

respondents. Istanbul has to exploit well this big event in order to promote the city to all potential visitors and businesspeople.

CITY IMAGE AND MUSEUMS: THE CASE OF ISTANBUL

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ABSTRACT

Similar to products and services, cities also are competing with each other, to attract tourists, potential investors, students, residents, artists, cultural events and other resources to fasten their economic and cultural development. As a consequence of the increasing worldwide competition the use of marketing tools becomes a must for the cities want to exploit their potential. Cities, in order to differentiate themselves from their competitors, attempt to manage their image by following strategic place marketing approaches. The study aims to identify the perception of Istanbul especially focusing on the role of museums in contributing to the city image. The results of the survey carried out by museum visitors in Istanbul reveal that Istanbul is perceived as a culturally rich and exotic city. Istanbul is stated to be as a brand city and an attractive touristic destination. The general image of Istanbul people is stated to be positive. The perception of the second time visitors is more positive compared to first time comers. Furthermore, the Internet is the major source of information used by the travelers. The museums are stated to be important for city image formation and the museums of Istanbul are found to be worth visiting. The fact that Istanbul is nominated as the European Capital of Culture in 2010 is not acknowledged by the majority of

1. INTRODUCTION

Brand image simply defined as “the meaning consumers associate with the product” (Dobni and Zinkhan, 1990) has always been a major topic investigated in the marketing literature and has always been recognized as one of the most vital elements of the brand positioning strategy (Park et al., 1986; Young, 1972). In time, the academics as well as practitioners realized the importance of the notion of image not only for products and services but also for places. Places also are competing with each other to attract tourists, potential investors, students, residents, artists, cultural events and other resources in order to develop faster and better. Therefore, the image of a country, a region or a city needs to be created and managed via a sound marketing strategy.

City marketing is a relatively new scientific field. It involves the definition of a city’s product (the city as a product) and its image, in such a way that its recipients will see it as to the marketing intended. So, city marketing plays an important role, forming a bridge between a city’s potential and the use of this potential for the benefit of the local society (Deffner and Liouris, 2005). There are a number of primary tourism elements that have the ability to attract tourists and visitors (Ejigu et al., 2004). One of them is museums. Museums are historical places that have already a collection of valuable objects to be demonstrated or institutions which research, collect, display and interpret objects (Rentschler, 1998). Marketing tools are used to support the museums’ social mandate and furthermore, contribute to build a city image (Laczniak and Murphy, 1977; Rentschler and Reussner, 2002). Hence, the museums are expected to contribute to the perception of the city and provide incentives for attracting tourists and specialists.

This paper focuses on the image of Istanbul as a historical metropolitan city. Istanbul has been the capital of big Empires for centuries. Its unique strategic position as a bridge between East and West renders Istanbul one of the culturally richest and more diverse cities in the world. The objective of the study is to investigate the perception of Istanbul especially focusing on the role of museums related to the city image. Istanbul has also been nominated as one of the European Capitals of Culture for 2010. Therefore, on this special occasion, the importance of museums to contribute to the formation of Istanbul’s image is even increasing. The research aims at investigating the perception of Istanbul and its museums as a part of the city image. The findings are expected to shed light on the perception of Istanbul and the effective utilization of museums as a mean to promote the city image namely Istanbul.

2. LITERATURE REVIEW

The image is defined as “the sum of the total impressions the consumers receive from many sources” (Herzog, 1963). On the other hand, Ger and Askegaard (1996) define image, as “a mental representation, a network of meanings stored in the memory, in a particular structure, and along with affective, motivational and sensory aspects”. As a result of the increasing competition, beside products and services, places such as countries, cities, regions and even towns have been eager to use marketing tools in order to improve their image and reach their objectives. Through specifying their target group, shaping the place product, realizing right pricing and communication strategies places try to differentiate themselves from their concurrents. Images represent a simplification of a large number of associations and pieces of information connected with the place. Kotler et al. (1993) state that an image is a whole set of beliefs about a place. Furthermore, strategic place image management is the

ongoing process of researching a place's image among its audiences, segmenting and targeting its specific image, positioning the place's benefits to support an existing image or create a new image, and communicating those benefits to the target audiences (Kotler et al., 1993). Another important aspect proposed to be added to this definition is the importance of creating a synergy and consistency between different message providers to be able to create a stronger and congruent image in the mind of the target audience (Altınbaşak, 2004).

