It's our family tradition, so we try to organize it every year						X			
90	We are all sea and sailing lovers so every year we plan a Blue Voyage			X				X		
91	We love renting a private yacht as it's personalized unique vacation						X			
92	We love sealife and we prefer private Blue Voyage as it's a personalized holiday program			X						
93	To have a voyage with my family, to be intertwined with nature, to rest				X		X	X		
94	To have a joyful trip with my friends, eating & drinking without concerning about the road problem						X			X

Table 28. Answers for the Question 2: Reason for preferring Blue Voyage (from participant 95 to participant 107)

#	Q2 Answer	Q2 Answer								
		Cur.	Ad.	Act.	R&R	P&T	F&F	N&E	Com	F&B
95	It provides a peaceful environment, the aim of having trips to new bays			X		X		X		
96	For having a comfortable voyage and seeing natural and peaceful bays at the same time			X		X			X	
97	Due to the pandemic situation, we wanted to have a peaceful holiday, suggestions of the friends, nature	X				X		X		
98	To be in nature, high service quality, Mediterranean cuisine							X	X	X
99	Being on board with our friends, Turkish cuisine, nice weather, sailing			X			X			X
100	My friends suggested me to experience Blue Voyage. I wanted to try this unique voyage type. I also wanted to have a trip in bays of the Aegean Region	X		X						
101	I like its atmosphere. I like to be in nature, to watch the sunrise and sunset. Also, it provides me various customization alternatives			X				X		
102	To have a perfect vacation with family and friends, to see beautiful bays and nature of Aegean Sea, Mediterranean and Turkish tastes			X			X	X		X
103	We love creating our own holiday program with our friends and sealife						X	X		
104	We love creating our vacation, also being only with loved ones onboard						X			
105	We love sealife and sunshine and prefer to rent a yacht with family members every year						X	X		
106	We meet every year with our friends. It's a diving reunion			X			X			
107	It's a secluded and unique holiday option								X	

According to the answer to Question 2, it is seen that answers which are grouped under the categories of N&E, P&T, and Act. have the highest frequency among 107 participants (See Table 29).

Table 29. Distribution of the given answers for Question 2: Reason for preferring Blue Voyage

	Existence in answers		Non-existence in answers	
	Frequency	Percentage	Frequency	Percentage
Cur.	23	21,5	84	78,5
Ad.	1	0,9	106	99,1
Act.	28	26,2	79	73,8
R & R	22	20,6	85	79,4
P&T	29	27,1	78	72,9
F&F	26	24,3	81	75,7
N&E	51	47,7	56	52,3
Com	16	15	91	85
F&B	15	14	92	86

6.2.2.3 Question 3: Expectations from Blue Voyage

Answers to Question 3 may be seen in Table 30, Table 31, Table 32. Expression of the each letter is listed as below:

- a) Relaxation, resting, peace
- b) Discovering new places, bays,
- c) Cultural and historical trips,
- d) Activities (swimming, surfing, fishing, snorkeling, etc.),
- e) Sailing,
- f) Socializing,
- g) Eating and drinking

Table 30. Answers for Question 3: Expectations from Blue Voyage (from participant 1 to participant 35)

#	Q3 Answer						
	a	b	c	d	e	f	g
1	X	X			X		
2	X			X	X		
3				X	X		X
4	X				X		X
5	X			X	X		X
6	X	X		X	X		X
7	X				X		X
8	X	X	X	X	X	X	
9	X			X			X
10	X	X	X	X	X	X	
11	X			X		X	
12	X			X			X
13	X			X	X		
14	X	X		X			
15	X			X			X
16	X				X		X
17	X			X			X
18	X	X				X	
19	X			X			X
20	X	X					X
21	X	X					X
22	X			X	X		
23	X	X					X
24				X		X	X
25	X	X					X
26	X	X		X			X
27	X	X		X		X	
28	X	X		X			X
29	X	X					X
30		X		X			X
31	X	X					X
32				X	X	X	
33	X	X					X
34	X			X			X
35	X	X			X		

Table 31. Answers for the Question 3: Expectations from Blue Voyage (from participant 36 to participant 70)

#	Q3 Answer						
	a	b	c	d	e	f	g
36	X			X			X
37	X				X		X
38					X	X	X
39	X			X			X
40	X			X	X		
41	X			X			X
42	X			X			X
43							
44	X			X			X
45	X			X			X
46	X		X	X			
47	X	X					X
48	X			X			X
49	X	X					X
50	X	X		X			
51		X		X	X		
52	X	X					X
53	X	X	X				
54	X	X		X			
55	X			X			X
56	X	X	X				
57	X	X					X
58	X	X					X
59		X	X				X
60	X					X	X
61		X	X	X			
62	X	X			X		
63	X	X					X
64	X	X					X
65	X	X	X				
66	X	X	X				
67	X	X					X
68	X	X	X				
69	X	X		X			
70		X		X	X		

Table 32. Answers for the Question 3: Expectations from Blue Voyage (from participant 71 to participant 107)

#	Q3 Answer						
	a	b	c	d	e	f	g
71		X		X	X		
72	X					X	X
73	X	X				X	
74	X	X					X
75	X	X					X
76	X	X		X			
77				X		X	X
78	X			X			X
79	X	X		X			
80	X			X			X
81	X	X					X
82	X					X	X
83	X		X	X			
84		X	X	X			
85	X	X		X			
86	X			X		X	
87		X				X	X
88	X			X		X	
89	X	X			X		
90		X		X	X		
91	X			X			X
92	X	X			X		
93	X	X		X			
94				X		X	X
95	X	X	X				
96	X	X	X				
97	X	X		X			
98		X	X				X
99	X			X			X
100	X	X		X			
101	X		X				X
102	X	X					X
103	X	X				X	
104	X	X					X
105	X			X	X		
106		X		X	X		
107	X	X					X

The results of Question 3 show that “a-relaxation, resting, peace”, “b-discovering new places, bays”, and “g-eating and drinking” answers are the most common given answers among 107 participants (See Table 33). Moreover, it is possible to state that 8 out of every 10 participants gave the answer a-relaxation, resting, and peace for expressing the reason for choosing Blue Voyage service.

Table 33. Distribution of the given answers for Question 3:Expectations from Blue Voyage

	Frequency	Percentage
a-Relaxation, resting, peace	89	83,2
b-Discovering new places, bays	63	58,9
c-Cultural and historical trips,	16	15,0
d-Activities (swimming, surfing, fishing, snorkeling, etc.),	58	54,2
e-Sailing,	26	24,3
f-Socializing,	18	16,8
g-Eating and drinking	60	56,1

6.2.2.4 Question 4: Quality Level Evaluation for Blue Voyage Elements

This question is one of the Likert scale questions within the questionnaire. As stated before, 1 indicates low quality, while 5 indicates high-quality level for the participants. Answers may be seen in Table 34, Table 35, and Table 36. In the Tables (34, 35, 36) higher values are indicated with dark green, while low values are colored with light green. Elements are listed as a, b, c, d, e, f, g, h, and i in the tables. Expression of each letter is;

a:Yacht, **b:**Cabin(s), **c:**Saloon area, **d:**Captain, **e:**Crew, **f:**Food&Beverages, **g:**Crew’s service, **h:**Activities, **i:**Departure & Arrival Procedures

Table 34. Answers for the Question 4:Quality level evaluation of Blue Voyage elements (from participant 1 to participant 35)

#		Q4 Answers								
		a	b	c	d	e	f	g	h	i
1	Y30	3	4	4	4	5	4	4	2	4
2	Y30	4	3	4	4	4	5	5	4	3
3	Y30	4	4	4	5	5	5	5	3	3
4	Y26	4	4	4	5	5	5	5	4	5
5	Y26	4	4	4	4	4	4	5	3	3
6	Y30	5	4	5	5	5	5	5	5	5
7	Y30	5	5	5	5	5	5	5	5	5
8	Y30	5	5	5	5	5	5	5	5	5
9	Y30	4	5	5	5	5	5	5	4	4
10	Y30	4	4	4	5	5	5	5	5	5
11	Y30	5	5	5	5	5	5	5	4	5
12	Y30	4	4	4	5	5	5	5	4	3
13	Y30	4	4	4	5	5	5	4	4	4
14	Y30	3	3	3	5	4	5	4	3	4
15	Y30	4	5	3	5	5	5	5	4	3
16	Y30	4	4	4	5	5	5	4	3	3
17	Y23	4	5	3	5	5	5	5	3	5
18	Y29	4	4	3	4	4	5	4	3	4
19	Y29	3	3	3	4	4	5	4	3	3
20	Y26	3	3	3	4	4	5	5	3	3
21	Y30	4	4	4	5	4	5	5	3	5
22	Y26	4	3	3	4	5	5	5	3	3
23	Y23	5	5	4	5	5	5	5	3	5
24	Y23	5	5	3	4	4	4	5	3	5
25	Y23	4	4	3	5	5	5	5	2	4
26	Y06	5	5	5	5	5	5	5	4	4
27	Y21	5	5	4	5	5	5	4	4	5
28	Y31	5	5	4	5	5	5	5	4	5
29	Y15	5	4	4	5	5	5	5	4	4
30	Y17	5	5	4	5	5	5	5	2	5
31	Y20	5	4	4	5	5	5	5	4	4
32	Y22	4	4	4	5	5	5	4	4	4
33	Y22	4	3	3	5	4	5	5	4	3
34	Y22	3	4	3	5	5	4	5	4	3
35	Y05	4	3	3	5	5	5	4	4	4

Table 35. Answers for the Question 4: Quality level evaluation of Blue Voyage elements (from participant 36 to participant 70)

#		Q4 Answers								
		a	b	c	d	e	f	g	h	i
36	Y22	4	5	5	5	5	5	5	4	3
37	Y23	4	4	3	5	5	5	5	3	4
38	Y22	4	4	4	5	5	5	5	4	4
39	Y30	5	5	5	5	5	5	5	5	5
40	Y22	4	3	4	5	5	5	4	4	3
41	Y29	3	3	2	2	2	4	4	3	5
42	Y29	3	3	4	4	4	4	4	3	4
43	Y05	4	4	5	5	5	5	5	4	4
44	Y32	5	5	5	5	5	5	5	4	5
45	Y32	5	5	5	5	5	5	5	5	5
46	Y32	5	5	5	5	5	5	5	5	4
47	Y32	5	5	5	5	5	5	5	5	5
48	Y23	5	5	4	5	5	5	5	3	4
49	Y23	5	5	4	5	5	5	4	3	3
50	Y32	5	5	5	5	5	5	5	4	4
51	Y05	4	3	3	5	5	5	4	4	3
52	Y23	5	5	5	5	5	5	5	3	4
53	Y32	5	5	5	5	4	5	5	3	4
54	Y29	5	5	5	5	4	4	4	4	4
55	Y29	3	4	4	4	4	4	5	4	4
56	Y29	4	3	3	5	4	4	4	3	4
57	Y29	4	4	4	5	4	5	4	4	4
58	Y11	5	4	4	5	4	4	5	4	5
59	Y18	3	3	2	4	4	3	3	3	3
60	Y14	3	3	3	3	4	4	4	3	3
61	Y24	4	4	3	4	4	3	4	3	3
62	Y22	5	5	4	5	5	5	5	4	4
63	Y22	4	5	4	5	5	5	5	4	4
64	Y22	4	4	4	5	5	5	5	5	5
65	Y22	5	5	4	5	5	5	5	4	4
66	Y22	3	3	3	5	4	5	3	4	4
67	Y22	3	3	3	5	5	5	5	3	3
68	Y12	3	4	3	4	4	3	4	3	3
69	Y30	4	4	5	5	5	5	5	5	5
70	Y30	5	5	5	5	5	5	5	5	5

Table 36. Answers for the Question 4: Quality level evaluation of Blue Voyage elements (from participant 71 to participant 107)

#		Q4 Answers								
		a	b	c	d	e	f	g	h	i
71	Y30	4	5	5	5	5	5	5	5	5
72	Y26	4	4	2	5	5	5	5	2	2
73	Y30	4	4	4	5	5	5	5	3	3
74	Y30	4	4	3	5	5	5	5	3	4
75	Y30	5	5	5	5	5	5	5	3	5
76	Y30	5	5	5	5	5	5	5	3	4
77	Y26	1	1	1	5	5	5	3	5	2
78	Y30	5	5	5	5	5	5	5	2	3
79	Y30	4	4	3	5	5	5	5	5	5
80	Y30	5	5	2	5	5	5	5	3	5
81	Y26	4	3	3	5	5	5	4	3	3
82	Y25	5	5	5	5	5	5	5	4	4
83	Y04	5	4	5	5	5	5	5	5	5
84	Y27	4	4	4	5	4	5	4	4	4
85	Y02	5	5	5	5	5	5	5	5	5
86	Y09	5	5	5	5	4	5	5	5	4
87	Y27	4	4	4	4	3	3	3	4	3
88	Y25	5	5	5	5	5	5	5	4	4
89	Y28	4	4	4	4	3	4	4	4	3
90	Y09	5	5	5	5	3	5	3	4	5
91	Y13	5	5	5	5	4	5	4	5	5
92	Y03	5	5	5	5	5	5	5	5	5
93	Y09	5	5	5	5	4	5	4	5	3
94	Y19	5	3	3	5	4	5	5	3	2
95	Y19	4	3	4	5	5	4	4	4	3
96	Y25	5	5	5	5	4	5	4	4	3
97	Y25	4	4	4	5	5	5	4	4	3
98	Y30	5	4	4	5	5	5	5	4	3
99	Y26	5	5	5	5	5	5	5	5	3
100	Y09	5	5	5	5	5	5	4	4	2
101	Y09	5	5	5	5	5	5	5	5	5
102	Y25	5	5	5	5	5	4	4	4	3
103	Y07	5	4	4	3	3	5	3	5	3
104	Y08	5	5	5	5	3	5	3	5	4
105	Y16	5	5	5	5	3	5	3	5	3
106	Y01	5	5	5	5	5	5	5	5	5
107	Y10	4	4	4	5	4	4	4	5	4

According to the answers of 107 participants, mean values for each element within the Blue Voyage service structure are obtained (See Table 37). It is seen that “captain”, “food & beverages” and the “crew” elements were evaluated with high scores by the participants. On the other hand, “activities”, “departure & arrival procedures” and “saloon” elements are three elements with the lowest mean values among the participants’ answers.

Table 37. Mean values of the answers for Question 4

	N	Mean	Std. Deviation
Q4_Yacht	107	4,3271	,76202
Q4_Cabins	107	4,2523	,81372
Q4_Saloon	107	4,0467	,91511
Q4_Captain	107	4,7944	,50913
Q4_Crew	107	4,5981	,64222
Q4_Food_Beverages	107	4,7850	,49579
Q4_Crew_service	107	4,5607	,63212
Q4_Activities	107	3,8598	,85173
Q4_Departure_Arrival_Procedures	107	3,9159	,88084
Valid N (listwise)	107		

6.2.2.5 Question 5: Tendency of Using a New App/Website

According to these results, 88 of 107 participants stated that if there will be an application/a website in which they will be able not only to reach previous Blue Voyage customers’ opinions and suggestions but also to leave their own opinions and suggestions for the other users, they will use it. On the other hand, 19 participants of 107 stated that they will not use this kind of application/website. Percentages and the distribution of the answers for Question 5 may be seen in Table 38.

Table 38. Frequency and percentage of the answers for Question 5: Tendency of using a new application/website for suggestions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	17,8	17,8	17,8
	Yes	88	82,2	82,2	100,0
Total		107	100,0	100,0	

It is possible to state that 82,2 % is a great percentage of the tendency for using an application or a website for sharing the experiences and benefiting from other Blue Voyage customers' opinions about Blue Voyage service.

6.2.2.6 Question 6: Keywords for Experiences of Blue Voyage

To overcome from complexity and confusion of dozens of different words and expressions of the participants, answers are grouped into some categories in Question 6. These groups of expressions are:

- **N&E:** Nature and Environment-related expressions.
- **R&R:** Rest and Relaxing-related expressions.
- **P&T:** Peace and Tranquility-related expressions.
- **Act:** Activity-related expressions.
- **SFF:** Socialization, Friends, and Family-related expressions.
- **Serv:** Service-related expressions.
- **F&B:** Food & Beverages-related expressions.
- **Fun:** Fun-related expressions.
- **Pl:** Pleasure-related expressions
- **Yacht:** Yacht-related expressions.

In Table 39, Table 40, Table 41, Table 42 and Table 43, answers and grouped versions of the answers for Question 6 may be seen.

Table 39. Answers for the Question 6: Keyword for experiences in Blue Voyage
(from participant 1 to participant 18)

#		Q6 Answer									
		N&E	R&R	P&T	Act	SFF	Serv.	F&B	Fun	PI	Yacht
1	Free, nice, paradise, nice Turkey, feel like a guest	X					X				
2	Peace, sportiness, socializing, indulgence			X	X	X	X				
3	Socializing, fun with others, swim, little time of sailing, disappointed about food at a restaurant, good food				X	X		X			
4	Weather, sailing, relaxing, eating, crew/service	X	X		X		X	X			
5	Sailing, food, drinking, relaxing, weather	X			X			X			
6	Sailing, water sports, eating&drinking, relaxation, enjoying		X		X			X			
7	Family, relaxing, sailing, swimming, eating		X		X	X		X			
8	Relax, food, 5-star experience, service, sunshine	X	X				X	X			
9	Service, relaxing, food, good crew, canoe		X		X		X	X			
10	Good service, good food, good crew						X	X			
11	Surprising, relaxing, extreme service, nice bays	X	X	X			X				
12	Weather, nice, peace, swim, fun	X			X						
13	Sailing, eating, relax, perfect weather, nature								X		
14	Clean sea, weather, eating, sailing, peace	X		X				X			
15	Peace, tranquility, relax, sail, swim	X		X				X			
16	Pleasure, peace, raki-fish, friends, blue	X		X		X		X		X	
17	Peace, nature, tranquility, clear sea, feeling of being isolated	X		X							
18	Sea, nature, friends, silence, peace	X		X							

Table 40. Answers for the Question 6: Keyword for experiences in Blue Voyage
(from participant 19 to participant 34)

#		Q6 Answer									
		N&E	R&R	P&T	Act	SFF	Serv.	F&B	Fun	PI	Yacht
19	Nature, peace, friends, sea, tranquility	X		X		X					
20	Family, friends, blue-green, peace	X				X		X			
21	Friendship, nature, sunset, stars, fish	X				X		X			
22	Blue, nature, the sound of waves, sunset, peace	X		X							
23	Smell of the sea, tranquility, friends, sunset, stars	X		X		X					
24	Fun, blue-green, drinking pleasure, peace, sea	X		X					X	X	
25	Blue, sea, tranquility, eating, book	X		X	X			X			
26	Having a holiday in comfortable yachts, sunbathing, visiting quiet villages, swimming and getting cool in blue waters, trying new and beautiful tastes	X			X			X			X
27	Having rested, chat with friends, delicious foods, swim in the clean sea and air	X	X		X			X			
28	Swim in the clean sea, rest, delicious foods, being with friends, nice sleep	X	X		X	X		X			
29	Comfortable sleep, nice food&beverages, swim in nice places, sincerity, rest	X	X		X		X	X			
30	Yacht, sea, fish, swim, rest	X	X		X			X			X
31	Rest, raki-fish, nice bays, sunset, swim	X					X				
32	Blue, sunbath, peace, swim, sail	X			X						
33	Sleep on the deck, open sky, sail, swim, relax	X	X		X						
34	Peace, relax, silence, blue, green	X	X	X							

Table 41. Answers for the Question 6: Keyword for experiences in Blue Voyage
(from participant 35 to participant 50)

