A RESEARCH ON THE DETERMINATION OF THE LEVELS OF SATISFACTION OF TOURISTS FOR AUDIO GUIDE APPLICATIONS

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EXTENSIVE SUMMARY

Being one of the electronic guide applications, audio guides are mostly used in museum sand exhibitions. The purpose of this study is to evaluate the tourists’ satisfaction to wards audioguide applications. There as on why the Topkapı Palace was preferred in this study is that both local and foreign tourists have visited for here in the high season. Furthermore there is an audioguide sale office in the court yard of the Topkapı Palace Museum. In this way the tourists visiting for the Palace can see and know about audioguide seven if they don’t sale one of them.

The data sources were 332 local and foreign visitors of the Topkapı Palace Museum, Questionnaire forms were used to collect data. The relation between the subjects’ demographic factors and the use of audioguides were determined by Ki-kare test on SPSS 22.0, the sub-factors of the subjects’ approach to wards audioguides were determined by Exploratory Factor Analysis, and lastly, in order to make these approaches vary with regard to the demographic factors One Way Anova test was applied.

The analysis revealed the link between one’s characteristics and nationality on audioguideuse. The approaches to wards audioguides were categorized by the following factors: “advantageous”, “learning by entertainment”, “reaction” and “innovation”. “Reaction” varies with gender, whereas, “advantageous” and “learning by entertainment” varies with nationality. “Advantageous”, “learning by entertainment” and “reaction” varies with characteristics. Lastly, “learning by entertainment” and “innovation” varies with age.

In conclusion part, it was argued about the gathered data and the contribution this survey might possibly make in its field. The study set an example for the limited researches were done about audio guides. Physical qualifications of audioguides also deserve to be discussed by the academic environment. Drawing out audioguide, disputing the availability of audio guides for all users can be a research point for further studies.