The country image, which expresses personalized feelings of what people think and know about a country, has crucial impacts not only on the assessment of its products abroad but also on the forces contributing to the country's development (Altınbaşak, 2004, 2008). A powerful and positive nation brand image provides a crucial competitive advantage (Anholt, 2005). That's why, countries are increasingly adopting the branding and marketing concepts to promote themselves and create favorable images. A country has to position and differentiate itself in the minds of the travelers (Baloglu and Mangalolu, 2001; Baloglu and McCleary, 1999). Therefore, many countries get engaged in understanding and managing their destination image relative to their competitors.

In the current framework of the globalized economy, like countries, cities also are competing each other to attract tourists, businessmen, investors, students, artists cultural events etc. in order to develop faster and better. Karmowska (2003) states that city marketing plays an important role, forming a bridge between a city's potential and the use of this potential for the benefit of the local society.

Hubbard and Hall (1998) emphasize the importance of re-imagining localities and the transformation of previously productive cities into spectacular cities of (and for) consumption. The achievement of these goals is pursued through specific policies including the cultural regeneration of the city.

According to Bailey (1989) strategic marketing planning in the context of places, has changed according to the needs of the era. In time, places learned to segment markets and buyers, and to target their products and services to specific customers based on research and analysis. In the last decade of the 20th Century, places moved to the a new stage of product development and competitive niche marketing. They attempt to define themselves as distinctive places with specific competitive advantages for target customers. They are creating niche products and services to create value. As Bailey (1989) points out, in the rapidly changing world conditions, place marketing emerged as a promising integrating process linking a place's potential competitive advantages to overall economic development goals. Barke (1999) claims that new forms of representation of places have been created and this led to major concern over the image of the city, which in some cases meant seeking to alter an undesirable image, but in others enhancing a favourable image.

Kavaratzis (2007) argues that the image is a crucial and determining factor for the people who use the city, whether investors and developers or more clearly, visitors and residents. Furthermore, according to the desired image, the city should determine the target to direct the marketing activities at.

There are a number of primary tourism elements that have the ability to attract tourists and visitors (Ejigu *et al.*, 2004). Among which are the cultural facilities including museums and galleries. Although there are several classifications of the museums, they can be monuments, palaces already containing worth exhibiting aspects or institutions which collect, research, display and interpret objects (Ambrose and Paine, 2006; McLean, 1994). As well as the private museums, the public museums have to attract more visitors to prove their accountability and therefore improve their image. That's why marketing has increasingly been seen as an essential museum activity (Kelly and Sas, 1998). Laczniaik and Murphy, (1977) state that marketing can also be

considered as those museum activities that support the museums' social mandate and responsibility by broadening access, not only through increasing visitor numbers, but by increasing the variety of audiences reached.

The adoption of marketing methods by museums is of recent origin and their applicability to museums is still debated. Approaches to museum marketing are made via non-profit marketing and services marketing (Benkert et al., 1995; Kotler and Andreasen, 1996; Kotler and Kotler, 2000; McLean, 1994; Schuck-Wersig and Wersig, 1994). The commercial context of marketing is different from that in the non-profit museum. Museum marketing is regarded as a relationship with museum stakeholders such as museum visitors, funding agencies, local authorities, museum staff, board members, museum professionals, researchers, sponsors and the media (Rentschler and Reussner, 2002).