#		Q6 Answer									
		N&E	R&R	P&T	Act	SFF	Serv.	F&B	Fun	PI	Yacht
35	Clean sea, sun, sailing, lots of drink, fun	X						X	X		
36	Sun, sea, stars, nice food, relax	X			X						
37	Sound of waves, tranquility, peace, eating&drinking, fun	X		X				X	X		
38	Raki-fish, nice dining, fishing, night swim				X			X			
39	Relax, rest, Gökova, sleeping outdoor under the stars, fish	X	X		X						
40	Diving, sailing, fishing, peaceful sleep, rest		X		X						
41	Silence, sport, food, rest, fish		X	X	X			X			
42	Nature, clean sea, calmness, resting, sport	X	X	X	X						
43	Fine food, nice crew, new people, sailing, snorkeling				X	X	X	X			
44	Greek music, Aegean cuisine, swim in sunrise time, blue-green bays, peace	X			X			X			
45	Pleasant time with family, nature, peace, phosphorescence and stars, the scent of the sea	X		X		X					
46	Gökova, book, blue, feel the Aegean breeze, salty hair	X			X						
47	A lot of sleep, new places, and bays, friendliness, a lot of drinking, resting peacefully	X	X			X		X			
48	Sound of the waves, clear water, eating the fish that we caught, sunset pleasure, be away from the bustle	X		X	X			X			
49	Peace, love, nature	X		X		X					
50	Silence, nature, sea, resting	X	X	X							

Table 42. Answers for the Question 6: Keyword for experiences in Blue Voyage
(from participant 51 to participant 66)

#		Q6 Answer									
		N&E	R&R	P&T	Act	SFF	Serv.	F&B	Fun	PI	Yacht
51	Sailing, eating a lot, swimming, fine food, relax		X		X			X			
52	An original and unique experience, listening to yourself, peace			X							
53	Peace, comfort, calmness, sleep with the wave sounds, make time for myself	X		X							
54	Eating&drinking, raki, being away from stress, sea&sun	X		X				X			
55	Rest, sport, new places, food&drink, swim		X		X			X			
56	Sport, resting, travel with sail, eating&drink, blue&green	X	X		X			X			
57	Clean sea, pine trees, food, sport, rest	X	X					X			
58	Holiday, relaxing, sea, green (forest), diving	X	X		X						
59	Fresh air, no traffic, there is no hurry for reaching somewhere, sea, sun	X	X								
60	Swinging, clean air, fresh fish, silent, moonlight	X		X				X			
61	Fishing, swimming, water sports, sun, calmness			X	X						
62	Sea, sun, resting, visuality	X	X								
63	Peace, fresh air, sea, sun	X		X							
64	Sea, sun, bays, different routes, eating&drinking	X					X	X			
65	Rest, peace, to be with family, swimming		X	X	X	X					
66	New places, historical areas, peace, swim, food	X		X	X			X			

Table 43. Answers for the Question 6: Keyword for experiences in Blue Voyage
(from participant 67 to participant 84)

#		Q6 Answer									
		N&E	R&R	P&T	Act	SFF	Serv.	F&B	Fun	PI	Yacht
67	Sea, rest, peace, swim, food	X	X	X	X			X			
68	Sea, sun, forests, seafood, sport	X			X			X			
69	Fishing, swimming, rest, discovering new places, sailing		X		X						
70	Swimming, fishing, trekking, water sports, sailing				X						
71	Perfect service, good yacht, resting, activities, swimming		X		X		X				X
72	Sea, swimming, diving, tranquility	X		X	X						
73	Peace, relaxation, being together with my family		X	X		X					
74	Peace, nature, pleasure, sea	X		X						X	
75	Tranquility, swimming, eating&drinking, blue&green, silence	X		X	X			X			
76	Blue, sea, water, fish, pleasure	X			X					X	
77	Isolated, alone	X									
78	Peaceful, pleasant, relaxing, restful, fun		X	X					X		
79	Resting, peace, nature & beauty, relaxation, being isolated	X	X								
80	Resting, being alone, romance, peace, pleasure	X	X			X				X	
81	Family, sea, nice photos, nice food, tranquility	X			X	X		X			
82	Blue, turquoise, sparkle, peace, colors of the sunset	X									
83	Exploring bays, peaceful vacation, tailor-made holiday, sea&sun, relaxing	X	X		X						
84	Sunshine, swimming, sailing, fresh food, nature	X			X			X			

Table 44. Answers for the Question 6: Keyword for experiences in Blue Voyage
(from participant 85 to participant 95)

#		Q6 Answer									
		N&E	R&R	P&T	Act	SFF	Serv.	F&B	Fun	PI	Yacht
85	Our privacy, comfort, prestigious, exploring bays, sailing				X					X	
86	Swimming, sunshine, private group with friends, relaxing, having fun	X	X			X			X		
87	Exploring new places every day, sea & sun, tranquility, private group, fresh seafood	X		X	X			X			
88	Peace, green, nice memories, sea, tranquility	X		X	X						
89	Relaxing, special vacation with our loved ones, fresh food, sunshine, swimming	X	X		X	X		X			
90	Sailing, swimming, sunbathing, exploring beautiful bays, relaxing	X	X		X						
91	Private, feeling comfortable, prestigious, exploring different places, secluded	X			X					X	
92	Peace, swimming, sailing, relaxing, exploring new places		X	X	X						
93	Silence, joyful dinings, too much food, sea, moonlight, and stars	X		X				X	X		
94	Eating & drinking, fun, be in the water so much	X						X	X		
95	Peace, Blue-Green, Nature, Silence, Rest	X	X	X							

Table 45. Answers for the Question 6: Keyword for experiences in Blue Voyage
(from participant 96 to participant 107)

#		Q6 Answer										
		N&E	R&R	P&T	Ac t	SF F	Serv .	F& B	Fu n	Pl	Yac ht	
96	Peace, comfort, silence, purification, therapy			X							X	
97	Eating & drinking, peace, fun,			X				X	X			
98	Blue bays, lovely view, food, clear water	X						X				
99	Nature, sunbathing, nice crew, the sound of waves	X			X		X					
100	Silence, peace, nice environment, beautiful weather, sailing	X		X	X							
101	Swimming, customized service, high quality, comfort, nature	X			X		X				X	
102	The comfortable trip, nice food, gorgeous nature, blue and green, eating too much	X						X				
103	Sunshine, peace, beautiful bays, fresh food, so much fun	X		X				X	X			
104	Peaceful, unique, tailor-made holiday option, a beautiful scene with nature and sea combination,	X		X						X		
105	Relaxing, sunbathing, having fun, private vacation, exploring		X		X					X		
106	Diving, exploring deep-sea, sailing, adventure, meeting sea lovers, and sharing experiences				X	X						
107	Peace, privacy, unique, fresh food, lots of joy			X						X	X	

According to the answer to Question 6, it is seen that answers which are grouped under the categories of N&E, Act, and F&B have the highest frequency among 107 participants (See Table 46). These results underline the fact that Blue Voyage has a vital relationship with nature and environmental elements, activities on board, and food and beverage elements during the service for the participants.

Table 46. Frequency and distribution of the answer groups for Question 6: Keyword for experiences in Blue Voyage

	Frequency	Percentage
N&E	79	73,8
R&R	40	37,4
P&T	45	42,1
Act	56	52,3
SFF	20	18,7
Serv.	14	13,1
F&B	48	44,9
Fun	13	12,1
Pl	10	9,3
Yacht	3	2,8

6.2.2.7 Question 7: What Did Make You Happy/Unhappy During Blue Voyage

Answers to this question will be discussed and evaluated in two steps: the answers for the “what did make you happy” question and the answers for “what did make you unhappy” and these steps will be named as Q7.1 and Q7.2. For both open-ended questions’ answers, the grouping technique was applied as it was stated and described for Question 2 and Question 6.

To transform qualitative and subjective answers into quantitative results, answers were grouped into some answer groups, in which there are similar words and sentences. For Question 7.1, group names are the same as the ones in Question 6, however, in Question 7.1 answers evaluation steps, groups of “Fun” and “Pl” did not take place, because there were no answers which are related to these two groups. In other words, N&E, R&R, P&T, Act, SFF, Serv&CC, F&B, and Yacht groups are used in the grouping process for the answers to Question 7.1. Another difference between Question 6 and Question 7.1 is changing the group name of “Serv” in Question 6 into “Serv&CC” for Question 7.1. “Serv&CC”, contains answers, which are related not only with the Service but also with Captain and the Crew(s). Table 47, Table 48, Table 49, Table 50, Table 51 and Table 52, answers for Question 7.1 are shown in the way that participants responded to the questionnaire and in the grouped way.

Table 47. Answers for Question 7.1: What did make you happy in Blue Voyage
(from participant 1 to participant 22)

#		Q7.1 Answer							
		N&E	R&R	P&T	Act	SFF	Serv&CC	F&B	Yacht
1	Social Contacts, weather, swimming, sailing, trip	X			X	X			
2	Sun, food, company	X				X		X	
3	Feeling free, food, sailing, talking contacts with others, relaxing			X	X	X		X	
4	Weather, sailing, relaxing, eating, crew/service	X	X		X		X	X	
5	Swimming, food, drinking				X			X	
6	Friendliness, food&drinks, service, good weather, water activities	X			X	X	X		
7	Very good food, fine cabin, service, relaxing		X				X	X	X
8	Food, service, sailing, sun, nice bays	X			X		X	X	
9	Nice weather, nice food, nice crew, nice rooms	X					X	X	X
10	Food, weather, crew/service, fishing	X			X		X	X	
11	Super-service staff, super cook						X	X	
12	Captain&crew, sailing, relaxing, food, beautiful bays	X	X		X		X		
13	Foods, sailing, the crew was nice				X		X	X	
14	Peace, nice crew, traditional boat, sail, fishing			X	X		X		X
15	Tranquility due to end season, captain & crew, fish			X			X		
16	To be with friends, peaceful environment, tranquility, morning swim, fishing	X		X	X	X			
17	Silence, watching the sunrise on the boat, pleasure times, rest, be away from traffic and uproar	X	X	X					
18	Swim, rest		X		X				
19	Rest, eating&drinking		X					X	
20	Pleasant dining, swim, fishing and eating, nice bays	X			X			X	
21	Environment, service, food, swim in the morning, chat	X			X	X	X	X	
22	Peaceful environment, pleasant night talkings, morning swim, sleep by watching the stars, crew	X			X	X	X		

Table 48. Answers for Question 7.1: What did make you happy in Blue Voyage (from participant 23 to participant 41)

#		Q7.1 Answer							
		N&E	R&R	P&T	Act	SFF	Serv&CC	F&B	Yacht
23	Sleep & wake up in the navy environment, fresh air, raki-fish joy, swim in the deserted bays, clear sea	X			X			X	
24	Having fun peacefully, swim at any time of the day, chatting under the stars, phosphorescence	X			X	X			
25	Sky&stars, tranquility, eating, sea	X		X				X	
26	Nice talkings, seeing new places, delicious food, rest, fresh air	X	X		X	X		X	
27	Nice and happy days, swimming, resting, chat with friends, delicious foods				X	X		X	
28	Nice days with friends, drinking, swimming, resting, nice foods		X		X	X		X	
29	Delicious foods, drinking, swimming in nice places				X			X	
30	Nice crew, food, silence, sea	X		X			X	X	
31	Nature, clean sea, crew, service	X					X		
32	Beautiful bays, clean sea, warm weather, nice crew, sail	X			X		X		
33	Blue sea, green bays, sunset, stars, captain, food & beverages	X					X	X	
34	Nature, good weather, clean sea, crew & captain, nice route (captain knew the best places)	X					X		
35	Nature, social environment, sailing, silence, peace	X		X	X	X			
36	Swimming in the nice sea, nature, warm weather, sailing	X			X				
37	Natural Bays, clean sea, friendly environment, comfortable cabins	X					X		X
38	Friendly environment, peace, tranquility, stars	X		X					
39	A lot of fine food, peaceful environment, crew, yacht	X					X	X	X
40	Captain&crew, nice weather for sailing, friends, clean sea	X			X	X			
41	Fishing, new friendships, chatting, different places, service	X			X	X	X		

Table 49. Answers for Question 7.1: What did make you happy in Blue Voyage (from participant 42 to participant 54)

#		Q7.1 Answer							
		N&E	R&R	P&T	Act	SFF	Serv&CC	F&B	Yacht
42	Catching an octopus, food, sailing, sunbathing				X			X	
43	Sun & weather, magical geography, captain & crew, service, sailing	X			X		X		
44	Wonderful service, perfect yacht (well kept and clean), captain, wonderful breakfast and dinners, perfect bays	X					X	X	X
45	Service quality, cleanliness, we by our own					X	X		
46	Be a part of nature and feel it, see new places, the captain, be a Blue Voyager	X					X		
47	Food with very fresh fish, smiling captain, and crew, comfortable cabin, WC and bathing areas, the spacious aft part of the yacht						X	X	X
48	A friendly boat (I don't like big yachts with lots of cabins), smiling captain and the crew, the tranquility of the sea when we wake up, being so close to the sea, stars at night time	X					X		X
49	Captain & Crew, comfortable environment (not a swagger environment), no need for make-up, sleep after getting tipsy in outdoor, fishing	X	X		X		X		
50	Captain, route, yacht, food, listening soft music under full moon and in the night	X					X	X	X
51	Foods, drinking, sailing, sun	X			X			X	
52	There were not so many yachts in the bays, due to its dimensions, we were able to go near to the shore as much as possible, fishing	X			X				X
53	Quality of the service, dolphins, which race with the yacht, turquoise bays, walkings at the seashore	X			X		X		
54	Crew, nice food, night talkings after closing the lights under the stars	X			X			X	

Table 50. Answers for Question 7.1: What did make you happy in Blue Voyage (from participant 55 to participant 79)

#		Q7.1 Answer							
		N&E	R&R	P&T	Act	SFF	Serv&CC	F&B	Yacht
55	Sailing and surfing, tracking				X				
56	Catching an octopus, walking in pine trees, swimming				X				
57	Sailing, fishing, swimming, eating&drinking, blue&green	X			X			X	
58	Diving, fresh seafood, well-educated crew, seeing new places, fishing				X		X	X	
59	Food, service, swimming, water sports, moonlight	X			X		X	X	
60	Seeing new places, friendship, simplicity, food, swimming a lot				X	X		X	
61	Making sport, sea, food, friendship, rest				X	X		X	
62	Seeing beautiful bays	X							
63	Peace, fresh air, sea, sun, eating&drinking, plenty of time			X				X	
64	Sailing, food, silence			X	X			X	
65	Seeing new places				X				
66	Rest, nice places	X	X						
67	Peace			X					
68	Silence, swimming, canoe trip, tracking in the forest, moonlight	X		X	X				
69	Swimming, discovering				X				
70	Swimming, fishing, trekking, watersports, diving				X				
71	Swimming, seeing new places, socialization, sail, fishing	X			X	X			
72	Beautiful places, nice food, resting	X	X					X	
73	Good places, sea, good food	X						X	
74	Be in beautiful places, nice food	X						X	
75	Nature, silence, swimming, eating & drinking, confab	X		X	X	X		X	
76	Sea, yacht, food, beer, life	X						X	X
77	Not having signal in mobile phone, romance	X				X			
78	Be with my family, far from the crowdedness, tranquility, nature	X		X		X			
79	Natural beauty, peace, resting, nice food service, good-humored service	X	X				X	X	

Table 51. Answers for Question 7.1: What did make you happy in Blue Voyage (from participant 80 to participant 95)

#		Q7.1 Answer							
		N&E	R&R	P&T	Act	SFF	Serv&CC	F&B	Yacht
80	Being alone with my wife, nice view, nice food	X				X		X	
81	Tranquility, peace, nice dining, yacht, crew			X			X	X	X
82	Swimming in the clean sea, service quality, uninhabited bays, being away from the crowd	X		X	X				
83	Sunbathing, experienced captain, friendly crew members, combining sea life and land tours, fresh food				X		X	X	
84	Captain & crew, good weather, chief's cooking, natural beauty	X					X	X	
85	Experienced and well-organized captain, smiling crew, good language skills, beautiful itinerary, chief					X		X	
86	Good service, good food, happy crew, cleaning, effective communication with crew members						X	X	X
87	Swimming, sunbathing, land tours, new places every day, fresh seafood				X			X	
88	Cleanliness of the yacht, crew members, service quality, clean sea	X					X		X
89	Beautiful bays, food, sailing, our privacy, nature	X			X			X	
90	Yacht's condition, sunshine, well-organized captain, delicious food, nice bays	X					X	X	X
91	Beautiful route, experienced captain, variety of food, good weather, yacht's condition	X					X	X	X
92	Happy crew, cleaning, delicious food, nice bays, being customized	X					X	X	
93	Being with my family, wonderful food, comfortable and clean cabins, the crew's experience, clean sea	X				X	X	X	X
94	Friendly crew, bays, view	X					X		
95	Peaceful environment, being intertwined with nature which is forgotten in the cities, leisureliness, sleeping and waking up in the sea	X		X					

Table 52. Answers for Question 7.1: What did make you happy in Blue Voyage (from participant 96 to participant 107)

#		Q7.1 Answer							
		N&E	R&R	P&T	Act	SFF	Serv&CC	F&B	Yacht
96	Peaceful bays, captain, cleanliness of the cabins, watching sunset and sunrise, wonderful foods	X					X		X
97	Peaceful environment, captain & crew, yacht, fishing, view	X		X	X		X		X
98	Crew's attitude & experience, cleanliness of the cabins, weather, silence	X		X			X		X
99	Peace, silence, nice food, sunset views on board	X		X				X	
100	Being isolated with my boyfriend and friends, natural beauties, cabins of the yacht, crew	X					X		X
101	Customized menus, beautiful bays, nice trekking roads in the bays, swimming in the clean sea, amiable Turkish people	X			X		X		
102	Captain and the cook's experience, nice route planning (bays were not so crowded), cabins' cleanliness						X		
103	Good weather, delicious food, yacht's condition, water toys,	X					X	X	X
104	Experienced captain, yacht's condition, delicious food, sunshine, beautiful itinerary						X	X	X
105	Chef's delicious food, nice weather, our privacy, beautiful bays, well-organized captain	X					X	X	
106	Food, nice weather, crew service, yacht's condition	X					X	X	X
107	Captain's organization, good food, cleaning of the boat, beautiful bays	X					X	X	X

According to the answers to Question 7's first part, it is obtained that N&E, F&B, and Serv&CC are the groups of answers which have the highest answer frequency. In other words, these three groups of answers had a more positive effect on participants during the evaluation process of the Blue Voyage service when compared with the other answer groups. In Table 53, the frequency and distribution of all the groups of answers may be seen.

Table 53. Frequency and distribution of answer groups for Question 7.1: What did make you happy in Blue Voyage

	Frequency	Percentage
N&E	74	69,2
R&R	12	11,2
P&T	21	19,6
Act	53	49,5
SFF	24	22,4
Serv&CC	54	50,5
F&B	59	55,1
Yacht	25	23,4

Reasons, which create unhappiness for the participants during their Blue Voyage experience differentiate significantly in terms of main issue groups when they are compared with the ones in Question 6 and Question 7.2. While considering answers for Question 7.2, used groups are listed and described as below:

- **Yacht:** This group contains answers, which are related to the Yacht that participants used during their Blue Voyage experience. Cabins' or toilet's dimension, engine vibration or noise, breakdown at the engine and/or auxiliary systems, problems due to insufficient isolation in bulkheads, saloon area dimensions may be given as some examples for these kinds of answers.
- **P&Sch:** This group contains answers, which are related to Planning & Scheduling. Arrival or departure flight scheduling for Blue Voyage and hotel planning procedures, time distribution in-between time to pass on board, and time to pass onshore may be given as some examples for this group of answers.
- **Serv&CC:** This group contains answers, which are related to Service & Captain and the Crew(s) for Question 7.2. Captain and/or the crew members' attitude, dissatisfying service quality, inexperienced Captain or crew members may be given as some examples for this group of answers.
- **O.Y.:** The name of this group comes from the initials of Other Yachts and it contains negative thoughts, ideas, and experiences, which are related to the other yachts that participants faced during their Blue Voyage. Loud music, disrespectful customers from other yachts, noise from other yachts, etc. may be given as some examples for this group of answers.
- **Price:** This group contains price-related answers that made participants unhappy. Generally, these are the answers in which participants complaint about the high

price level for Blue Voyage service.

