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INSUFFICIENT USER GUARANTEE CONTENT SOLUTION: TRIPADVISOR.COM SAMPLE

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EXTENSIVE SUMMARY

Museums, with their income generating effect, significance of preserving cultural values and cultural heritage and increasing number of visitors per year, are one of the most important institutional elements. The progressing relationship between tourism and museums also develop tourism and the number of visitors to the museum keeps increasing each year. As the total number of visitors to the museums was 25.854.341 in 2010, it reached up to 28.454.284 visitors in 2015.

With the increasing number of visitors every year, the museums have become more important in social platforms as well. Visitors not only visit the museums but also share their positive and negative experiences about the museum on the social platforms. Individuals share their experience on social media platforms in a positive or negative way to give information to other individuals and want to share the experience, and etc. The Social media platforms, for their low cost, spreading and updating of information rapidly, realizing of sincerity in real environment, possibility of recognizing target group, for evaluating, and for direct personal contact without intermediaries, obtaining of information from true references and easy access, for supplying confidence and opinion, are important information sources. Internet users not only get information on the internet, but they also produce information have caused to increase the user-driven content on websites such as travel blogs (eg TravelBlog), online travel communities (eg LonelyPlanet), comment sites (eg TripAdvisor) and social networks.

User-generated content are contents which involve views, suggestions and recommendations that are produced and developed by consumers. In addition to this, it is also based on the individual experiences about the

productions, brands and firms. Consumers express their views via internet and it also affects their feelings and ideas about the product and the service. By creating a communication atmosphere they also share their satisfactions or complaints on the internet. User generated negative contents created by consumers on this platform may confuse the potential consumers, damage products and firm. From this point of view, this study aims to analyze the user-generated negative contents for museums which are depicted from TripAdvisor travel site for travelers. The negative comments made to top 10 museums chosen by the TripAdvisor users in 2016 - Göreme Open Air museum, Kariye Museum, Gaziantep Zeugma Mosaics Museum, Afrodisias Museum, Rahmi M.Koç Museum, Anatolian Civilisations Museums, Antalya Museums, Istanbul Archeology Museums, 2. Bayezid Complex and Mevlana Museums-are the samples of this study. In order to evaluate the negative comments about these museums the content analysis was used and all the comments were analyzed.

5181 contents for the top 10 museums were collected from the TripAdvisor travel site users in 2016. 1724 contents from all these contents were translated from English into Turkish contain some errors and incomprehensibility due to translation. For this reason, this study is restricted to only 3457 Turkish contents. Among the top 10 museums in 2016, for Göreme Open Air Museum 595 contents, 207 contents for Kariye Museum, 671 contents for Gaziantep Zeugma Mosaic Museum, 29 contents for Afrodisias Museum, 423 contents for Rahmi M. Koç Museum, 336 contents for Anatolian Civilizations Museum, 259 contents for Antalya Museum, 232 contents for Istanbul Archeology Museums, 149 contents for II. Bayezid Külliyesi and Şifahanesi and for Mevlana Museum 556 contents were analyzed.

As a result of the research 3457 comments have been analyzed and 673 negative comments were identified about the museums. With the help of data on trip advisor, this study has been completed with the comments towards the museums and this research has been also restricted with the comments until 01.03.2017 because of the ongoing comments on TripAdvisor website.

At the end of the research, the lack of advertising and promotion of the museum, the lack of orientation in the museum area, the inadequacy of the museum cafeteria and souvenir department and the high prices, the lack of staff (unrelated, ignorant, disciplinary), inadequate information about museums and artifacts, negative user-guided contents such as the lack of guidance services, the crowds of the museums, the inadequate parking capacity, the excessive entrance fees to the museum, some closed sections areas in the museum are stated as common negative themes for all the museums.

Due to these reasons, new brochures, newspaper, magazine and internet news may be prepared and created to bring museums into the forefront. In addition to this, promotional films, commercial films, social media contents can be created by identifying visitor profiles. On the other hand, there is a need for guidance in museum areas. In this respect, it is necessary to formulate directives in accordance with the relevant legislation. The souvenir department of the museums and the prices should be regulated in accordance with the customer profiles. The entrance fees of the museums should be checked out as well. Because of museum visitor management plans, museums are also very crowded. In order to avoid busy crowd and the discomfort air in the museums, it is necessary to make changes and new arrangements by reviewing the visitor management plan .