Museums and all the cultural activities related to them contribute to the city image. Istanbul is one of the culturally richest cities in the world however, this fact needs to be clearly communicated to the right target groups. The "Travel and Leisure" magazine readers rated Istanbul as the third most attractive city to be visited in Europe and ninth in the world (<http://www.travelandleisure.com/worldsbest/2008/results.cfm?cat=citieseuropa>). Istanbul being a city of culture for Millenniums has 56 museums all around the city. The historical palaces, monuments and areas are being among them. Among the activities which will be held in the context of "Istanbul European Capital Of Culture 2010" project, the Republic of Turkey Ministry of Culture and Tourism has represented the rehabilitation of the museums and historical monuments of Istanbul. Therefore, importance of the museums of Istanbul for the world cultural heritage will be evidenced.

3. METHODOLOGY

Firstly, the literature on place marketing and city marketing is reviewed with the objective of thoroughly understanding the nature of the topic. Afterwards, the researchers examined the research and projects carried out related to the marketing of different cities in Europe. The research, on the image and marketing of Istanbul, although was very limited, is also investigated.

To be able to market a city and create a brand that can be managed in order to exploit the whole potential of the city, it is crucial to understand its current image. Therefore, the researchers developed a questionnaire aiming to highlight the image of Istanbul in the eyes of tourists visiting the city. Having identified the museums as an important part of the cultural environment of the city, contributing to the image development, the questionnaire consisted mainly of the parts: (1) perception of Istanbul as a tourist destination including all the aspects of the city (2) the perception of Istanbul museums and their importance related to the image of the city. Therefore, the participants have been identified as museum visitors. The pilot tests of the questionnaire are realized with 10 tourists in June 2009 in Istanbul and necessary refinements have been made.

The questionnaire is prepared in English. Hence, only the participants who understand English could participate the research. The most famous and mostly visited museums of Istanbul are identified. It was necessary to take the required permissions from the authorities in order to carry out the research in specified museums. After having obtained the authorization, the field work is carried out in the second half of June and in the first week of July in Istanbul. The questionnaires have been given to museum visitors in Sultanahmet Square, Topkapı Palace Museum, Beylerbeyi Palace Museum and Dolmabahçe Palace Museum. The convenience sampling method is used to reach the respondents.

The ones who have volunteered to participate from different nations filled out the questionnaire under the supervision of the researchers.

Sample size:

An estimate of the sample size needed for the research was derived from the following formula (Churchill and Iacobucci 2001):

$$n = z^2 * \alpha^2 / H^2, \text{ where } H = \text{half the precision level}$$

The confidence and the precision level sought will be 95% and +0.1 respectively. As suggested by Churchill and Iacobucci (2001) the variance of the population is taken as 0.7.

According to the formula:

$$n = z^2 * \alpha^2 / H^2 = (1.96)^2 (0.7)^2 / (0.1)^2 = 268$$

where H = half precision level

In total, the researchers have collected 280 questionnaires. However, as 30 of them have been eliminated, the total number of valid questionnaires summed up to 250 believed to be sufficient to meet the sample size requirement.

The data is analyzed using SPSS 15.0 for Windows Statistical Package.

4. FINDINGS

The findings of the study are summarized below.

4.1. Demographic Characteristics of the Respondents:

The characteristics of the respondents in terms of gender, age, education, occupation and income are presented in Table 1.

TABLE 1:
Demographic Characteristics of the Respondents

		Percentage
Gender	Male	41.6%
	Female	58.4%
Age	24 or below	15.8%
	25-40	48.2%
	41-60	32.0%
	61 and above	4.0%
Education	High School	9.4%
	University	68.6%
	Master Degree	18.0%
	Phd	4.1%
Occupation	White Collar Worker	70.5%
	Blue Collar Worker	3.1%
	Student	22.0%
	Retired	4.4%
Family income	500-1500e	9.2%
	1501-3000e	30.3%
	3001-5000e	44.5%
	more than 5001e	16.0%

It can be noted that 64% of the respondents are below the age of 40 and almost 91% of the participants have a university or above degree. 70% of the respondents are white collar workers and stated their salary to be in the range of 1500-5000 Euro.