- **Daily:** This group contains the answers, which are related to other boats, but this time, this group contains negative experience which is related to Daily Trip Boats. Commonly, customers of Blue Voyage are complainant about loud music, which comes from these boats in a peaceful and quiet environment.
- **Ext:** This group contains factors, which are related to an external factor. Construction in natural bays, pollution at the sea or the seaside, insufficient wind for sailing may be given as some examples for this group. Of course, it may not be possible to intervene in all of these factors, however, being aware of possible negative external factors play an important role for a service system.
- **End:** This group includes answers, which are related to the negative feeling of ending the Blue Voyage experience. After spending a pleasant time in the Blue Voyage experience, it is normal for a customer to feel unhappy in the way of return back to the port and then to their normal life.

In Table 54, Table 55, Table 56, Table 57, Table 58, and Table 59, answers for Question 7.2 and grouped versions of these answers may be seen clearly.

Table 54. Answers for Question 7.2: What did make you unhappy in Blue Voyage (from participant 1 to participant 22)

Q7.2 Answer									
#		Yacht	P&Sch	Serv&CC	O.Y.	Price	Daily	Ext.	End
1	-								
2	-								
3	Not sailing too much, toilet/bathroom, early aboard from harbor, flight times, spending the whole day at the beach	X	X					X	
4	-								
5	Service, route, crew, fishing		X	X					
6	Toilet	X							
7	Going from the boat, bed	X							X
8	Visit more harbours/cities		X						
9	More shopping		X						
10	Maybe more go on land, visit cities		X						
11	-								
12	toilet	X							
13	Cabin beds, toilet	X							
14	-								
15	Noise from other boats, construction areas in bays				X			X	
16	Disruption of the bays, loud music from daily trip boats, increasing prices					X	X	X	
17	Saloon area might be a bit larger, prices, returning to port (I didn't want to go back), daily trip boats are so noisy	X				X	X		X
18	Construction areas							X	
19	Building in some bays							X	
20	-								
21	Pollution at the bays, loud music (from daily trip boats), construction areas						X	X	
22	Blue Voyage prices (it was cheaper), rude and insensitive people in other yachts				X	X			

Table 55. Answers for Question 7.2: What did make you unhappy in Blue Voyage (from participant 23 to participant 44)

Q7.2 Answer									
#		Yacht	P&Sch	Serv&CC	O.Y.	Price	Daily	Ext.	End
23	Construction in some of the bays, sea pollution in some places							X	
24	Its ending (I would be great if it was longer)								X
25	Construction in some of the bays, sea pollution, daily trip boats						X	X	
26	-								
27	-								
28	-								
29	-								
30	-								
31	-								
32	Return back to port								X
33	Noise from other boats, the snore of other guests in the yacht	X			X				
34	Little sailing opportunity, bees (during lunchtime), mosquitos							X	
35	Cabin area, saloon area	X							
36	Engine noise	X							
37	Noise from the wires of the yacht make sleeping difficult	X							
38	It was too short			X					
39	-								
40	If the prices were lower, I would like to stay more					X			
41	Noise from daily trip boats							X	
42	-								
43	Coming and going back to home travel (flight times)		X						
44	-								

Table 56. Answers for Question 7.2: What did make you unhappy in Blue Voyage (from participant 45 to participant 66)

#		Q7.2 Answer							
		Yacht	P&Sch	Serv&CC	O.Y.	Price	Daily	Ext.	End
45	Return back								X
46	Destruction of nature and the green							X	
47	-								
48	Price is high when it is compared with the hotels					X			
49	Walking to the yacht from our hotel with the suitcases, returning back		X						X
50	-								
51	Cabin bathroom areas	X							
52	In some bays, there is a need for a pier kind of structure of reach on shore in a more comfortable way							X	
53	Trash that people left on the seashore							X	
54	-								
55	-								
56	-								
57	During the mid-season, bays are overcrowded				X				
58	-								
59	-								
60	Music from the daily trip boats						X		
61	-								
62	Destruction at the bays, burned green, polluted sea							X	
63	Polluted seas, jellyfish, noise from daily trip boats						X	X	
64	Daily trip boats are so disrespectful						X		
65	Noise from other boats				X				
66	Breakdowns at the yacht	X							

Table 57. Answers for Question 7.2: What did make you unhappy in Blue Voyage (from participant 67 to participant 87)

#		Q7.2 Answer							
		Yacht	P&Sch	Serv&CC	O.Y.	Price	Daily	Ext.	End
67	Breakdowns at the yacht	X							
68	Food			X					
69	-								
70	-								
71	-								
72	-								
73	I wish it didn't end								X
74	Swinging							X	
75	Limited movement, too much food	X							
76	Kilos, hot			X				X	
77	-								
78	Too much nice food			X					
79	-								
80	The danger of gaining weight			X					
81	Return way from Blue Voyage								X
82	High music from the other yacht in the morning time				X				
83	Some days rough weather, noisy harbors, rude service guys at the restaurant, generator problem	X						X	
84	Technical problems, harbor master formalities, crowded bays, noise and smell at the harbor	X	X					X	
85	Marina's crowd, long formalities, flight delay, unavailable alcohols		X					X	
86	Noise from other boats, rough weather				X			X	
87	Bad behavior of the captain& crew members, technical problem in bath tubes, unhealthy food of the chief, noise problem from AC, problems in getting into a harbor	X	X	X				X	

Table 58. Answers for Question 7.2: What did make you unhappy in Blue Voyage (from participant 88 to participant 99)

Q7.2 Answer									
#		Yacht	P&Sch	Serv&CC	O.Y.	Price	Daily	Ext.	End
88	Puffer fish							X	
89	Limited communication with crew, service, unorganized captain, broken music player, cabin cleaning	X		X					
90	Crew's services, crowded harbor, spending long hours for formalities, unfavorable weather condition for sailing, insufficient English		X	X				X	
91	One of the crew members was irresponsible, formalities in port, crowded islands, noise in some marinas, late transfer		X	X				X	
92	So much noise from neighbor yachts at some bays, crowded harbor, transfer problem, too much food, rough weather		X		X			X	
93	Construction in some bays, left trash in the bays, noise from the other yachts				X			X	
94	Cabins were a little bit narrow	X							
95	Toilets and shower areas were not spacious	X							
96	Transportation to the yacht in the port, boat traffic in the return time in port							X	
97	Return back								X
98	Formalities, flight schedule		X					X	
99	Procedures, port (no car allowed), organizing a new trip is so stressful; we have to schedule our next year's trip from now		X					X	

Table 59. Answers for Question 7.2: What did make you unhappy in Blue Voyage (from participant 100 to participant 107)

		Q7.2 Answer							
#		Yacht	P&Sch	Serv&CC	O.Y.	Price	Daily	Ext.	End
100	Reaching the yacht was difficult							X	
101	-								
102	Some of the crew members were not so experienced, port procedures, walking to the yacht		X	X				X	
103	Disorganized captain, irresponsible crew, insufficient English, spending long hours for formalities, unavailable place at the harbor			X				X	
104	Sea pollution at some harbors, crew's service, unavailable place at harbors, disembarkation difficulties, not using eco-friendly products on board		X	X				X	
105	Insufficient communication with crew, spending long hours for formalities, housekeeping service, operative service			X				X	
106	Sea pollution, destruction of nature, crowded bays, so much noise from other yachts				X			X	
107	Sailor' behavior, late departure because of harbor master formalities, music system problem,			X				X	

According to the answers of the participants, it is seen that Ext, yacht, and p&Sch are the three groups of answers, which have the highest frequency and percentages among the given answers. The frequency and percentages of all the answer groups of Question 7.2 may be seen in Table 60.

Table 60. Frequency and percentage of the answer groups for Question 7.2:
What did make you unhappy in Blue Voyage

	Frequency	Percentage
Yacht	20	18,7
P&Sch	17	15,9
Serv&CC	15	14,0
O.Y.	10	9,3
Price	5	4,7
Daily	7	6,5
Ext.	37	34,6
End	9	8,4

6.2.2.8 Question 8: Price Level & Quality Level

According to the answers of participants for Question 8, the mean value is calculated as 2,67 for the price level and 1,99 for the quality level. Moreover, the min and the max values among the given answers may be seen in Table 61.

Table 61. Minimum, maximum, and the mean values of the given answers for
Question 8: Price level & quality level evaluation

	N	Minimum	Maximum	Mean	Std. Deviation
Q8_Price_level	107	1,00	5,00	2,6729	,76202
Q8_Quality_level	107	1,00	4,00	1,9907	,72026
Valid N (listwise)	107				

These results show that participants percept the Blue Voyage service quality in a level which is located in between high and very high; while they evaluate the price level of the given service in a level in between high and moderate levels. Table 62 and Table 63 includes the frequency and percentage of the given scores for price level and quality level evaluation of the participants.

Table 62. Frequency and percentage of price level scoring answer of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High	7	6,5	6,5	6,5
	High	32	29,9	29,9	36,4
	Moderate	58	54,2	54,2	90,7
	Low	9	8,4	8,4	99,1
	Very low	1	,9	,9	100,0
	Total	107	100,0	100,0	

Table 63. Frequency and percentage of the quality level scoring answer of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High	25	23,4	23,4	23,4
	High	61	57,0	57,0	80,4
	Moderate	18	16,8	16,8	97,2
	Low	3	2,8	2,8	100,0
	Total	107	100,0	100,0	

The most commonly given score for the price level is 3; which indicates a moderate level, while the most commonly given answer for quality level is 2; which indicates a high level (See Table 62 and Table 63).

6.2.2.9 Question 9: Importance Level Evaluation for Blue Voyage Elements

Question 9 is the second Likert scale question in the questionnaire, in which participants were asked to rank the Blue Voyage service element according to its importance. These elements are listed as a, b, c, d, e, f, g, h, i, j, k, and l in Table 64 Table 65, and Table 66. Expression of each letter is;

a: Company popularity/image,

b: Web page of the company,

c: Logistics and transfer (from airport/hotel to port),

d: Crew & Captain's attitude to customers,

e: Crew & Captain's attitudes & conversations with each other,

f: Yacht's specifications (design, dimensions, etc.),

g: Route selection,

h: Price of the service,

i: Food & Beverages,

j: Special gestures (gifts, free-drinks, etc.),

k: Service quality,

I: Suggestion of previous users of Blue Voyage.

In the Tables (64, 65, 66), color coding was used due to given values; as the value gets higher, the color changes from dark green to light green. In other words, elements with higher importance levels according to the participants were colored with lighter green in the tables.



Table 64. Answers for the Question 9: Importance level evaluation of Blue Voyage elements (from participant 1 to participant 35)

#		Q9 Answers											
		a	b	c	d	e	f	g	h	i	j	k	l
1	Y30	5	2	2	2	3	2	2	1	2	4	1	4
2	Y30	1	3	1	1	3	1	2	1	1	1	1	2
3	Y30	3	3	1	1	3	2	1	1	2	3	1	3
4	Y26	2	3	2	2	2	2	3	2	2	2	2	3
5	Y26	2	3	2	2	2	2	2	3	2	3	1	2
6	Y30	2	2	2	1	2	2	3	3	1	2	1	1
7	Y30	1	1	1	1	1	1	1	1	1	1	1	1
8	Y30	2	1	1	1	1	1	2	3	1	3	1	1
9	Y30	1	3	1	1	1	3	1	2	2	1	1	1
10	Y30	2	3	2	1	3	2	2	2	1	2	1	1
11	Y30	3	4	5	5	5	4	4	3	5	2	5	5
12	Y30	2	2	2	1	1	3	2	1	1	3	1	1
13	Y30	1	1	1	1	1	2	2	1	1	3	1	1
14	Y30	3	3	2	1	1	2	1	1	1	4	1	1
15	Y30	3	4	3	1	1	2	1	1	1	4	1	3
16	Y30	3	4	4	1	1	2	1	1	1	2	1	2
17	Y23	3	4	3	1	2	2	1	1	2	4	1	2
18	Y29	2	2	1	2	3	2	1	2	1	2	2	3
19	Y29	2	2	1	2	3	2	1	2	2	3	2	3
20	Y26	3	4	3	1	1	2	1	1	1	4	1	1
21	Y30	3	4	1	1	1	2	1	1	1	4	2	3
22	Y26	4	4	1	1	1	3	1	1	1	4	1	2
23	Y23	4	4	3	1	2	3	2	1	1	4	1	2
24	Y23	5	3	2	1	1	2	1	1	1	3	1	3
25	Y23	2	2	3	1	2	1	2	1	1	3	1	3
26	Y06	1	3	2	1	1	3	1	1	1	1	1	3
27	Y21	1	1	3	1	1	1	1	1	1	1	2	1
28	Y31	1	2	2	1	1	1	1	1	1	1	1	2
29	Y15	2	2	2	1	1	1	1	1	1	1	1	2
30	Y17	1	2	2	1	1	2	2	3	1	2	1	2
31	Y20	2	2	2	1	1	1	1	1	1	1	1	2
32	Y22	3	3	1	1	1	2	1	1	2	4	1	3
33	Y22	4	4	2	1	2	3	1	1	2	4	1	2
34	Y22	4	5	2	1	2	3	1	1	1	4	1	2
35	Y05	4	3	2	1	1	1	1	1	2	5	1	3

Table 65. Answers for the Question 9: Importance level evaluation of Blue Voyage elements (from participant 36 to participant 70)

#		Q9 Answers											
		a	b	c	d	e	f	g	h	i	j	k	l
36	Y22	5	3	2	1	1	2	2	1	1	4	1	3
37	Y23	4	4	4	1	1	2	1	1	1	4	1	3
38	Y22	4	5	4	1	2	1	1	1	1	3	1	3
39	Y30	4	5	5	1	2	1	1	1	1	3	1	4
40	Y22	1	3	3	1	1	1	1	1	1	3	1	3
41	Y29	2	1	2	1	2	2	1	2	1	2	1	3
42	Y29	1	1	2	1	2	1	2	1	1	2	1	2
43	Y05	2	2	1	1	1	3	2	1	1	4	1	2
44	Y32	3	4	3	1	1	1	1	1	1	4	1	2
45	Y32	1	3	2	1	1	2	1	1	1	4	1	1
46	Y32	3	3	3	1	2	2	1	1	1	3	1	3
47	Y32	3	4	2	1	1	1	1	1	1	5	1	2
48	Y23	2	2	1	1	3	1	1	1	1	4	1	1
49	Y23	2	2	1	1	1	1	2	1	1	1	1	1
50	Y32	4	4	3	1	1	1	1	2	1	5	1	3
51	Y05	2	2	1	1	3	2	2	1	1	4	1	1
52	Y23	4	3	4	1	2	1	1	1	1	2	1	1
53	Y32	2	3	3	1	2	2	1	1	1	4	1	2
54	Y29	2	3	3	1	3	1	1	1	1	3	1	2
55	Y29	2	2	3	1	1	2	2	2	2	3	1	2
56	Y29	2	2	2	1	2	1	1	2	1	2	1	2
57	Y29	2	2	2	1	2	1	2	2	3	2	1	2
58	Y11	2	2	3	2	2	1	2	1	2	4	2	2
59	Y18	2	2	1	1	2	2	2	2	1	3	1	2
60	Y14	1	2	2	2	2	1	2	1	1	3	1	1
61	Y24	2	2	2	2	3	3	3	2	3	4	3	2
62	Y22	2	2	2	1	1	1	2	1	1	2	1	1
63	Y22	3	3	3	1	1	1	1	2	1	3	1	1
64	Y22	3	2	2	2	2	2	2	2	2	2	2	2
65	Y22	2	3	2	1	1	1	4	1	1	4	1	1
66	Y22	2	2	1	1	1	1	1	1	1	2	1	1
67	Y22	2	2	2	1	1	1	1	1	1	3	1	1
68	Y12	1	1	2	1	1	2	2	1	2	5	1	2
69	Y30	1	1	2	1	1	1	2	2	3	5	2	1
70	Y30	1	1	1	1	1	1	1	1	1	1	1	1

Table 66. Answers for the Question 9: Importance level evaluation of Blue Voyage elements (from participant 71 to participant 107)

#		Q9 Answers											
		a	b	c	d	e	f	g	h	i	j	k	l
71	Y30	1	2	2	1	1	1	1	2	1	1	1	2
72	Y26	3	4	4	1	3	1	2	2	1	3	1	1
73	Y30	3	4	2	1	1	1	1	1	1	2	1	1
74	Y30	2	1	1	1	4	1	1	2	1	1	3	2
75	Y30	3	2	1	1	1	2	2	1	2	2	2	1
76	Y30	3	4	5	5	4	4	4	5	3	4	4	3
77	Y26	1	1	1	1	1	1	5	5	1	1	1	5
78	Y30	4	2	2	5	5	5	5	5	5	5	5	5
79	Y30	2	2	1	1	1	2	1	2	1	3	2	3
80	Y30	4	4	3	1	1	1	1	1	1	1	1	1
81	Y26	2	3	2	1	2	1	1	1	1	4	1	3
82	Y25	2	4	3	1	1	1	1	1	2	5	1	2
83	Y04	1	3	1	1	1	1	1	1	1	1	1	1
84	Y27	1	2	1	1	1	2	1	1	1	1	1	1
85	Y02	1	1	1	1	1	1	1	1	1	1	1	1
86	Y09	1	3	1	1	2	1	1	1	1	2	1	2
87	Y27	1	1	1	1	1	1	1	1	1	1	1	1
88	Y25	3	3	2	1	1	2	1	1	1	2	1	1
89	Y28	1	3	1	1	1	1	1	1	1	1	1	1
90	Y09	1	1	1	1	1	1	1	1	1	3	1	1
91	Y13	1	1	1	1	1	1	1	1	1	1	1	1
92	Y03	1	3	1	1	1	1	1	1	1	3	1	1
93	Y09	2	2	1	1	1	1	1	1	1	3	1	2
94	Y19	2	1	1	1	3	1	1	1	1	1	1	1
95	Y19	3	2	2	1	2	2	1	1	2	3	2	2
96	Y25	2	4	1	1	2	1	1	1	1	3	1	2
97	Y25	3	3	2	1	2	1	1	1	1	2	1	1
98	Y30	3	3	1	1	1	3	2	2	1	4	1	5
99	Y26	2	4	1	1	2	1	1	1	1	4	1	1
100	Y09	2	2	1	1	4	1	1	1	1	1	1	1
101	Y09	2	3	2	1	1	1	1	1	1	5	1	3
102	Y25	2	3	1	1	1	2	1	1	1	4	1	1
103	Y07	1	1	1	1	1	1	1	1	1	1	1	1
104	Y08	1	1	1	1	1	1	1	1	1	1	1	1
105	Y16	1	1	1	1	1	1	1	1	1	1	1	1
106	Y01	4	4	4	1	1	1	1	2	1	4	1	4
107	Y10	1	1	1	1	1	1	1	1	1	1	1	1

The mean values for each service element according to the participants' answers for Question 9 may be seen in Table 67.

