



Sea, Food, and Entertainment: Understanding Tourists' Daily Dinner Cruise Tour Experiences in Istanbul

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Abstract

The purpose of this research is to examine and understand the experiences of tourists who participate in a daily dinner cruise in Istanbul. By analyzing tourist comments, this study used a qualitative case study approach to user-generated content. The data obtained from TripAdvisor, which is the most prominent travel site for tourists, obtained from tourist reviews (n:216) between 15 November and 10 December 2020. Daily dinner cruise tour experience findings are diverse and based on dimensions of satisfaction, memorable experience, service quality, food quality, value/price, entertainment, and deficiencies. Since there are no empirical studies on visitors' daily dinner cruise experiences in the tourism literature, it is expected that this study will make a substantial contribution to the existing body of knowledge and fill the gap.

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