

## Müzecilikte Değişim ve Stratejik Yönetim: Ankara İli Örneği

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### Extended Summary

Museology is radically revised by being affected by the changes in social, economic, demographic, cultural, technological and political processes during the development process. . Museums face competitive environment due to changes and uncertainties which are inevitable. Strategic management offers a new management model to deal with uncertainties, adapt to innovations and keep up with changes. It offers a proposal for museums to position themselves and determine their administrative policies. Ankara is one of the most important destinations that have hosted great civilizations and cultures, even though they haven't seen any interest at first. Considering its historical and cultural treasure, it has a brand value as one of the cities with an extremely high tourism potential. When considering cultural heritage assets, museum visitor numbers are far below their potential. In this context, strategic management plans of museums, considered to be unable to adequately use their potential, are examined. Within the study, developing museums in Turkey are desirable. The study aims to emphasize museum's position in Turkey and importance of strategic management approach. Within the study, developing museums in Turkey are desirable. In order to promote to the development of the museums and to catch up with the future, the current situation has been determined. The institutional competence framework established with a proactive approach such as the location and how the museums wish to reach in the future, scope of activities, use of resources and responsibilities is examined. A literature review was made on the subject where the consequences were compared with the museology developments in the world. The results show that museums cannot be integrated into change and innovation, and museum management is not focused on enough strategic management. Results show that museums cannot integrate change and innovations because the management is not focused on strategic management. Moreover, it has been determined that the criteria specified in the literature are not reflected in the vision and mission statements of museums, whom fall behind international competition. Corporate identity does not reveal

clearly. In order to eliminate existing deficiencies, problems are handled and suggestions are developed.