Table 67. Mean values of the service elements' importance levels

	N	Minimum	Maximum	Mean	Std. Deviation
a-Company image	107	1,00	5,00	2,2523	1,08239
b-Web page	107	1,00	5,00	2,5701	1,09124
c-Logistics & transfer	107	1,00	5,00	1,9626	1,01800
d-Captain & Crew's attitude to the customers	107	1,00	5,00	1,1963	,70630
e-Captain & Crew's attitude with each other	107	1,00	5,00	1,6355	,92545
f-Yacht's specifications	107	1,00	5,00	1,6075	,80981
g-Route	107	1,00	5,00	1,4673	,83911
h-Price	107	1,00	5,00	1,4019	,82256
i-Food & beverages	107	1,00	5,00	1,3084	,71916
j-Special gestures	107	1,00	5,00	2,7383	1,29102
k-Service quality	107	1,00	5,00	1,2430	,71164
l-Suggestions of the previous users	107	1,00	5,00	1,9533	1,04053
Valid N (listwise)	107				

According to the results of Question 9, it can be seen that participants see “d-captain and the crew's attitude to the customers” as the most important element within Blue Voyage service offer, and this element is followed by “k-service quality” and “i-food & beverages”.

On the other hand, the results indicate that the “j-special gestures”, “b-web page” and “a-company image” are not seen as very important elements within the Blue Voyage service offer by the customers. These three elements are located within the importance level in between the “moderate” and “high” levels of importance.

6.2.2.10 Regression And Correlation Analysis

Regression and correlation analysis types are used to monitor relations between dependent and independent variables. A Sig value of less than 0,05 for both cases indicates that there is a relationship between the selected variables. The approach of this value to zero (0) indicates that there is a strong relationship between the two variables.

Regression analysis is a statistical analysis type, in which the relationship

between a single dependent and one or more independent variables (Kandampully, 1998). To monitor the possible effect of the selected independent variable on the given answers, the Regression analysis method was used in the SPSS program. The effect of age groups on answers to Question 2 may be given as an example within this context. In the questionnaire, dependent variables are the demographic specifications of the participants; age, gender, country of origin, economic level of income, marital status, and first-time usage. In this perspective, the effect of demographic specifications on the participants' answers to the open-ended questions, which are Question 2, Question 6, and Question 7 was analyzed by using regression analysis. In Table 68, Table 69, Table 70, Table 71, Table 72, and Table 73, coefficient tables in which the effect of different demographic characteristics' on open-ended questions may be seen; sig values lower than 0,05 are colored as green.

Table 68. Effect of “age” on open-ended questions’ answers

a. Dependent Variable: Age					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Q2_Cur	2,300	4,215	,071	,546	,587
Q2_Adv	16,126	16,298	,117	,989	,326
Q2_Act	2,198	3,636	,073	,605	,548
Q2_RR	1,451	4,400	,044	,330	,743
Q2_PT	,254	3,872	,009	,066	,948
Q2_FF	2,388	4,418	,077	,541	,591
Q2_NE	1,047	3,002	,039	,349	,728
Q2_Com	2,498	4,365	,067	,572	,569
Q2_FB	-3,472	4,472	-,091	-,776	,440
Q6_NE	5,502	3,622	,182	1,519	,134
Q6_RR	-,743	3,226	-,027	-,230	,819
Q6_PT	-1,927	3,471	-,072	-,555	,581
Q6_Act	,762	3,740	,029	,204	,839
Q6_SFF	-1,779	4,440	-,052	-,401	,690
Q6_Serv	1,815	5,102	,046	,356	,723
Q6_FB	3,340	3,548	,125	,941	,350
Q6_Fun	-5,139	5,612	-,126	-,916	,363
Q6_Pl	-1,000	5,555	-,022	-,180	,858
Q6_Yacht	6,905	9,394	,086	,735	,465
Q7.1_NE	-5,442	3,118	-,189	-1,745	,086
Q7.1_RR	7,916	4,685	,188	1,690	,096
Q7.1_PT	-3,240	4,342	-,097	-,746	,458
Q7.1_Act	-,070	3,465	-,003	-,020	,984
Q7.1_SFF	3,743	4,046	,118	,925	,358
Q7.1_Serv_CC	,444	3,546	,017	,125	,901
Q7.1_FB	3,994	3,427	,150	1,165	,248
Q7.1_Yacht	-2,892	4,188	-,092	-,690	,492
Q7.2_Yacht	3,433	4,194	,101	,819	,416
Q7.2_P_Sch	-2,155	4,684	-,059	-,460	,647
Q7.2_Serv_CC	2,368	5,025	,062	,471	,639
Q7.2_OY	,099	5,036	,002	,020	,984
Q7.2_Price	-9,496	7,813	-,151	-1,216	,229
Q7.2_Daily	-3,308	7,108	-,062	-,465	,643
Q7.2_Ext	5,429	3,892	,195	1,395	,168
Q7.2_End	-8,139	6,241	-,170	-1,304	,197

Table 69. Effect of “gender” on open-ended questions’ answers

a. Dependent Variable: Gender						
Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
Q2_Cur	-,063	,166	-,052	-,379	,706	
Q2_Adv	-,993	,642	-,192	-1,547	,127	
Q2_Act	,044	,143	,039	,308	,759	
Q2_RR	,103	,173	,084	,592	,556	
Q2_PT	-,012	,152	-,011	-,082	,935	
Q2_FF	-,026	,174	-,023	-,152	,880	
Q2_NE	,064	,118	,064	,539	,592	
Q2_Com	,075	,172	,054	,435	,665	
Q2_FB	,245	,176	,171	1,389	,170	
Q6_NE	-,149	,143	-,132	-1,048	,298	
Q6_RR	-,283	,127	-,276	-2,230	,029	
Q6_PT	-,162	,137	-,161	-1,186	,240	
Q6_Act	,050	,147	,050	,337	,737	
Q6_SFF	,218	,175	,172	1,250	,216	
Q6_Serv	,169	,201	,115	,841	,404	
Q6_FB	-,189	,140	-,190	-1,356	,180	
Q6_Fun	,020	,221	,013	,093	,926	
Q6_Pl	-,117	,219	-,068	-,533	,596	
Q6_Yacht	,543	,370	,181	1,469	,147	
Q7.1_NE	-,054	,123	-,050	-,440	,661	
Q7.1_RR	-,417	,184	-,265	-2,259	,027	
Q7.1_PT	,033	,171	,026	,193	,848	
Q7.1_Act	-,089	,136	-,089	-,650	,518	
Q7.1_SFF	-,114	,159	-,096	-,718	,476	
Q7.1_Serv_CC	-,047	,140	-,048	-,340	,735	
Q7.1_FB	,182	,135	,182	1,346	,183	
Q7.1_Yacht	,024	,165	,020	,144	,886	
Q7.2_Yacht	,178	,165	,140	1,077	,285	
Q7.2_P_Sch	-,173	,184	-,127	-,938	,352	
Q7.2_Serv_CC	,324	,198	,226	1,636	,107	
Q7.2_OY	-,239	,198	-,140	-1,207	,232	
Q7.2_Price	,661	,308	,281	2,149	,035	
Q7.2_Daily	-,282	,280	-,141	-1,009	,317	
Q7.2_Ext	-,100	,153	-,096	-,656	,514	
Q7.2_End	-,210	,246	-,118	-,856	,395	

Table 70. Effect of “country of origin” on open-ended questions’ answers

a. Dependent Variable: Country_of_origin					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Q2_Cur	,368	,602	,065	,611	,544
Q2_Adv	1,727	2,329	,071	,742	,461
Q2_Act	,548	,520	,104	1,055	,295
Q2_RR	-,392	,629	-,068	-,623	,535
Q2_PT	-,473	,553	-,090	-,855	,396
Q2_FF	,483	,631	,089	,766	,447
Q2_NE	-,348	,429	-,075	-,812	,420
Q2_Com	,558	,624	,086	,894	,374
Q2_FB	-,417	,639	-,062	-,652	,517
Q6_NE	-,769	,518	-,145	-1,486	,142
Q6_RR	,130	,461	,027	,282	,779
Q6_PT	-,160	,496	-,034	-,323	,748
Q6_Act	,455	,534	,098	,851	,398
Q6_SFF	-,588	,635	-,099	-,927	,357
Q6_Serv	-,788	,729	-,114	-1,081	,284
Q6_FB	-,750	,507	-,160	-1,478	,144
Q6_Fun	1,367	,802	,192	1,705	,093
Q6_Pl	1,030	,794	,129	1,298	,199
Q6_Yacht	1,019	1,342	,072	,759	,451
Q7.1_NE	-,289	,446	-,057	-,648	,519
Q7.1_RR	-,109	,670	-,015	-,163	,871
Q7.1_PT	-,197	,621	-,034	-,317	,752
Q7.1_Act	-,349	,495	-,075	-,705	,483
Q7.1_SFF	,095	,578	,017	,164	,870
Q7.1_Serv_CC	,962	,507	,207	1,899	,062
Q7.1_FB	,543	,490	,116	1,108	,272
Q7.1_Yacht	-,257	,599	-,047	-,429	,669
Q7.2_Yacht	,277	,599	,046	,463	,645
Q7.2_P_Sch	2,258	,669	,355	3,373	,001
Q7.2_Serv_CC	,772	,718	,115	1,075	,286
Q7.2_OY	,276	,720	,035	,384	,702
Q7.2_Price	,317	1,116	,029	,284	,777
Q7.2_Daily	,148	1,016	,016	,146	,885
Q7.2_Ext	,680	,556	,139	1,223	,226
Q7.2_End	,079	,892	,009	,088	,930

It was obtained that the age of the participants did not correlate with their answers to open-ended questions (See Table 68). On the other hand, it was obtained that there is a relation between the gender of the participants and one given answer group, which is *Rest and Relaxing* in *Question 6: what are the keywords for expressing Blue Voyage*, one given answer group, which is *Rest and Relaxing* in *Question 7.1: what made you happy* and one given answer group, which is *Price* in *Question 7.2: what made you unhappy* (See Table 69). However, when Sig values of the other answer groups for each question are taken into consideration, it is not possible to obtain a general pattern between the gender of the participants and the given answers to the open-ended questions.

When the effect of the country of origin on the open-ended question was taken into consideration, it was seen that there is a relation between this independent variable and the open-ended questions only in one answer group; which is *Program & Scheduling* in *Question 7.2: what made you unhappy* (See Table 70). However, it is not possible to generalize this fact for all the given answer groups in Question 7.

In Table 71, it can be seen that there is a relation between the economic level of income of the participants and two answer groups, which are *Curiosity* and *Peace & Tranquility* in *Question 2: why do you prefer Blue Voyage*, two given answer groups, which are *Nature & Environment* and *Socialization, Friends, and Family* in *Question 7.1: what made you happy*. However, the existence of a possible relation of two answer groups with the economic level of income in an open-ended question can't be perceived as a general relation.

Table 71. Effect of “economic level” on open-ended questions’ answers

a. Dependent Variable: Economic_level					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Q2_Cur	-,354	,163	-,291	-2,175	,033
Q2_Adv	-,750	,630	-,144	-1,190	,238
Q2_Act	,002	,141	,001	,011	,991
Q2_RR	,044	,170	,035	,256	,799
Q2_PT	-,343	,150	-,304	-2,292	,025
Q2_FF	-,267	,171	-,229	-1,564	,123
Q2_NE	-,027	,116	-,027	-,235	,815
Q2_Com	,148	,169	,106	,880	,382
Q2_FB	-,035	,173	-,024	-,204	,839
Q6_NE	,031	,140	,028	,225	,823
Q6_RR	-,089	,125	-,086	-,711	,479
Q6_PT	,062	,134	,062	,466	,643
Q6_Act	-,051	,145	-,051	-,356	,723
Q6_SFF	,086	,172	,067	,501	,618
Q6_Serv	-,095	,197	-,064	-,484	,630
Q6_FB	-,114	,137	-,113	-,830	,410
Q6_Fun	-,212	,217	-,138	-,975	,333
Q6_PI	,119	,215	,069	,554	,581
Q6_Yacht	-,040	,363	-,013	-,109	,913
Q7.1_NE	-,254	,121	-,234	-2,103	,039
Q7.1_RR	,025	,181	,016	,140	,889
Q7.1_PT	,122	,168	,097	,726	,471
Q7.1_Act	-,166	,134	-,165	-1,236	,221
Q7.1_SFF	,401	,156	,334	2,562	,013
Q7.1_Serv_CC	,146	,137	,146	1,065	,291
Q7.1_FB	,115	,132	,114	,865	,390
Q7.1_Yacht	-,125	,162	-,106	-,775	,441
Q7.2_Yacht	-,073	,162	-,057	-,449	,655
Q7.2_P_Sch	-,266	,181	-,194	-1,468	,147
Q7.2_Serv_CC	,083	,194	,057	,426	,672
Q7.2_OY	-,216	,195	-,125	-1,108	,272
Q7.2_Price	,036	,302	,015	,118	,906
Q7.2_Daily	-,350	,275	-,173	-1,275	,207
Q7.2_Ext	-,139	,150	-,132	-,924	,359
Q7.2_End	-,013	,241	-,007	-,054	,957

Table 72. Effect of “marital status” on open-ended questions’ answers

a. Dependent Variable: Marital_status						
Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
Q2_Cur	-,289	,238	-,140	-1,211	,230	
Q2_Adv	,564	,922	,064	,611	,543	
Q2_Act	,124	,206	,065	,605	,548	
Q2_RR	-,466	,249	-,222	-1,873	,066	
Q2_PT	-,489	,219	-,257	-2,233	,029	
Q2_FF	-,147	,250	-,074	-,588	,559	
Q2_NE	-,241	,170	-,142	-1,418	,161	
Q2_Com	-,300	,247	-,126	-1,215	,229	
Q2_FB	-,278	,253	-,114	-1,097	,277	
Q6_NE	,146	,205	,076	,713	,479	
Q6_RR	-,165	,183	-,094	-,902	,370	
Q6_PT	-,117	,196	-,068	-,597	,553	
Q6_Act	,007	,212	,004	,031	,975	
Q6_SFF	-,108	,251	-,050	-,428	,670	
Q6_Serv	-,379	,289	-,151	-1,314	,193	
Q6_FB	,042	,201	,025	,210	,834	
Q6_Fun	-,247	,318	-,095	-,779	,439	
Q6_PI	-,282	,314	-,097	-,898	,372	
Q6_Yacht	,053	,532	,010	,100	,921	
Q7.1_NE	-,300	,176	-,164	-1,701	,094	
Q7.1_RR	-,062	,265	-,023	-,235	,815	
Q7.1_PT	-,338	,246	-,159	-1,377	,173	
Q7.1_Act	,077	,196	,045	,393	,696	
Q7.1_SFF	,384	,229	,189	1,677	,098	
Q7.1_Serv_CC	,346	,201	,204	1,725	,089	
Q7.1_FB	,381	,194	,223	1,963	,054	
Q7.1_Yacht	-,357	,237	-,178	-1,505	,137	
Q7.2_Yacht	-,358	,237	-,165	-1,508	,136	
Q7.2_P_Sch	-,028	,265	-,012	-,106	,916	
Q7.2_Serv_CC	-,125	,284	-,051	-,440	,661	
Q7.2_OY	-,563	,285	-,193	-1,975	,053	
Q7.2_Price	-,563	,442	-,140	-1,273	,208	
Q7.2_Daily	-,447	,402	-,131	-1,112	,270	
Q7.2_Ext	,153	,220	,086	,697	,488	
Q7.2_End	-,300	,353	-,098	-,849	,399	

Table 73. Effect of “first-time usage” on open-ended questions’ answers

a. Dependent Variable: First_time					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Q2_Cur	-,363	,115	-,353	-3,161	,002
Q2_Adv	-1,002	,444	-,228	-2,255	,028
Q2_Act	,134	,099	,139	1,352	,181
Q2_RR	,008	,120	,008	,067	,946
Q2_PT	,292	,106	,307	2,766	,007
Q2_FF	,209	,120	,212	1,734	,088
Q2_NE	,141	,082	,166	1,719	,091
Q2_Com	,216	,119	,182	1,818	,074
Q2_FB	,001	,122	,000	,005	,996
Q6_NE	,000	,099	,000	-,002	,998
Q6_RR	,010	,088	,011	,110	,913
Q6_PT	-,109	,095	-,127	-1,149	,255
Q6_Act	,206	,102	,243	2,023	,047
Q6_SFF	-,099	,121	-,091	-,819	,416
Q6_Serv	-,063	,139	-,051	-,456	,650
Q6_FB	,001	,097	,001	,010	,992
Q6_Fun	-,008	,153	-,006	-,055	,957
Q6_PI	-,309	,151	-,213	-2,040	,046
Q6_Yacht	-,058	,256	-,023	-,226	,822
Q7.1_NE	-,079	,085	-,086	-,926	,358
Q7.1_RR	-,102	,128	-,076	-,797	,429
Q7.1_PT	-,066	,118	-,062	-,556	,580
Q7.1_Act	-,197	,094	-,232	-2,082	,041
Q7.1_SFF	,110	,110	,108	,997	,323
Q7.1_Serv_CC	-,105	,097	-,124	-1,084	,282
Q7.1_FB	-,005	,093	-,005	-,050	,960
Q7.1_Yacht	-,039	,114	-,039	-,346	,731
Q7.2_Yacht	-,233	,114	-,215	-2,040	,046
Q7.2_P_Sch	-,016	,128	-,013	-,122	,904
Q7.2_Serv_CC	-,008	,137	-,006	-,055	,956
Q7.2_OY	,100	,137	,069	,732	,467
Q7.2_Price	,192	,213	,096	,903	,370
Q7.2_Daily	,307	,194	,179	1,584	,118
Q7.2_Ext	,007	,106	,008	,067	,947
Q7.2_End	-,254	,170	-,166	-1,490	,141

It was obtained that the marital status has a relationship with only one answer group, which is *Peace & Tranquility* in *Question 2*: (See Table 72). On the other hand, it was obtained that there is a relation between the fact of the first time usage of the participants and three answer groups, which are *Curiosity*, *Adventure* and *Peace & Tranquility* in *Question 2: why do you prefer Blue Voyage*, two given answer groups,

which are *Activity* and *Pleasure* in *Question 6: what are the keywords for expressing Blue Voyage*, one given answer group, which is *Activity* in *Question 7.1: what made you happy* and one given answer group, which is *Yacht* in *Question 7.2: what made you unhappy* (See Table 73). However, when the Sig values of the other answer groups for each question are taken into consideration, it is not possible to obtain a general pattern between the gender of the participants and the given answers to the open-ended questions.

According to the results of the regression analysis of the given answers of 107 participants, it is seen that it is not possible to align answers with the demographic variables of the Blue Voyage users. In other words, age, gender, country of origin, marital status, economic level of income has no significant effect on the participants' expectations and opinions about Blue Voyage service. This fact may be explained by two possible scenarios:

- 1) Participants in the same demographic cluster may have different expectations and opinions for the Blue Voyage service offer,
- 2) Participants from different demographic clusters may have similar or the same expectations and opinions for the Blue Voyage service offer.

Both two scenarios underline the fact that clustering Blue Voyage customers according to their demographic specifications in Blue Voyage service is not an efficient way, thus, other clustering parameters should be used while categorizing these customers in terms of opinions, experiences, and expectations for Blue Voyage.

After applying regression analysis to the collected data from questionnaires, Pearson Correlation Analysis was used to monitor possible relations between different dependent variables. Relation of the given answer groups for Question 2, Question 3, Question 6, and Question 7, in which understanding expectations and opinions of the customers about the Blue Voyage service was aimed. In Pearson Correlation Analysis, the "Pearson Correlation" value indicates the magnitude of the relation; values below 0,30 indicate low/weak correlation; values between 0,30 and 0,70 indicate middle-scale correlation and values greater than 0,70 indicate strong correlation among the selected answer groups. The Pearson correlation coefficient is seen as the most commonly used correlation coefficient in researches (Akbulut, 2013). If two selected variable has a significant correlation with each other, then;

- 1) Sig (2-Tailed) value should be $<0,05$,
- 2) Pearson correlation value should be $>0,30$

In Table 74, Table 75, Table 76, Table 77, and Table 78 Pearson Correlation values for investigating inter-relations of the given answer groups for each stated question may be seen. Relations with a Sig (2-Tailed) value below 0,05 are colored with green in these tables.

