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A CONTENT ANALYSIS OF E-REVIEWS ON PRIVATE MUSEUMS: THE CASE OF ISTANBUL

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EXTENSIVE SUMMARY

The research aims to identify and interpret the positive and negative characteristics of private museums located in Istanbul while conveying their experiences in electronic environment. The study includes evaluating the e-comments made about the private museums in İstanbul by analyzing the contents by taking advantage of the comments shared in the electronic environment. The comments are divided into building, restaurant and souvenir, management, environment and transportation, wages, collection, personnel sub-dimensions. In this study, the top ten museums that received the most comments from the private museums in Istanbul on the TripAdvisor site were examined. The reason why www.tripadvisor.com is preferred for content analysis of e-comments is that it has the largest source of travel, accommodation and destination information in 49 countries operating in the world where 435 million comments and opinions come in with 390 million unique visitors per month. As a result of the evaluation, 4,868 reviews were reviewed and the interpretations were divided into subcategories such as building, restaurant and souvenir, management, environment and transportation, wage, collection and personnel, and positive and negative evaluations were provided. Visitors to the Museum of reviews conducted when examined, Rahmi M. Koç Museum 81%, Masumiyet Museum 69%, Sakıp Sabancı Museum 75%, Istanbul Modern Art Museum 62%, Istanbul Toy Museum 73%, Pera Museum 63%, Miniatürk 63%, Ural Ataman Classic Car Museum 90%, Sadberk Hanım Museum 75% and SALT Galata İstanbul 72% "excellent". In this case, the museums are generally included in the museums which must be seen. When the interpretations are examined by being reduced to sub-dimensions, Rahmi M. Koç Museum 60%, Innocence Museum 71%, Sakıp Sabancı Museum 45%, Istanbul Modern Art Museum 45%, Istanbul Toy Museum 71%, Pera Museum 52%, Miniatürk 60%, Ural Ataman Classical Automobile Museum 67%, Sadberk Hanım Museum 53% and SALT Galata Istanbul 41% were positive comments in the collection category. The collection category is the most favorable comment in all the works. When the most negative comment categories are examined, Rahmi M. Koç has 27% restaurants and souvenirs, Masumiyet Museum %34 environment and transportation, Sakıp Sabancı 45% restaurant and souvenirs, Istanbul Modern Art 32% restaurant and souvenirs, Istanbul Toy Museum 55% building, Pera Museum 30% collection, Miniaturk 55% collection, Ural Ataman Classical Car Museum 42% environment and transportation, Sadberk Hanım Museum 75% building and Salt Galata Istanbul 80% restaurant and souvenir. In order to increase visitor satisfaction levels of private Museums, it is necessary to consider the negative comments and to overcome the projects that can solve the problems in this direction. To improve the Museums ơf Istanbul metropolitan transport network should be discussed and resolved the issue with the municipal transport. Attention should be paid to the selection of personnel and care must be taken that the personnel are educated, smiling and relevant. The exhibited collections must be maintained and the number

and type of collections should be increased accordingly. Temporary exhibitions and collections should be carefully selected and informative and promotional activities should be carried out from the official site, the social media network and the city's advertising panels to attract more visitors. Negative comments made for buildings are generally not suitable for people with disabilities. The museum administrators can remove this large obstacle in front of the disabled camper with the elevator system in accordance with the situation of the building. In order to reduce the negative comments about the wage, special discounts on museum cards should be increased and museum card incentives should be provided so that the level of satisfaction of visitors can be increased in this way. Restaurants and souvenir category for the negative comments are usually caused by the excessive charge of the restaurant is quite less expensive and souvenir. In this case prices can be re-examined and group-specific campaigns can be applied. In the same way, it will be possible to increase the variety of souvenirs and to leave the museum happy. In addition, if the studies to be done after this study are carried out, the travel sites other than TripAdvisor can be included in the research and similar studies can be performed for the other private museums in Turkey or the analysis can gain different dimensions.