Table 74. Correlation values for Question 2: Why do you prefer Blue Voyage

		Cur	Adv	Act	RR	PT	FF	NE	Com	FB
Cur	Pearson Correlation	1	-,051	-,156	-,154	-,217	-,243	,002	-,092	-,080
	Sig. (2-tailed)		,603	,108	,114	,025	,012	,986	,347	,411
Adv	Pearson Correlation	-,051	1	-,058	-,049	,159	-,055	-,093	-,041	-,039
	Sig. (2-tailed)	,603		,554	,613	,101	,573	,342	,677	,688
Act	Pearson Correlation	-,156	-,058	1	,118	-,076	-,040	-,057	-,130	,188
	Sig. (2-tailed)	,108	,554		,226	,437	,684	,558	,181	,052
RR	Pearson Correlation	-,154	-,049	,118	1	,106	-,180	-,115	-,084	,194
	Sig. (2-tailed)	,114	,613	,226		,277	,063	,238	,392	,045
PT	Pearson Correlation	-,217	,159	-,076	,106	1	-,247	-,035	-,138	-,065
	Sig. (2-tailed)	,025	,101	,437	,277		,010	,723	,157	,509
FF	Pearson Correlation	-,243	-,055	-,040	-,180	-,247	1	-,104	-,054	-,040
	Sig. (2-tailed)	,012	,573	,684	,063	,010		,285	,579	,679
NE	Pearson Correlation	,002	-,093	-,057	-,115	-,035	-,104	1	-,085	-,062
	Sig. (2-tailed)	,986	,342	,558	,238	,723	,285		,382	,526
Com	Pearson Correlation	-,092	-,041	-,130	-,084	-,138	-,054	-,085	1	-,018
	Sig. (2-tailed)	,347	,677	,181	,392	,157	,579	,382		,851
FB	Pearson Correlation	-,080	-,039	,188	,194	-,065	-,040	-,062	-,018	1
	Sig. (2-tailed)	,411	,688	,052	,045	,509	,679	,526	,851	

Table 75. Correlation values for Question 3: What are your expectations from Blue Voyage

		Q3_a	Q3_b	Q3_c	Q3_d	Q3_e	Q3_f	Q3_g
Q3_a	Pearson Correlation	1	-,020	-,092	-,163	-,211	-,199	,055
	Sig. (2-tailed)		,835	,348	,094	,029	,040	,573
Q3_b	Pearson Correlation	-,020	1	,191	-,387	-,102	-,183	-,280
	Sig. (2-tailed)	,835		,049	,000	,295	,060	,003
Q3_c	Pearson Correlation	-,092	,191	1	-,141	-,115	-,048	-,315
	Sig. (2-tailed)	,348	,049		,149	,237	,620	,001
Q3_d	Pearson Correlation	-,163	-,387	-,141	1	,083	,012	-,209
	Sig. (2-tailed)	,094	,000	,149		,393	,901	,031
Q3_e	Pearson Correlation	-,211	-,102	-,115	,083	1	-,022	-,289
	Sig. (2-tailed)	,029	,295	,237	,393		,824	,003
Q3_f	Pearson Correlation	-,199	-,183	-,048	,012	-,022	1	-,105
	Sig. (2-tailed)	,040	,060	,620	,901	,824		,280
Q3_g	Pearson Correlation	,055	-,280	-,315	-,209	-,289	-,105	1
	Sig. (2-tailed)	,573	,003	,001	,031	,003	,280	

Table 76. Correlation values for Question 6: Keywords for expressing Blue Voyage experience

		NE	RR	PT	Act	SFF	Serv	FB	Fun	PI	Yacht
NE	Pearson Correlation	1	-,155	,033	-,228	-,096	-,084	,067	-,104	-,028	-,028
	Sig. (2-tailed)		,110	,733	,018	,324	,388	,495	,286	,775	,777
RR	Pearson Correlation	-,155	1	-,228	,196	,026	,044	-,037	-,110	-,182	,103
	Sig. (2-tailed)	,110		,018	,043	,791	,653	,708	,260	,061	,292
PT	Pearson Correlation	,033	-,228	1	-,324	-,020	-,218	-,159	,147	,052	-,145
	Sig. (2-tailed)	,733	,018		,001	,838	,024	,101	,131	,597	,137
Act	Pearson Correlation	-,228	,196	-,324	1	-,070	,037	,108	-,332	-,079	,162
	Sig. (2-tailed)	,018	,043	,001		,471	,703	,267	,000	,417	,095
SFF	Pearson Correlation	-,096	,026	-,020	-,070	1	-,044	,050	-,105	,011	-,081
	Sig. (2-tailed)	,324	,791	,838	,471		,654	,612	,282	,912	,404
Serv	Pearson Correlation	-,084	,044	-,218	,037	-,044	1	,040	-,144	-,029	,102
	Sig. (2-tailed)	,388	,653	,024	,703	,654		,682	,138	,764	,296
FB	Pearson Correlation	,067	-,037	-,159	,108	,050	,040	1	,010	-,225	,074
	Sig. (2-tailed)	,495	,708	,101	,267	,612	,682		,921	,020	,446
Fun	Pearson Correlation	-,104	-,110	,147	-,332	-,105	-,144	,010	1	,077	-,063
	Sig. (2-tailed)	,286	,260	,131	,000	,282	,138	,921		,430	,518
PI	Pearson Correlation	-,028	-,182	,052	-,079	,011	-,029	-,225	,077	1	-,055
	Sig. (2-tailed)	,775	,061	,597	,417	,912	,764	,020	,430		,577
Yacht	Pearson Correlation	-,028	,103	-,145	,162	-,081	,102	,074	-,063	-,055	1
	Sig. (2-tailed)	,777	,292	,137	,095	,404	,296	,446	,518	,577	

Table 77. Correlation values for Question 7.1: What made you happy during Blue Voyage

		NE	RR	PT	Act	SFF	Serv_CC	FB	Yacht
NE	Pearson Correlation	1	-,019	-,027	-,148	,019	,148	-,155	,082
	Sig. (2-tailed)		,845	,785	,128	,842	,128	,111	,402
RR	Pearson Correlation	-,019	1	-,101	,003	-,049	-,063	,023	-,126
	Sig. (2-tailed)	,845		,300	,973	,615	,522	,816	,195
PT	Pearson Correlation	-,027	-,101	1	-,066	,016	-,216	-,169	-,050
	Sig. (2-tailed)	,785	,300		,500	,867	,025	,081	,606
Act	Pearson Correlation	-,148	,003	-,066	1	,229	-,290	-,121	-,414
	Sig. (2-tailed)	,128	,973	,500		,018	,002	,214	,000
SFF	Pearson Correlation	,019	-,049	,016	,229	1	-,274	-,056	-,244
	Sig. (2-tailed)	,842	,615	,867	,018		,004	,570	,011
Serv_CC	Pearson Correlation	,148	-,063	-,216	-,290	-,274	1	,008	,459
	Sig. (2-tailed)	,128	,522	,025	,002	,004		,931	,000
FB	Pearson Correlation	-,155	,023	-,169	-,121	-,056	,008	1	,098
	Sig. (2-tailed)	,111	,816	,081	,214	,570	,931		,313
Yacht	Pearson Correlation	,082	-,126	-,050	-,414	-,244	,459	,098	1
	Sig. (2-tailed)	,402	,195	,606	,000	,011	,000	,313	

Table 78. Correlation values for Question 7.2: What made you unhappy during Blue Voyage

		Yacht	P_Sch	Serv_CC	OY	Price	Daily	Ext	End
Yacht	Pearson Correlation	1	-,012	-,055	-,072	,007	-,030	-,147	,027
	Sig. (2-tailed)		,905	,570	,464	,939	,760	,131	,779
P_Sch	Pearson Correlation	-,012	1	,266	-,052	-,096	-,115	,275	-,040
	Sig. (2-tailed)	,905		,006	,597	,324	,238	,004	,686
Serv_CC	Pearson Correlation	-,055	,266	1	-,130	-,089	-,107	,216	-,122
	Sig. (2-tailed)	,570	,006		,183	,360	,273	,026	,209
OY	Pearson Correlation	-,072	-,052	-,130	1	,081	-,085	,104	-,097
	Sig. (2-tailed)	,464	,597	,183		,407	,384	,286	,319
Price	Pearson Correlation	,007	-,096	-,089	,081	1	,300	-,068	,092
	Sig. (2-tailed)	,939	,324	,360	,407		,002	,487	,344
Daily	Pearson Correlation	-,030	-,115	-,107	-,085	,300	1	,126	,056
	Sig. (2-tailed)	,760	,238	,273	,384	,002		,198	,567
Ext	Pearson Correlation	-,147	,275	,216	,104	-,068	,126	1	-,220
	Sig. (2-tailed)	,131	,004	,026	,286	,487	,198		,023
End	Pearson Correlation	,027	-,040	-,122	-,097	,092	,056	-,220	1
	Sig. (2-tailed)	,779	,686	,209	,319	,344	,567	,023	

The results of Pearson Correlation Analysis of the given answers in the questionnaire showed that some of the given answer groups tend to have a positive or negative relationship with each other in Question 2, Question 4, Question 6, and Question 7, in which understanding expectations, the reasons of preferring Blue Voyage, experiences and opinions of the customers was aimed. After completing correlation analysis, obtained negative and correlations were demonstrated by creating relation diagrams in which negative correlations were written in red and positive correlations were written in green color. Moreover, it is possible to see p values for each of the correlations in these relation diagrams. If the magnitude of p is lower than 0,30, the correlation lines between answer groups were demonstrated with dashed lines, while the correlation with p-value great or equal to 0,30 was demonstrated with standard lines. Positive correlations were grouped in a grey color rectangle with dashed lines.

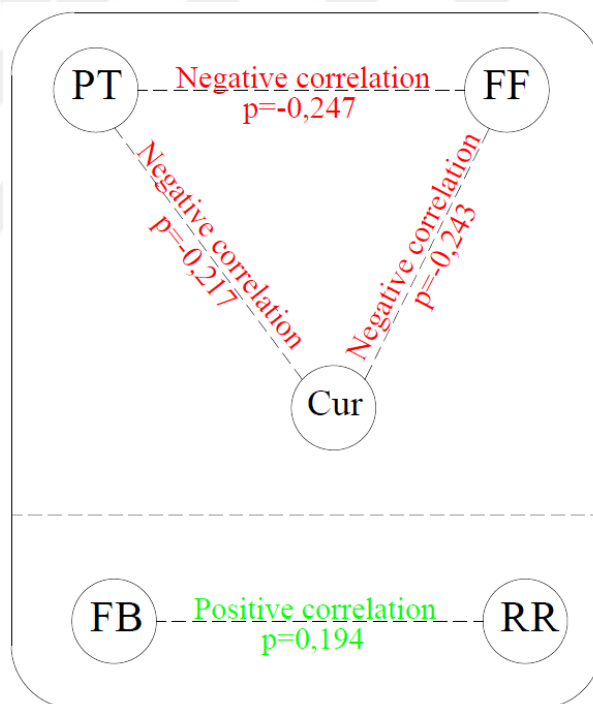


Figure 24. Relation diagram of the answer groups for Question 2: Why do you prefer Blue Voyage

Relation diagram in which positive and negative correlations among the answers to *Question 2: Why do you prefer Blue Voyage* are included may be seen in Figure 24. For the answers to Question 2, it is possible to state that there are four correlations; three negative correlations and a positive correlation. Answers which are included in the group of *Peace & Tranquility, Friend & Family, and Curiosity* have a

negative correlation with each other. On the other hand, it is seen that there is a positive correlation between *Food & Beverages* and *Rest & Relaxing* groups of answers. When p values are taken into consideration, it is obtained that all four correlations are weak. In other words, even there are correlations between some of the answer groups for Question 2, these correlations do not represent significant relations with each other. However, still, it is possible to state that, the participants prefer to experience Blue Voyage for one of the four possible answer groups:

1. Peace & Tranquility
2. Friends & Family
3. Curiosity related reasons
4. Food & Beverages and Rest&Relaxing

In Figure 25, it can be seen that there is one positive correlation between different given answers for Question 3 in which expectations of the participants from the Blue Voyage service were investigated. Answers *c: cultural and historical trips* and *b: discovering new places* have a positive correlation with each other. However, the p-value of this positive correlation is 0,191, which indicates only a small degree of correlation. It can be seen that the answer *g: eating & drinking* is located in the center of the figure by having correlations with answers *c: cultural and historical trips*, *b: discovering new places*, and *e: sailing*. Two correlations with the p-value greater than 0,30 are located in between the answers *b: discovering new places* and *d: activities* and between the answers *c: cultural and historical trips* and *g: eating & drinking*. The possible outcome from these results is that participants who expect discovering new places tend to expect also cultural and historical trips. On the other hand, participants who give these two answers do not have an expectation of eating & drinking and activities. Within this perspective, three main groups of expectations from Blue Voyage service may be obtained according to these results:

1. Users who expect discovering new places, bays and having cultural and historical trips,
2. Users who expect eating and drinking-related purposes,
3. Users who expect activities such as swimming, surfing, fishing.

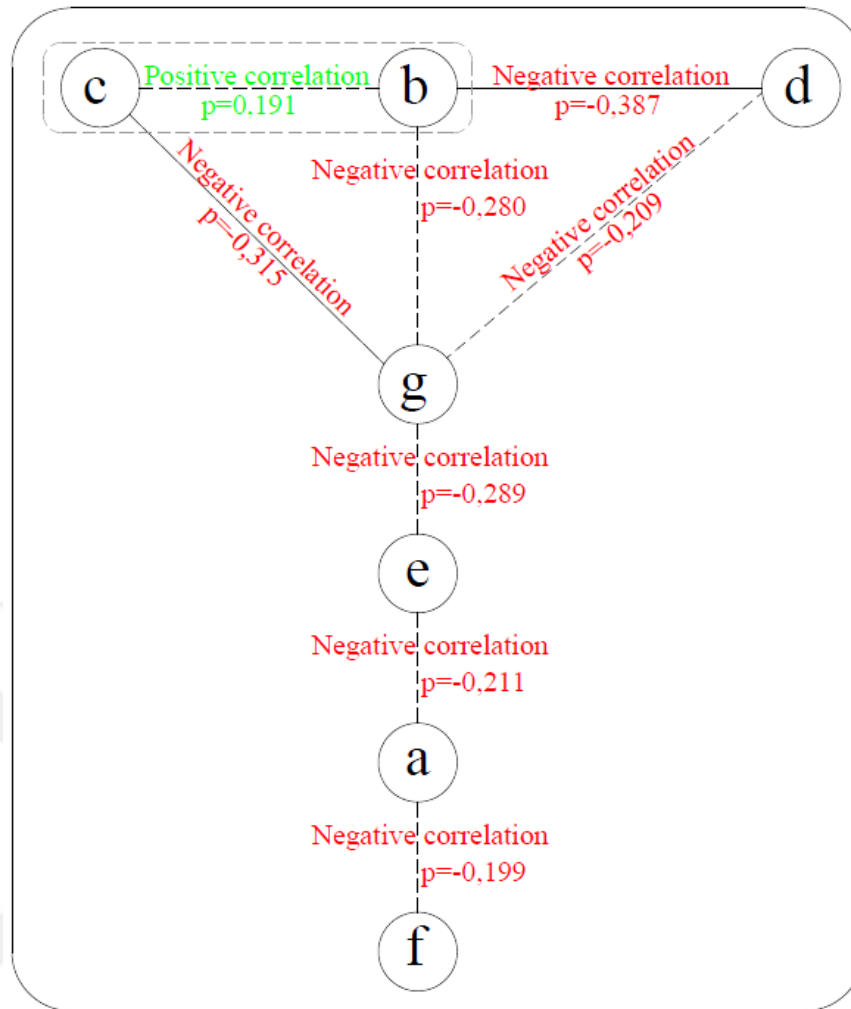


Figure 25. Relation diagram of the answer groups for Question 3: Expectations from Blue Voyage

When the relation diagram of the answer groups for Question 6: Keywords for Blue Voyage experience is taken into consideration, it is possible to state that there is one positive correlation; between *Act (Activities)* and *RR (Rest & Relaxing)* among the given answer groups (See Figure 26). On the other hand, the correlations with the p values greater than 0,30 are listed as below:

- Fun-Act; negative correlation (with p-value -0,332)
- PT (Peace & Tranquility) – Act; negative correlation (with p-value -0,324)

By considering these results, it can be obtained that three possible answer groups which indicate the keywords that express the experiences of the participants, who are the users of Blue Voyage are listed as:

1. Users who express their experiences with the keywords which are related to the *Fun*,
2. Users who express their experiences with the keywords which are related with the *Peace & Tranquility*,
3. Users who express their experiences with the keywords which are related with the *Activity* and *Rest & Relaxing*.

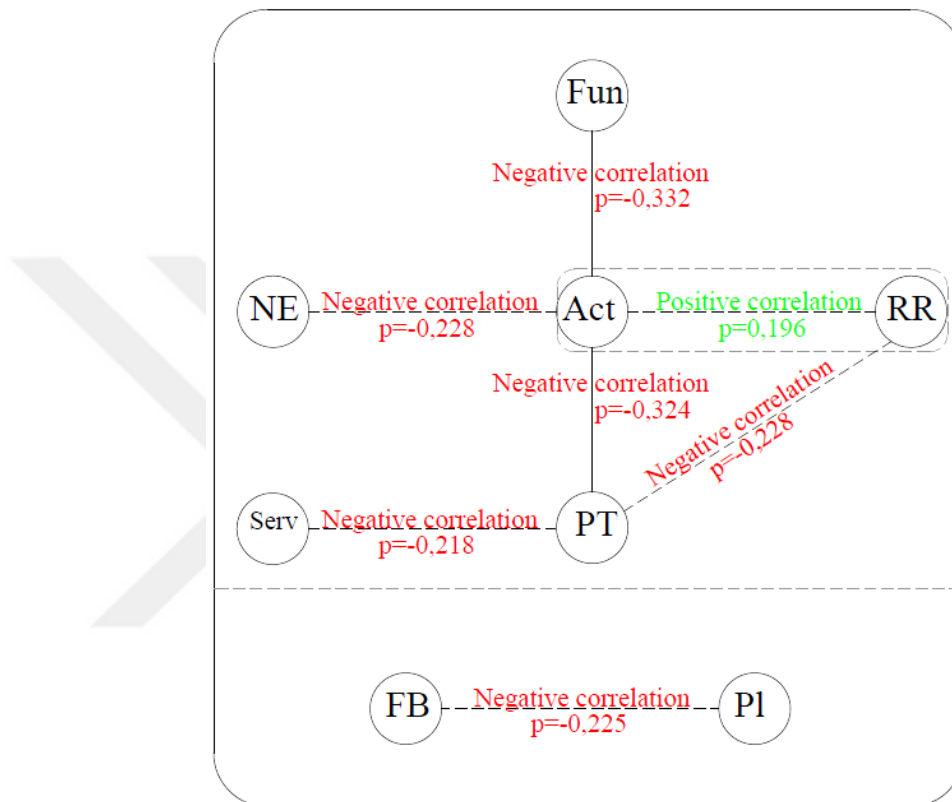


Figure 26. Relation diagram of the answer groups for Question 6: Keywords for Blue Voyage experience

It is important to investigate correlations of the answer groups in *Question 7.1: What did make you happy during Blue Voyage* and *Question 7.2: What did make you unhappy during Blue Voyage* to obtain the opinions of the Blue Voyage users for the given service. According to the answers for Question 7.1, it is possible to see that there are two positive correlations among the given answers; between *Serv* & *CC* (*Service, Captain & Crew*) and *Yacht*; and between *Act* and *SFF* (*Social, Friends & Family*) (See Figure 27). On the other hand, the correlations with the p values greater than 0,30 are listed as below:

- *Serv&CC-Yacht*; positive correlation (with p value 0,459),

- Act-Yacht; negative correlation (with p value -0,414).

By considering these results, it can be obtained that three possible answer groups that made the participants happy during Blue Voyage are:

1. PT (Peace & Tranquility) related factors,
2. Serv&CC (Service, Captain & Crew) and Yacht related factors
3. Act (Activity) and SFF (Social, Friends, and Family) related factors.

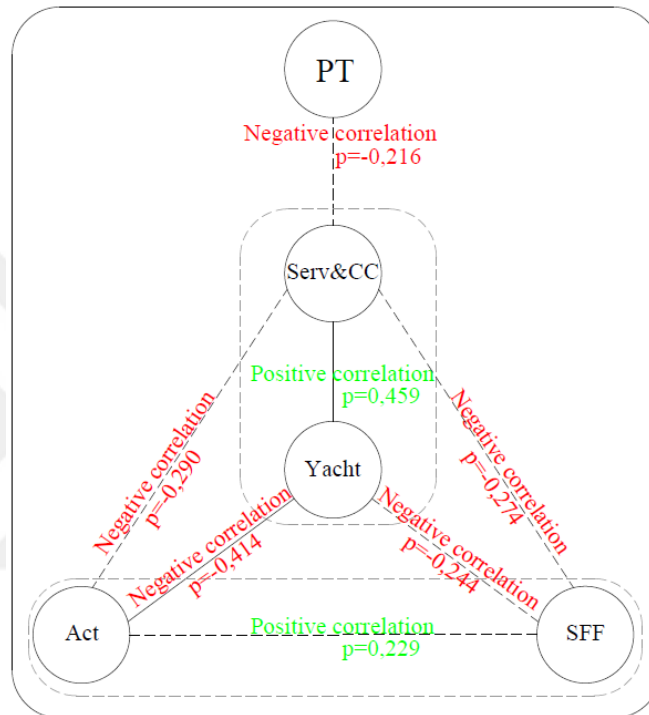


Figure 27. Relation diagram of the answer groups for Question 7.1:What did make you happy in Blue Voyage

When the relation diagram which indicates correlations for the answer groups in Question 7.2 is considered, it can be seen that there are three answer groups that made the participants unhappy during Blue Voyage (Figure 28), in other words, which left negative effects on the participants' evaluation process for the given service. These main groups of answers are:

1. End related factors,
2. Ext (External), P&Sch (Program & Scheduling) or Serv&CC (Service, Captain & Crew) related factors,
3. Price and Daily (Daily trip boats) related factors.

By taking these three groups of answers, it is possible to state that Blue Voyage has a fragile structure in which customers' experience is easily affected by external factors.

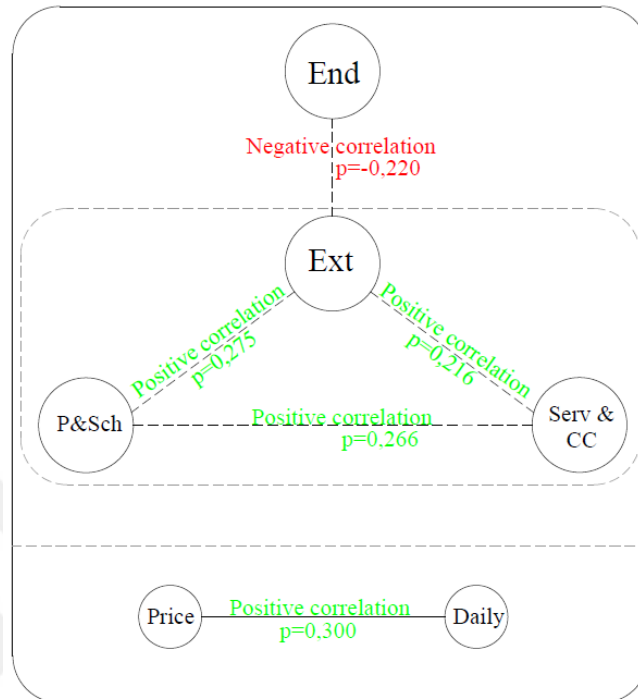


Figure 28. Relation diagram of the answer groups for Question 7.2: What did make you unhappy in Blue Voyage

By applying Pearson Correlation Analysis between the answer groups of Question 2: Reasons for preferring Blue Voyage, Question 3: Expectations from Blue Voyage, Question 7: Factors that made participants happy or unhappy during Blue Voyage, a possible framework for clustering Blue Voyage customers was obtained.

6.2.2.11 Clustering of the Blue Voyage Customers

Correlation and regression analysis results show that clustering customers of Blue Voyage according to demographical factors is not an efficient way to be applied. However, results show that it is possible to apply motivation-based clustering of Blue Voyage customers and provide improvements for increasing service quality for each cluster within the scope of service design. According to the results of the field studies, 4 main clusters based on the motivations of the Blue Voyage customers were obtained within the scope of this research. Each of these customer clusters has distinctive customer groups with various preferences, expectations, etc. These motivations' clusters are:

1. ***Peace & tranquility-based motivations:*** This cluster includes Blue Voyage customers who prefer to experience Blue Voyage due to peace and tranquility-related factors. According to the correlation analysis of the results of the field study, it was obtained that customers within this cluster tend to expect relaxing, resting, and peace-related issues. This group of customers does not have a tendency to be affected by planning & scheduling-related problems in Blue Voyage.
2. ***Friends & family:*** This cluster contains Blue Voyage customers who prefer Blue Voyage to be with their friends and/or family. This preference can be matched with the feeling of being isolated from the social environment of the customers. Consistently, customers in this group tend to expect to socialize during Blue Voyage. Moreover, the analysis shows that this group of customers is not affected positively by the “action” related factors and activities during the Blue Voyage and they tend to be affected by “service, captain or crew related problems” and by the feeling of ending, which occurs at the end of the Blue Voyage journey.
3. ***Rest, relaxing, and gastronomy-based motivations:*** This cluster of Blue Voyage customers constitutes customers who prefer to experience Blue Voyage due to rest & relaxing-related factors and gastronomy-related factors. This group of customers tends to have gastronomy (eating & drinking) related expectations but they don’t have a tendency of having socializing-related expectations. Analysis shows that activities during Blue Voyage have positive effects on this customer group.
4. ***Curiosity-based motivations:*** This cluster contains Blue Voyage customers who prefer to purchase Blue Voyage service due to curiosity-related motivations. Analysis shows that this group of customers is constituted of generally first-time users of Blue Voyage. Moreover, correlation analysis shows that customers within this cluster expect to experience cultural and historical trips during Blue Voyage but they do not have eating-drinking (gastronomy) related expectations.

Table 79 represents four clusters with expectations, positive and negative factors that affect the overall evaluation of the service offer quality for Blue Voyage.

Table 79. Motivation based clustering of the Blue Voyage customers

Reason of preferring Blue Voyage		1	2	3		4	
		Peace & Tranquility	Friends & Family	Rest & Relaxing	F&B	Curiosity	
Expectations	Name	Relaxation, resting, peace	Socializing	Socializing	Eating & Drinking	Cultural & historical trips	Eating & Drinking
	Correlation Type	Positive	Positive	Negative	Positive	Positive	Negative
	Sigma	0,024	0,029	0,018	0,010	0,019	0,005
	p value	0,218	0,211	-0,229	0,249	0,227	-0,270
Positive factors	Name	-	Activity	Activity	-	-	-
	Correlation type	-	Negative	Positive	-	-	-
	Sigma	-	0,028	0,05	-	-	-
	p value	-	-0,213	0,19	-	-	-
Negative factors	Name	Planning & Scheduling	Service, Captain, Crew	End	-	-	-
	Correlation type	Negative	Positive	Positive	-	-	-
	Sigma	0,032	0,004	0,022	-	-	-
	p value	-0,207	0,273	0,221	-	-	-

6.2.3 Discussion

The questionnaire plays an important role in considering Blue Voyage customers' profiles, expectations, ideas, opinions, and evaluations of the offered service. As stated before, both open-ended and close-ended questions took place in the questionnaire to understand the participants in the most efficient way. Answers to each question, even of the open-ended ones, were transferred to quantitative data, which gives an idea about the distribution, percentages, and ranking among other answers for the same question. Besides having results of each question separately, implications from the results of this questionnaire may be listed as below:

- Most of the Blue Voyage customers' are between the ages of 41-60, married, and experienced with Blue Voyage users before.
- Most of the participants are Turkish, however, there is a wide variety in the foreign users' country of origin.
- Most of the Blue Voyage customers have a moderate economic level of income. Of course, this fact depends on the participants' evaluation of themselves subjectively and it can differentiate from one participant to another.
- Blue Voyage customers who purchase the Blue Voyage service for one

week (7 days) have the great majority.

- Customers of Blue Voyage evaluated the price level of this service in between “high” and “moderate” levels and they evaluated the quality level of this service in between “very high” and “high” levels.
- Nature and environmental issues are included directly in the most given answer groups in reasons for preferring Blue Voyage, keywords for expressing experiences in Blue Voyage, and the facts that made the participants happy during Blue Voyage. These issues have also indirect relation with the answers that indicate expectations of the users from Blue Voyage; with the answers of “discovering new places and relaxation” and “resting and peace”. By considering this fact, it is possible to state that “Nature and Environment” constitute the base of the whole Blue Voyage service structure.
- “Peace & Tranquility”, “Activities” and “Food & Beverages” related answers were given in many questions in which expectations, the reason for preferring Blue Voyage, keywords that express the experience during Blue Voyage, and facts that made the participants happy were investigated, by the participants. As a result, these three elements may be considered as major important points that support the base of the whole Blue Voyage.
- Yachts are not the major factors for choosing Blue Voyage, however, any single problem and/or negative way of the preferred yacht may lead to a reason of unhappiness from offered Blue Voyage Service. Customers are interested more in the yacht’s condition, layout, and cleanliness rather than its technological and luxury equipment.
- External factors, yacht maintenance-related issues, and program & scheduling-related problems may be considered as the potential weak point, which needs attention for improving the existing Blue Voyage service.

6.3 Evaluation of the Results of Field Study with the Service Providers

As stated before, two field studies were conducted with the service providers to reach different data about the existing Blue Voyage service in our present time.

6.3.1 *Questionnaire with the Service Providers*

According to the answers of the participants, some generalizations and inferences are obtained. These generalizations and inferences are:

- Customers' expectation of silence, peace, and nature is the common answer of all the participants.
- The minimum quality and income level of the customers is mid-level and this level of customers prefer mostly cabin charter. Private charter customers are generally mid-up and upper culture and income level
- 6 participants (participant numbers: 3 to 8) underline the importance of crew members' approach and behavior to the customers, while 3 of these participants (Participants 3, 7, and 8) state that education of the crew members is crucial.
- Expectations and preferences may vary according to nationality. All the participants state that domestic customers focus mostly on fine food & beverage and chilling out. Foreign customers may demand activities such as historical tours onshore, sailing, diving, snorkeling, etc.
- 2 agency authorities, 2 captains & yacht owners, and a yacht owner participant state that customers' quality was much better 10 years ago.
- For the effective lifetime question, all the participants, except participant 6, state that a well-constructed, well-maintained, and refitted yacht may be used for decades. Participant 6 states that the effective lifetime is approximately 10 years but the yacht shouldn't be used after 20 years of usage.
- Participant 5 states that there is a change in the high-level quality customers' expectations. In our present time, they prefer more "boutique" yachts, which have a low number of but comfortable and luxury cabins.
- Participant 8 states that Blue Voyage customers tend to research and compare alternatives. He states that these customers evaluate and consider every single detail during their trip.
- The results of the Likert scale question may be seen in Table 80. According to these results, elements e, a, c and d (see part 1.1) have the major effect on the negative situation of Blue Voyage, while the other 4 elements have less effect. However, it can be seen that each element's mean value is greater than 3, which indicates a moderate effect level.

Table 80. Likert scale results

	Questions									
	a	b	c	d	e	f	g	h	i	j
Participant 1	5	3	5	5	5	5	5	3	5	4
Participant 2	5	4	4	5	5	5	4	3	4	5
Participant 3	5	5	5	5	5	5	3	5	4	3
Participant 4	5	3	5	5	3	4	5	1	1	4
Participant 5	1	4	5	5	4	3	1	4	1	1
Participant 6	4	3	5	4	5	2	4	4	4	3
Participant 7	5	5	2	2	5	2	2	5	5	2
Participant 8	5	4	3	3	4	5	3	3	4	4
<i>Mean Value</i>	4,38	3,88	4,25	4,25	4,50	3,88	3,38	3,50	3,50	3,25

6.3.2 Interviews with the Service Providers

According to the data obtained via interviews, usage density tables are filled with ranking numbers in which it is possible to monitor the usage density of different parts of the yacht for different processes and situations. In Table 78, Table 79, and Table 80, results of usage densities on board during Blue Voyage for different parts of the yachts may be seen.

As it can be seen in Table 81, “aft deck” has the highest usage density ranking with an overall value of 22, which has a color of red. Also, it is possible to state that the aft deck of the yachts is being used by different groups of users during “Getting on board” processes take place. The gangway part of the yacht has the second-highest usage density with an overall value of 13, which can be seen as moderate usage density.

In the “Departure from the port” processes (See Table 81), it can be stated that aft deck and foredeck areas have the same usage density level with an overall value of 10, which can be seen as a moderate level of usage density.

In the cruising processes, it can be seen that (See Table 81) usage density of different parts of the yacht have nearly homogeneous distribution and overall usage density values vary from 0 to 7.

Table 81. Usage densities for “Getting on board”, “Departure from the port” and “Cruising” processes of Blue Voyage

	Area	Used by					Usage density					Overall
		a	b	c	d	e	a	b	c	d	e	
Getting on board	Gangway	1	0	1	0	1	5	0	3	0	5	13
	Aft deck	1	1	1	1	1	5	5	5	2	5	22
	Saloon	1	1	0	0	0	3	2	0	0	0	5
	Galley	0	0	1	1	0	0	0	1	5	0	6
	Bridge	0	0	0	0	0	0	0	0	0	0	0
	Cabins	1	0	0	0	0	5	0	0	0	0	5
	Sunbathing Area	0	0	0	0	0	0	0	0	0	0	0
	Fore Deck	0	0	0	0	0	0	0	0	0	0	0
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0
Departure from the port	Gangway	0	0	0	0	0	0	0	0	0	0	0
	Aft deck	1	0	1	0	0	5	0	5	0	0	10
	Saloon	1	0	0	0	0	3	0	0	0	0	3
	Galley	0	0	0	1	0	0	0	0	3	0	3
	Bridge	0	1	0	0	0	0	5	0	0	0	5
	Cabins	1	0	0	0	0	1	0	0	0	0	1
	Sunbathing Area	1	0	0	0	0	2	0	0	0	0	2
	Fore Deck	1	0	1	0	0	5	0	5	0	0	10
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0
Cruising	Gangway	0	0	0	0	0	0	0	0	0	0	0
	Aft deck	1	0	1	0	0	4	0	2	0	0	6
	Saloon	1	0	0	0	0	3	0	0	0	0	3
	Galley	0	0	0	1	0	0	0	0	3	0	3
	Bridge	0	1	1	0	0	0	5	2	0	0	7
	Cabins	1	0	0	0	0	2	0	0	0	0	2
	Sunbathing Area	1	0	0	0	0	4	0	0	0	0	4
	Fore Deck	1	0	0	0	0	3	0	0	0	0	3
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0

During the “Sailing” process, it can be seen that the aft deck and deck (sail & rigging) are the areas of the yacht with the highest usage densities. However, it is possible to state that the aft deck’s usage density has a color of orange, which expresses moderate usage density (Table 82).

Table 82. Usage densities for “Sailing”, “Breakfast, Lunch & Dinner” and “Emergency situation” processes of Blue Voyage

Sailing	Gangway	0	0	0	0	0	0	0	0	0	0	0
	Aft deck	1	0	1	0	0	5	0	5	0	0	10
	Saloon	1	0	0	0	0	3	0	0	0	0	3
	Galley	0	0	0	1	0	0	0	0	2	0	2
	Bridge	0	1	0	0	0	0	5	0	0	0	5
	Cabins	1	0	0	0	0	2	0	0	0	0	2
	Sunbathing Area	1	0	0	0	0	2	0	0	0	0	2
	Fore Deck	1	0	1	0	0	1	0	5	0	0	6
	Deck (Sail & Rigging)	0	1	1	0	0	0	2	5	0	0	7
Breakfast, Lunch & Dinner	Gangway	0	0	0	0	0	0	0	0	0	0	0
	Aft deck	1	0	1	1	0	5	0	5	5	0	15
	Saloon	1	0	1	1	0	5	0	5	5	0	15
	Galley	0	0	1	1	0	0	0	5	5	0	10
	Bridge	0	1	0	0	0	0	3	0	0	0	3
	Cabins	0	0	0	0	0	0	0	0	0	0	0
	Sunbathing Area	0	0	0	0	0	0	0	0	0	0	0
	Fore Deck	0	0	0	0	0	0	0	0	0	0	0
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0
Emergency situation	Gangway	1	1	1	1	1	5	5	3	1	5	19
	Aft deck	1	1	1	1	1	5	5	5	1	5	21
	Saloon	1	1	1	1	1	5	5	5	1	5	21
	Galley	0	0	0	0	0	0	0	0	0	0	0
	Bridge	0	1	0	0	0	0	5	0	0	0	5
	Cabins	0	0	0	0	0	0	0	0	0	0	0
	Sunbathing Area	0	0	0	0	0	0	0	0	0	0	0
	Fore Deck	0	0	0	0	0	0	0	0	0	0	0
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0

During the “Breakfast, Lunch & Dinner” processes, it can be seen that the aft deck and saloon area have the same usage density with a score of 15, which corresponds to the color of dark orange (Table 82). The galley has the second-highest usage density score during the “Breakfast, Lunch & Dinner” process.

In the “Emergency Situation”, it can be seen that aft deck and saloon areas have the highest usage density with the score of 21 and as it can be seen from Table 82, both these areas’ usage density have a color code of red. For this situation, the gangway is the area that has the second-highest usage density score among other parts of the yacht (Table 82).

Table 83. Usage densities for “Getting into a bay/port and mooring”, “Return” and “Disembarkation” processes of Blue Voyage

Getting into a bay/port, anchoring	Gangway	1	0	1	0	0	5	0	3	0	0	8
	Aft deck	1	1	1	0	0	5	3	5	0	0	13
	Saloon	1	0	1	0	0	3	0	2	0	0	5
	Galley	0	0	0	0	0	0	0	0	0	0	0
	Bridge	0	1	0	0	0	0	5	0	0	0	5
	Cabins	1	0	0	0	0	2	0	0	0	0	2
	Sunbathing Area	1	0	0	0	0	3	0	0	0	0	3
	Fore Deck	1	1	1	0	0	2	2	5	0	0	9
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0
Return	Gangway	0	0	0	0	0	0	0	0	0	0	0
	Aft deck	1	0	1	0	0	3	0	3	0	0	6
	Saloon	1	0	1	0	0	3	0	3	0	0	6
	Galley	0	0	0	1	0	0	0	0	2	0	2
	Bridge	0	1	0	0	0	0	5	0	0	0	5
	Cabins	1	0	0	0	0	5	0	0	0	0	5
	Sunbathing Area	1	0	0	0	0	3	0	0	0	0	3
	Fore Deck	1	0	1	0	0	3	0	2	0	0	5
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0
Disembarkation	Gangway	1	0	1	0	0	5	0	3	0	0	8
	Aft deck	1	1	1	1	0	5	5	5	2	0	17
	Saloon	1	1	1	1	0	5	5	5	2	0	17
	Galley	0	0	0	0	0	0	0	0	0	0	0
	Bridge	0	0	0	0	0	0	0	0	0	0	0
	Cabins	0	0	0	0	0	0	0	0	0	0	0
	Sunbathing Area	0	0	0	0	0	0	0	0	0	0	0
	Fore Deck	0	0	0	0	0	0	0	0	0	0	0
	Deck (Sail & Rigging)	0	0	0	0	0	0	0	0	0	0	0

As it can be seen in Table 83, during the process of “Getting into a bay/port, anchoring”, the aft deck is the area that has the highest usage density, with a score of 13. The aft deck is followed by the foredeck and gangway areas according to usage density calculation. However, even for the aft deck area, it is seen that the color code does not shift to the zone of red color, which represents the highest usage density.

In the “Return” process, it is possible to see how different actors are distributed to different parts of the yacht in a homogenous way (Table 83). As it can be seen in Table 83, during the “Disembarkation” process, it is seen that aft deck and gangway are the two most commonly used areas of the yacht according to the usage density calculations.

According to the results of the research about gauging usage density of different parts of a yacht, which is being used in Blue Voyage, it is possible to state that the aft deck, saloon area, and gangway are the parts, which have the highest overall usage density scores (Table 84).

Table 84. Overall usage density scores

Gangway	48
Aft deck	120
Saloon	78
Galley	26
Bridge	35
Cabins	17
Sunbathing Area	14
Fore Deck	33
Deck (Sail & Rigging)	7

Table 85. Usage density matrix

	Gangway	Aft Deck	Saloon	Galley	Bridge	Cabins	Sunbathing Area	Fore Deck	Deck (Sail & Rigging)
Getting onboard	13	22	5	6	0	5	0	0	0
Leaving the port	0	10	3	3	5	1	2	10	0
Cruise	0	6	3	3	7	2	4	3	0
Sailing cruise	0	10	3	2	5	2	2	6	7
Breakfast, lunch, dinner	0	15	15	10	3	0	0	0	0
Emergency	19	21	21	0	5	0	0	0	0
Getting into a bay/port, anchoring	8	13	5	0	5	2	3	9	0
Return	0	6	6	2	5	5	3	5	0
Disembarkation	8	17	17	0	0	0	0	0	0

Table 85 represents usage density matrix onboard during Blue Voyage. The results show that especially aft part of the yacht that includes the gangway, aft deck and the saloon area is the most critical part of a yacht during Blue Voyage service. These parts of the yacht are being used by different users at the same time in most of the processes. The second most used areas' category includes the parts of the bridge, foredeck, and galley parts, which represent operative intensive parts of a yacht during Blue Voyage. The third group or parts of the yacht include the cabins, sunbathing area,

and deck (sail & rigging). Except for the deck (sail & rigging) part, it can be stated that this group contains the customer-focused parts, which are being used only by the customers during Blue Voyage.

The results underline the fact that Blue Voyage is a service, in which high amount of interactions, which are also known as the touchpoints, take place between the service providers and the customers. Moreover, the results show that, beside the customer-service provider interaction, Blue Voyage customers also experience service provider-third parties interaction in some processes during Blue Voyage.

By taking the results into consideration, it is possible to divide parts of the yachts that are being used in Blue Voyage as follows:

1. Aft part (aft deck, saloon area, and gangway)
2. Operative-intensive part (bridge, foredeck, and galley)
3. Customer-intensive parts (cabins, sunbathing area, deck area with sail & rigging equipment)

This ranking can be used as an input for the design process of a Bodrum Gulet, which is one of the most unique elements of the whole Blue Voyage service structure. Possible problems related to the common usage of aft parts, which have the highest usage density scores, by different users at the same time are an important factor to be considered for the design of these yachts.

6.4 Evaluation of the Results of Field Study with the Third Parties

In this section, the results of the field study with third parties, which are the boatyard owners, naval architects, and yacht craftsmen will be discussed. Responses, which were taken from interviews, are listed below:

- Application of lamination method in Bodrum Gulet construction process has increased the flexibility and efficiency in Bodrum. Before that, the specifications and dimensions of the yachts were determined by the type and geometry of the bodies of the trees.
- Bodrum Gulets and Blue Voyage can not be considered separately, they are related to each other. Each sector pushes up or pulls down the other.
- The popularity of Bodrum Gulets increased significantly, especially after the 1980s. With an increase in competition among the rivals in the Blue Voyage

market, the dimension and specifications of the yachts increased dramatically in the late 1990s and early 2000s.

- Today, very few people or companies are willing to order for 30+ m Bodrum Gulets.
- Mirror Transom type yachts rose due to extra space requirement in Blue Voyage, they can have more cabins due to extra area in the aft part of the yachts.
- Craftsmanship plays important role in the uniqueness of Bodrum Gulets. It is possible to discriminate different craftsmen's yachts according to geometrical diversities. This uniqueness attracts people from all over the world. When people come for Blue Voyage, they meet Bodrum Gulets or vice versa.
- As comfort and luxury expectation increased in Bodrum Gulets' design and construction phases, 25 + m gulets became popular. Before that, a 25 m Bodrum Gulet would be seen as a ship in Bodrum. However, for the last 10 years, big gulets have lost their popularity due to economical reasons. Now, yacht owners prefer to own smaller Bodrum Gulets.

All the obtained answers show that, due to strong relation between the Blue Voyage and Bodrum Gulets, service providers consider Bodrum Gulets as the core elements and competitive advantage factor within Blue Voyage service.

CHAPTER 7: CONCLUSION & DISCUSSIONS

The strong relation between Blue Voyage and Bodrum Gulets and the absence of a properly constructed design framework to be followed in Blue Voyage service, which is one of the most important elements of Turkey's marine tourism, together cause the service providers to attach importance to the tangible elements such as dimensions and qualities of the yachts to gain competitive advantage among rivals. However, this fact contradicts the nature of the service structure, in which intangible elements constitute the basis of a service offer and tangible elements are the supportive ones. To overcome this problematic situation, a set of field studies were conducted to collect data from different actors in the existing Blue Voyage service within the scope of this research.

In the process of following the literature review, information was obtained about what kind of way to follow regarding the data collection and analysis processes in light of the pilot study. Especially, the path followed in the pilot study was utilized in grouping the answers to open-ended questions and analyzing these answers. In the field studies processes following the pilot study, different scales of information were collected from different participant groups in the existing Blue Voyage service. The information collected from customers, service providers, and third parties in the existing Blue Voyage service were compared with each other and the consistency of the results was ensured.

7.1 Cross Check Between the Collected and Analyzed Data

Different actors in an existing service concept provide a different scale of data about the trends, expectations of the customers, pros, and cons of the service, problematic points of Blue Voyage, possible improvement fields, etc. To test the consistency of the obtained outcomes from field studies, each of these collected and analyzed data was compared with each other. In below, similarities between results of the conducted field studies in the scope of this research are explained briefly;

- **Dimensions and specifications of the yachts are not seen as the key factors that attract the customers:** Related to the absence of a properly constructed design framework, the importance that is given to the tangible elements, especially to the yachts in Blue Voyage by the service providers surpasses that of intangible elements. This problem definition is verified with the results of questionnaires with

the customers and the interviews with the 3rd parties in Blue Voyage in the scope of this research. Instead, the field studies indicate that maintenance, tidiness, and cleanliness affect the overall evaluation of service quality in Blue Voyage. This outcome underlines the fact that intangible elements of the service offer have more impact on customer satisfaction when they are compared with tangible elements.

- **Nature related factors are seen as a key element within the Blue Voyage service structure:** By taking the culture and history of Blue Voyage, it is possible to state that Blue Voyage is a nature-linked service offer for the customers. Obtained results both from questionnaires with service providers and from questionnaires with the Blue Voyage customers show that nature-related issues are seen as key elements in the existing Blue Voyage service. As a result, the interaction between the whole Blue Voyage service structure and the natural and environmental elements should not be underestimated while offering improvements in the Blue Voyage service.
- **The Captain & Crew(s) are important determinants that shape the customer experience in Blue Voyage:** It is known that in early Blue Voyages in the 1950s, the captain and the crew's role was only to control the boat and deliver the Blue Voyagers to the desired route without taking responsibility for cooking or cleaning. However, as Blue Voyage has become a complex and worldwide known service offer in marine tourism, the tasks and responsibilities of these actors changed significantly. Both questionnaires with the customers and questionnaire with the service providers show that the captain and the crew members' education, skills, and attribute to the customers & each other are seen as one of the major determinants that shape the perception of overall service quality in Blue Voyage. This outcome fits perfectly with obtained data from a literature review about service concepts and tourism-related sources that underline the importance of service employees in the overall service quality evaluation process.
- **Blue Voyage is a service that contains high-density of touchpoints:** Related to the limited space and long duration of interactions between the service providers and the customers, Blue Voyage can be pronounced as a service offer with a high density of touchpoints. Both the questionnaires with the service providers and the interviews with the service providers provide similar results that verify this fact. Moreover, interviews with the service providers provide a usage density framework that shows the most used parts of the yachts in different processes

during Blue Voyage.

Obtained results from different field studies within this research provide similar results about the Blue Voyage service offer in our present day. This outcome verifies the consistency of the results, which have been obtained by analysis of the data collected from different participants at different times.

7.2 General Results

Collected data from literature review and field studies show that there is a need for a properly constructed design framework to improve the service quality of Blue Voyage and reassure the existence of this unique service offer in Turkey. To achieve this goal, a set of issues from different field of studies such as philosophy and cultural background of Blue Voyage, nature of service concept, crucial issues of a service design, customer motivations in marine tourism have to be harmonized with the results of this research's data collection and analysis phases via field studies. In below, the implications obtained within the scope of this research and intended to be used as inputs in the creation of a design framework for Blue Voyage are listed:

1. In the starting process of this research, it was stated that the absence of a properly constructed design framework for Blue Voyage service caused a problem that yachts are seen as the core elements and competitive advantage tools for improving the quality of the service offer. However, this fact contradicts the nature of a service structure, in which intangible elements constitute the base and tangible elements support the service system. The results of this research show that customers do not evaluate yachts' specifications or dimensions as one of the most important elements of the Blue Voyage service. This outcome coincides with the detected problem definition about the fact of considering yachts in a Blue Voyage structure as the most important element in the existing service structure.
2. Consistently with the nature of a service structure, field studies show that customers' evaluation process of a given service, which shapes the perception of quality, satisfaction, and customer loyalty, bases on the intangible elements in Blue Voyage. Moreover, this research reveals that the attention given to the equipment and features of the yachts in the Blue Voyage should be shifted to intangible elements such as maintenance & cleanliness of the tangible elements, captain & crew members' qualification, skills, education, planning & scheduling, customer-

based alternative suggestions, etc.

3. Blue Voyage is a service offer, which shapes the customer experience and is driven by the customer experience. However, differently from many other service sectors, instead of demographic clustering, motivation-based clustering is needed for categorizing the customers for satisfying the different needs and expectations of each group efficiently in Blue Voyage. Results show that customers with different motivations tend to have different expectations to be met and they are affected by internal/external factors in different ways. Moreover, the motivations of the customers affect the evaluation process of the customers, which relatively shapes the overall satisfaction of the customers.
4. It is seen that there are only a few studies that focus on Blue Voyage in the literature. Although Blue Voyage is pronounced as a unique marine tourism option that differs from other yacht charter services, there is no special grouping and inventory system for this unique alternative. This situation creates negativity in terms of providing data for researches aiming to increase the level of service quality in Blue Voyage and to identify the needs of the service providers in the service sector. There is a need for a database in which data from the service providers and the customers on large scales are to be collected to clarify and monitor the expectations, needs, evaluation processes of both two parts of the service encounter.
5. The increased degree of touchpoints in Blue Voyage requires an improvement in interactions between the service elements and the customers.
6. Blue Voyage's sensitivity to natural and environmental issues is quite high; it is affected by external factors, which are related to these issues easily.

The abovementioned outcomes underline the need for a properly constructed design framework, in which Blue Voyage is improved from a service design perspective. In this context, by reshaping problematic points and providing a guideline which bases on the customer experience and intangible elements in Blue Voyage, it will be possible to improve the quality of service without abandoning Blue Voyage's cultural and historical elements that distinguish it from other yacht charter and marine tourism alternatives.

The findings obtained prove the existence of the problem, which was determined at the starting point of the thesis and based on the perception of the yachts as the focal

point in the Blue Voyage service.

The results verified the the high variety of the customers' expectations, needs, wishes and perception of the service quality in Blue Voyage. This outcome underlines the need to provide service alternatives to satisfy different needs, wishes and expectations. The proposal to apply a motivation-based classification of Blue Voyage customers and to focus on the distinguishing factors of each cluster brings a new perspective to the conventional Blue Voyage service offers, which focus mostly on the specifications of the tangible elements such as dimensions and comfort level of the yachts.

7.3 Blue Voyage Service Design Framework

A design framework includes different scales and groups of guidelines to be followed for developing an existing service. This research aims to provide a design framework for the existing Blue Voyage service offer to develop and improve service quality by considering its identity. It is possible to divide such a framework into sub-groups of guidelines, which target different potential problematic areas of an existing service. By taking the results of this research that are obtained by the literature review and by the field studies, the design framework is divided into three perspectives as a managerial perspective, quality perspective, and education-based perspective. However, it is important to underline that all three perspectives have connections and interrelations with each other and they constitute the design framework guideline together.

7.3.1 Managerial Perspective

Based on the results of this research, it is seen that reshaping the existing Blue Voyage according to the customers' preferences and needs is the major element in the managerial perspective.

7.3.1.1 Clustering of the Customers in Blue Voyage

Results of the field studies show that instead of demographic clustering of the customers, clustering customers of Blue Voyage according to their motivation of preferring Blue Voyage service is a more efficient way. Four possible clusters were obtained at the end of the set of analyses by using SPSS on the collected data from the customers. It was observed that customers of different clusters have different expectations and they tend to be affected positively or negatively by different factors.

In this context, by focusing on each different cluster's distinctive expectations, opinions, and positive/negative affect factors that shape separately, it is possible to increase the satisfaction of the customers in different clusters in Blue Voyage. Based on motivation based clustering of the customers in Blue Voyage, it is possible to offer cluster-based preferences and alternatives to the customers as follow:

1. ***Peace & tranquility-based motivations cluster:*** Peace, tranquility, resting, relaxing and peace are the keywords that attract the customer from this cluster. Noisy daily trip boats, overcrowded bays, loud music, and crowded sea are potential threats that promote customer dissatisfaction from Blue Voyage. To prevent these negative factors, route planning plays the most important role. Moreover, the research shows that this group of customers does not have a tendency to be affected by planning & scheduling-related problems in Blue Voyage. As a result, flexible route planning in which selecting the most unfrequented and silent bays is the key element while overcrowded and popular bays, routes of the daily trip boats are among the factors that should be avoided. Moreover, selection of the music list, leaving the bay procedures, noise-vibration preventing solutions may be given as examples for the issues that require additional attention for this cluster.
2. ***Friends & family cluster:*** Being isolated with friends and family while experiencing Blue Voyage is the key sentence that describes this group of customers of Blue Voyage. Since this group of customers is not attracted by the activities onboard in a positive way, providing a various amount of activities and related equipment on board is not necessary for this group of customers. Instead, the design and arrangement of the commonly used areas of the yachts are crucial points to be taken into consideration to increase customers' satisfaction with the Blue Voyage service offer. Results show that customers from this cluster are sensitive in terms of being affected negatively by problems, which are related to the captain and crew. Moreover, the feeling of Blue Voyage's end creates a negative experience for this cluster of customers. By considering these facts, the qualification and skills of the captain and the crew are the key factors to gain these customers' admiration. Also, post-Blue Voyage additions such as gifts, special gestures, photo albums, video records, etc. that decrease the negative effect of Blue Voyage's ending are

possible solutions for overcoming this negativity.

3. ***Rest, relaxing, and gastronomy-based motivations cluster:*** Gastronomy-related issues constitute the core element for the customers within this cluster. Improvements in the galley area, increasing variety of the meals, improving the skills of the cook on board, tasting organizations during Blue Voyage are possible improvement areas for increasing the satisfaction rate of the customers in this cluster. Moreover, because this group of Blue Voyage customers tends to be affected positively by the activities on board, an increasing number of alternative activity offers onboard to be provided to these customers would contribute to the customers' evaluation process of the perceived quality.
4. ***Curiosity-based motivations cluster:*** Customers who prefer to experience Blue Voyage due to curiosity-based motivations are generally first-time users. It is important to satisfy these customers' expectations and leaving unique experiences on them for ensuring their loyalty. Especially, route and activity planning in which trips and trekking to the historically and culturally rich areas is the key element to make this group of Blue Voyage customers happy about the service offer. Because this group of customers does not have gastronomy-related expectations, concern for providing various meals and special dining may be shifted to more activity-based organizations.

7.3.1.2 Tangible Elements Checklist in Blue Voyage

The results show that problems, which are related to tangible elements, arise from maintenance-related problems such as problems of the engines or the generators during Blue Voyage, etc. To overcome these problematic points, there is a need for a well-described maintenance checklist to keep the tangible elements in the desired conditions. In below, the main bullet points for this checklist are listed;

- **Mechanic & electric & hydraulic surveys:** To prevent the occurrence possibility of the main engines or the auxiliary systems in Blue Voyage yachts, such as generators, HVAC systems, electric batteries, etc., periodical surveys are needed. The period of these controls should be clarified due to the usage density of the yachts, however, there should be at least two controls as pre-seasonal survey and mid-seasonal survey. In each of the repair & maintenance surveys, a list of issues to be controlled has to be listed clearly for clarifying critical control points within a yacht.

- **Cleanliness control:** To reassure proper hygiene and tidiness in the yachts, pre-Blue Voyage controls have to be conducted within a guide of the cleanliness control checklist. Controlling the conditions of different parts of the yachts such as common areas, deck area, cabins, galley, etc. will prevent problems which are related to the low level of cleanliness & tidiness in the yachts used in Blue Voyage.

7.3.2 Quality Perspective

Quality is one of the keywords for expressing the factors that shape customer satisfaction in a service offer. If the customers' expectations are met by the service offered with a desired quality customers' satisfaction ensures customer loyalty occurs. To reassure the consistency of the service quality, quality-monitoring systems in a service offer are useful tools. It is possible to monitor not only the perceived quality of the customer but also the internal quality among the service provider employees, such as the captain, the agency employees, and the crew members by establishing a quality monitoring system for Blue Voyage. In this context, dividing the quality monitoring system for Blue Voyage service into two categories as the internal service quality monitoring system and the external service quality monitoring system.

7.3.2.1 Internal Service Quality Monitoring System

An internal service quality monitoring system includes developing a system in which the quality of the service provider internally is constructed and monitored periodically. Evaluating employees, internal processes, and managers within an internal service quality monitoring system enable not only to consider overall internal quality conditions but also to compare changes periodically in an existing service offer.

- **Employee Quality Parameters:** The skills and performance of each service employee in a service offer have a great impact on service quality. Skills, experience, education, owned certificates, adaptability, flexibility, language, technical skills, etc. may be given as examples for parameters to be used in monitoring the internal quality of employees who are the crew members and captains in Blue Voyage.
- **Internal Processes' Quality Parameters:** Even if the fact that customers do not witness internal processes, improving the quality of these internal processes, which are also known as back-office processes in a service offer enables an increase in overall service quality. Preparing the cabins before Blue Voyage, maintenance and

repair processes of the yacht, improvement of logistics, which are related to internal processes, etc. may be given as examples for internal processes to be monitored in terms of internal quality monitoring system in Blue Voyage service offer.

- ***Managers' quality parameters:*** Evaluating skills and performance from the service employees' perspective enables to reassure a positive and incentive working conditions increase the overall service quality. Evaluating managers with periodic scoring by employees will make a very useful contribution to the Blue Voyage service in terms of correcting possible problematic interactions.

The collection of all three internal service quality monitoring systems' results periodically will constitute the overall internal quality scoring of the Blue Voyage service provider.

7.3.2.2 External Service Quality Monitoring System

External service quality monitoring system focuses on interactions and touchpoints, which take place between the service provider and customers. External service quality monitoring system bases on customers' evaluation of an offered Blue Voyage service. At the stage of collecting data for quality assessment of the service offer from customers, it is possible to use the groups formed by the way followed in the field studies and grouping techniques in this study as a reference. Especially, collected and analyzed data from questionnaires with the customers provides a guideline to be followed in monitoring external service quality in Blue Voyage. Establishing a classification structure for the service providers by using the data, which will be collected and analyzed in the external quality monitoring system, will contribute to increasing the service quality of the service providers by provoking them to gain a competitive advantage among the rivals by increasing their classification rank.

7.3.3 Education Perspective

Results of this research show that the captain's and the crew members' education is an important determinant in customers' evaluation of service quality in Blue Voyage. It is possible to improve the existing service conditions by increasing the educational level of the service employees, who are the agency workers, crew members, and the captains in Blue Voyage. In this context, the proficiency

requirements of the crew members and the captains should be increased to overcome problematic issues within the Blue Voyage service offer. Field studies show that impolite crew members and crew members with insufficient foreign language skills affected customers' evaluation process of the given service negatively. Moreover, the results of the questionnaire verify that customers evaluate "captain and the crews' attitude to the customers" as the most important element within the Blue Voyage service. By considering all these results, it is possible to state that the education of the captain and the crews in Blue Voyage service is crucial for improving the overall service quality and increase customer satisfaction. Based on the results obtained from field studies, it is seen that the foreign language level and communication skills of the Blue Voyage crew need to be improved. Adding the requirement of language proficiency in English and a communication skills certificate are possible solutions for eliminating captain & crew-based negativities in the Blue Voyage service offer.

7.3.4 Service Design Checklist and Framework for Blue Voyage

The design framework checklist contains guiding bullet points, which have to be followed by the service provider for improving the service quality or for starting up a new service in the existing area. The checklist includes different steps and processes, which are ordered chronologically for satisfying the expectations of the customers in Blue Voyage. In the design framework checklist for Blue Voyage, the main idea is to take the heterogeneity of the customers as the core element and provide alternative service elements, in which expectations of different customer groups are met sufficiently. To achieve this goal, the categorization of the customers due to their motivations represents the first step of the checklist. By dividing the customers into categories, it is possible to focus on different needs to be satisfied with various service elements within Blue Voyage. In below, the steps and processes of the design framework checklist are described briefly:

1. Define customer clusters by considering their motivations: As was obtained in this research, the motivations-based clustering of the customers is the most efficient way to be applied to Blue Voyage customers. Here, besides using 4 obtained customer groups, alternative motivation-based clusters may be obtained by collecting data from the customers before they experience the Blue Voyage.
2. Focus on the variety of the expectations and needs of different customer

clusters: Due to the variety of needs, expectations, and factors in each of the customer clusters, it is possible to satisfy these needs and expectations most efficiently by providing tangible and intangible offers. Route planning, motivation-oriented tools, and equipment are examples of tangible and intangible elements to be provided to Blue Voyage customers. In below, design solutions for different motivations and related expectations are described:

- Peace & Tranquility-based cluster: Route planning in which silent and peaceful bays are selected for anchoring, not using the daily trip boats' route as much as possible, not preferring popular and overcrowded bays during Blue Voyage are possible solutions to increase customer satisfaction rate for this cluster.
 - Friends & Family-based motivation cluster: Depending on the result that this cluster of customers are sensitive about being affected by the captain & crew members-related problems, selecting more experienced and skilled captain & crew members for this cluster is a possible solution to overcome possible customer dissatisfaction.
 - Rest, relaxing, and gastronomy-based motivations cluster: Especially gastronomy-based organizations such as wine-tasting or appetizer times, conceptual dining tables, and selecting skillful cooks during Blue Voyage are possible solutions to increase the satisfaction of customers from this cluster.
 - Curiosity-based motivations: Selecting culturally and historically rich places, informing the customers before cultural and historical activities are possible improvements and additions that would increase the customers' satisfaction and latterly ensure the loyalty of these first-time customers in Blue Voyage.
3. Activity and expectations based equipment, tools: As expectations and preferences differentiate from one customer group to another, activities, route planning, meals, etc. during Blue Voyage differentiate relatively. Supporting these different alternatives with various purpose-oriented tools and equipment that will be given to the customers as gifts would affect the customers' experience during Blue Voyage in a positive way. providing sailing gloves in which the names of each customer are written for an activity seeking customer

group or providing trekking maps, special to each of the customers to be used in historical & cultural trips may be given as examples within this concept.

4. Post-Blue Voyage offers: To decrease the negative effect of the feeling of Blue Voyage's ending, post-Blue Voyage processes should be improved and increased. To keep the unique memories of the customer groups, latterly prepared photo albums or video clips to be sent to the customers after they experience the Blue Voyage would strengthen the post-Blue Voyage experiences.
5. Feedback from the customers: This research provides information about the demographic and motivation-related issues of Blue Voyage customers. However, it is important to be aware of the dynamic structure of the trends, expectations, preferences, and motivations, which may change the customers' clusters or factors that determine the customers' satisfaction in later times. To monitor and control these changes, a data collection system from customers is needed in Blue Voyage. This kind of system would help the service providers not only to see the trend of the customers in Blue Voyage but also to track the internal and external quality of the service offer. Questionnaires in which the customers would be able to leave comments about their experience and problems that they face with provides precious information about the problematic points within the existing service structure.

By using the results of the set of field studies within the scope of this research, a Design Framework (Figure 29) for Blue Voyage and a service design checklist to be followed by the Blue Voyage service providers for increasing the service quality in Blue Voyage are obtained. In below, Service Design Checklist for Blue Voyage is listed;

A. Management Perspective

A.1 Pre-Blue Voyage Phase

- A.1.1 Define customers' motivation-based cluster
 - A.1.1.1 What is the reason of preferring Blue Voyage?
 - A.1.1.2 Is it the first time of experiencing Blue Voyage service?
 - A.1.1.3 What do you expect from Blue Voyage?
 - A.1.1.4 According to the collected answers, define the motivation cluster

- A.1.1.4.1 Peace & Tranquility Cluster
 - A.1.1.4.2 Friends & Family Cluster
 - A.1.1.4.3 Rest, Relaxing & Gastronomy Cluster
 - A.1.1.4.4 Curiosity Cluster
- A.1.2 Learn the customers' needs, limitations and preferences
 - A.1.2.1 If exist, what are the health problems of the customers?
 - A.1.2.2 Is there any customer who has allergy to food / smell / medicine?
 - A.1.2.3 Preferences and limitations about food and beverages
 - A.1.2.3.1 Vegetarian
 - A.1.2.3.2 Vegan
 - A.1.2.3.3 Raw food
 - A.1.2.3.4 Religion-related limitations
- A.1.3 Planning & Scheduling
 - A.1.3.1 Route planning based on the motivation-based clusters
 - A.1.3.2 Departure and arrival procedures
 - A.1.3.3 Shopping procedure
 - A.1.3.3.1 All inclusive
 - A.1.3.3.2 Purchase by customers
 - A.1.3.3.3 Divided shopping
 - A.1.3.4 Activities planning on board

A.2 During Blue Voyage Phase

- A.2.1 Provide alternative offers on board according to A.1.1
 - A.2.1.1 Peace & Tranquility Cluster
 - A.2.1.1.1 Silence, peace and tranquility are the keywords during Blue Voyage
 - A.2.1.1.2 Get away from daily trip boats and noisy routes
 - A.2.1.1.3 Special gestures / gifts for the customers
 - A.2.1.2 Friends & Family Cluster
 - A.2.1.2.1 Prefer experienced and skilled captain & crew members
 - A.2.1.2.2 Provide gestures which express the feeling of being together with the family members or with the friends on board
 - A.2.1.3 Rest, Relaxing & Gastronomy Cluster
 - A.2.1.3.1 Food & beverages are the focus points during Blue

Voyage

- A.2.1.3.2 Prefer gastronomy-related organizations such as wine-tasting, appetizer time, happy hour, etc
- A.2.1.3.3 Increase the number and the variety of the meals
- A.2.1.3.4 Prefer the skilled cook on board during Blue Voyage
- A.2.1.3.5 Provide gastronomy-related gifts to the customers such as wine glass, handmade plate, cook book, etc. on which the customers' name are written with the name/logo of the yacht
- A.2.1.4 Curiosity Cluster
 - A.2.1.4.1 These customers are generally the first time users
 - A.2.1.4.2 Historical and cultural trips are general expectations,
 - A.2.1.4.3 Provide briefing about the history and the culture of Blue Voyage
 - A.2.1.4.4 Give information about the historically and culturally rich areas in the route of Blue Voyage
 - A.2.1.4.5 Provide special maps and brochures on which each of the customer's name and the date of the Blue Voyage are written
- A.2.2 Get ready for emergency situations by considering A.1.2.1 and A.1.2.2

A.3 Post Blue Voyage Phase

- A.3.1 In order to keep the memories of Blue Voyage fresh and eliminate negative feeling of Blue Voyage's ending, prepare special gestures and gifts to the customers before disembarking phase.
- A.3.2 Send photo albums and/or video clips to the customers after a certain time such as 3/6/9 months after Blue Voyage.

A.4 Maintenance and Control

- A.4.1 Mechanic & electric & hydraulic surveys
 - A.4.1.1 Mechanic control
 - A.4.1.1.1 Main engines
 - A.4.1.1.2 Auxiliary systems
 - A.4.1.1.3 Steering system
 - A.4.1.2 HVAC systems,
 - A.4.1.3 Electric system

- A.4.1.4 Sailing equipments
- A.4.1.5 Galley
- A.4.1.6 Entertainment equipments
- A.4.1.7 Fuel tanks control
- A.4.1.8 Fresh water tanks control
- A.4.1.9 Black & grey water tanks control
- A.4.2 Cleanliness control:
 - A.4.2.1 Cabins
 - A.4.2.2 Galley
 - A.4.2.3 Common areas
 - A.4.2.4 Deck area

B. Quality Perspective

B.1 Internal Service Quality Monitoring

- B.1.1 Periodically monitor and control the Blue Voyage employees' quality
 - B.1.1.1 Technical skills
 - B.1.1.2 Education
 - B.1.1.3 Experience
 - B.1.1.4 Language
 - B.1.1.5 Social skills
- B.1.2 Periodically monitor and control the Blue Voyage internal process quality
 - B.1.1.1 Maintenance & repair procedures
 - B.1.1.2 Logistics
 - B.1.1.3 Internal communication
 - B.1.1.4 Management procedures
- B.1.3 Periodically monitor and control the Blue Voyage managers' process quality
 - B.1.1.1 Communication
 - B.1.1.2 Employees' satisfaction rates
 - B.1.1.3 Problem solving
 - B.1.1.4 Social skills

B.2 External Service Quality Monitoring

- B.2.1 Periodically monitor and control the Blue Voyage customers' service quality evaluation

- B.2.1.1 Pre-Blue Voyage phases
- B.2.1.2 During Blue Voyage phases
- B.2.1.3 Post-Blue Voyage phases

C. Education Perspective

C.1 Service Employee's Education

- C.1.1 Technical & professional skills education
 - C.1.1.1 Marine mechanic systems education
 - C.1.1.2 Marine electric systems education
 - C.1.1.3 First aid education
 - C.1.1.4 Sailing education
 - C.1.1.5 Service quality improvement education
- C.1.2 Language & communication skills education
 - C.1.2.1 Advanced communication education
 - C.1.2.2 Foreign language education
 - C.1.2.3 Business English education
 - C.1.2.4 Formal language education
- C.1.3 Social skills education
 - C.1.3.1 Sustainability
 - C.1.3.2 Environmental awareness
 - C.1.3.3 Social responsibility
 - C.1.3.4 Ethics
 - C.1.3.5 History & culture education of Blue Voyage

Figure 29 shows the main fields with all the listed bullets within the design framework for Blue Voyage service.

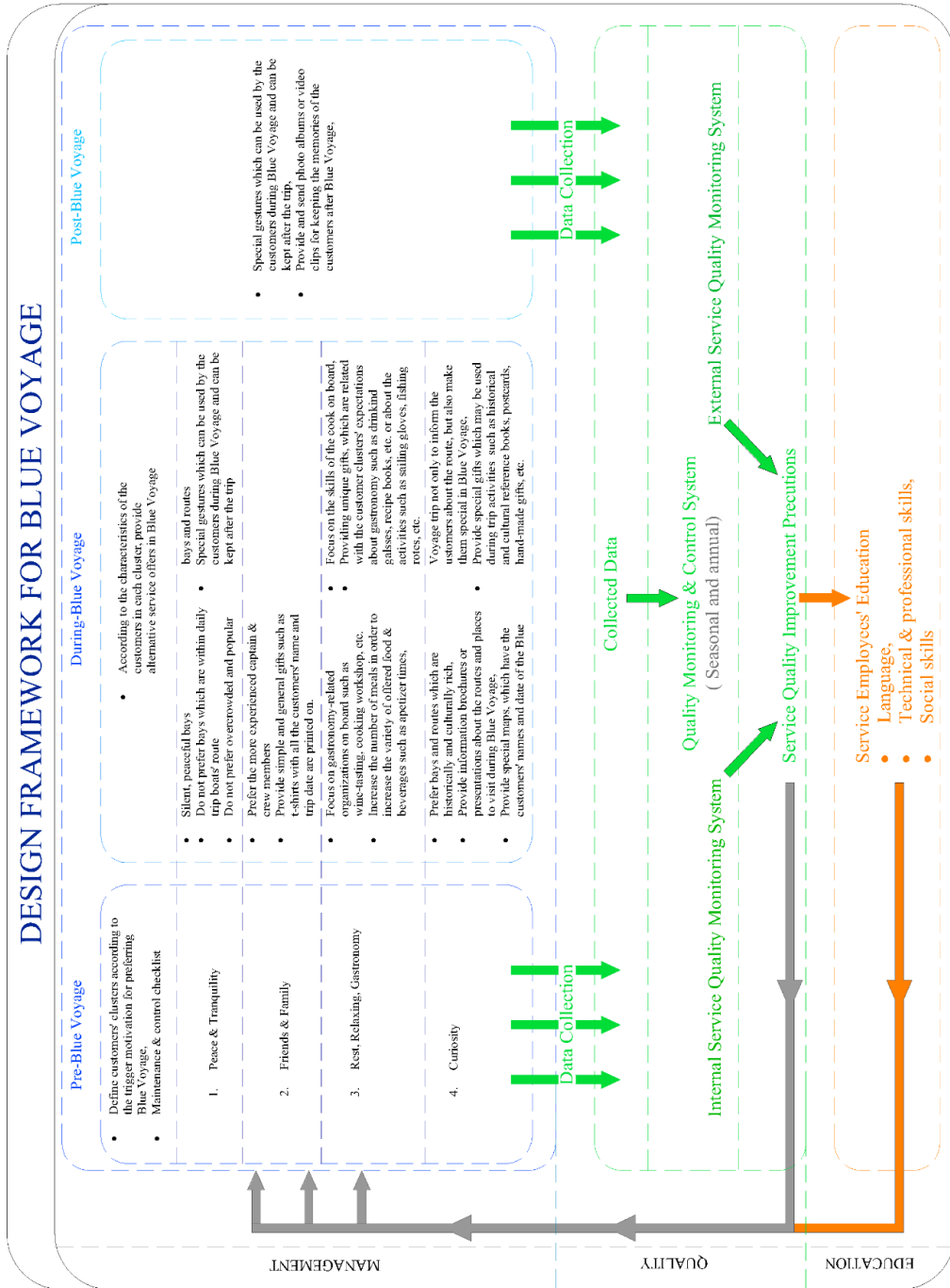


Figure 29. Design framework for Blue Voyage

7.4 *Suggestions & Future Studies*

This research contributes improving existing service offer of Blue Voyage by focusing on intangible elements, consistently with the nature of a service concept. However, in order to increase the service quality of Blue Voyage, related future studies may be carried out.

7.4.1 *Blue Voyage Route Studies*

Periodic analysis of the usage densities of the routes used in the Blue Voyage, preparation of monthly density maps, and guides for the historically and culturally rich routes and presenting them to service providers, separating daily-trip boats' routes from Blue Voyage routes, collecting statistical data on effective air regime and creating bay-based weather checklists can be given as examples of steps that will play an important role in eliminating external-dependent problems in the Blue Voyage service sector.

7.4.2 *Inventory and Statistical Database*

The research shows that the lack of information about the service providers, the customers, and the third parties, who provide service to the service providers in Blue Voyage is one of the weak points of the existing Blue Voyage sector. This missing part creates negativity not only for the service providers but also for the research to be done about Blue Voyage. To overcome this weakness, an inventory system, in which collected data is saved and analyzed periodically, is needed. Statistical and periodical data such as number of the Blue Voyage customers for each season, number of the service providers, capacity, etc. may be given as examples for the data to be collected within Blue Voyage database system. The next step after establishing such a system, is to establish a properly designed Blue Voyage master plan for the next ten years.

Moreover, even the results of this research show that Blue Voyage customers may be divided into four main clusters, it is important to be aware that it is possible to obtain different motivation-based clusters for Blue Voyage customers over time. As a result, it is important to monitor and collect data periodically from the customers and analyze these data.

7.4.3 *Laws, Regulations, and Clarification of Blue Voyage*

It is seen that Blue Voyage is defined as a special type of tourism with the effect of its unique structure and cultural values, and in this context, various restrictive and

guiding measures are needed to protect the quality of this special service. Developing the necessary conditions for being a service provider in the sector in the relevant laws and regulations, increasing the periodic training, taking the Blue Voyage bays under protection, limiting the daily trip boat-related problems are a few of the possible actions that will contribute to the sustainability of Blue Voyage service.



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APPENDICES

Appendix A-Ethics Committee Approval

SAYI : B.30.2.İEÜ.0.05.05-020-119

03.03.2021

KONU : Etik Kurul Kararı hk.

Sayın Bülent İbrahim Turan,


“Blue Voyage as a Service Design” başlıklı projenizin etik uygunluğu konusundaki başvurunuz sonuçlanmıştır.

Etik Kurulumuz 25.12.2020 tarihinde sizin başvurunuzun da içinde bulunduğu bir gündemle toplanmış ve projenin incelenmesi için bir alt komisyon oluşturmuştur. Projenizin detayları alt komisyon üyelerine gönderilerek görüş istenmiştir. Üyelerden gelen raporlar doğrultusunda Etik Kurul 03.03.2021 tarihinde tekrar toplanmış ve raporları gözden geçirmiştir.

Sonuçta 03.03.2021 tarih ve 118 numaralı **“Blue Voyage as a Service Design”** konulu projenizin etik açıdan uygun olduğuna oy birliği ile karar verilmiştir.

Gereği için bilgilerinize sunarım.

Saygılarımla,


/Prof. Dr. Murat Bengisu

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CURRICULUM VITAE

- **Master of Design (MDes)-Yacht Design**
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