In terms of the nationalities of the respondents 28 countries' citizens have been contacted throughout the study (Please see Table 2).

TABLE 2:
Nationalities of the Respondents

Nationality	Country	N	%
	Italian	33	13.2
Spain	26	10.4	
British	24	9.6	
Korea	21	8.4	
poland	19	7.6	
Russia	16	6.4	
America	15	6	
Germany	14	5.6	
Other	82	32.8	

4.2 Visiting Status and Purpose

The respondents were asked the number of visit(s) they made to Istanbul and the purpose of their visit. 36 % of the respondents have previously visited Turkey and 25.6% of them have already been in Istanbul at least once. Table 3 summarizes the information related to the purpose of the visit.

TABLE 3:
Purpose of the Visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vacation	189	75.6	76.2	76.2
	Business	9	3.6	3.6	79.8
	Education	28	11.2	11.3	91.1
	Family/Friends	20	8.0	8.1	99.2
	Other	2	.8	.8	100.0
	Total	248	99.2	100.0	
Missing	System	2	.8		
Total		250	100.0		

The major part of the visits have been made for vacation purposes. It is also interesting to highlight that 77% of the visits for vacation and 96.4% of the visits for education are realized in the first trip. Whereas the business purposed trips to Istanbul are more concentrated on the 2. Visit (44%).

TABLE 4:
Visit Number According to the Visit Purpose

		Please indicate the duration and the main purpose of your visit for each time you visited Istanbul					Total
		Visit 1	Visit 2	Visit 3	Visit 4	Visit 5	
Vacation	Count	144	34	8	1	0	187
	%	77.0%	18.2%	4.3%	.5%	.0%	100.0%
Business	Count	2	4	2	0	1	9
	%	22.2%	44.4%	22.2%	.0%	11.1%	100.0%
Education	Count	27	1	0	0	0	28
	%	96.4%	3.6%	.0%	.0%	.0%	100.0%
Family/Friends	Count	8	11	1	0	0	20
	%	40.0%	55.0%	5.0%	.0%	.0%	100.0%
Other	Count	0	0	1	0	1	2
	%	.0%	.0%	50.0%	.0%	50.0%	100.0%
Total	Count	181	50	12	1	2	246
	%	73.6%	20.3%	4.9%	.4%	.8%	100.0%

4.3 Information Sources Used

The respondents are asked to state the information sources they had used to get information about Istanbul. Internet with a 22 % is the most widely used source of information followed by the newspapers, magazines and television (17.7 %).

TABLE 5:
Information Sources Used

Channel	Frequency	Percent
Internet	146	22%
Newspapers/ Magazines	116	17,7%
Television	116	17,7%
Travel agents	75	11,4%
Friends/ relatives suggestions	72	11%
Books	70	10%
Posters/ brochures/ billboards	57	8%

The respondents who have heard Istanbul to be the European Capital of Culture in 2010 stated to have got the information mainly from Internet, newspapers/magazines and the travel agents (Please See Table 6).

TABLE 6:
Sources of Information Used-Istanbul Capital of Culture

Have you heard that Istanbul will be the European Capital of Culture in 2010?

Source Used	Yes (frequency)	Yes (%)	No (frequency)	No (%)
Internet	81	19.6%	62	15.0%
Newspapers /magazines	67	16.2%	49	11.8%
Television	67	16.2%	47	11.4%
Travel agents	57	13.8%	17	4.1%
Friends/relatives suggestion	45	10.9%	25	6.0%
Books	34	8.2%	32	7.7%
Posters / brochures / billboards	28	6.8%	28	6.8%
Radio	6	1.4%	8	1.9%

4.4. The Image of Istanbul

The image of Istanbul and the level of knowledge about the city is investigated through Likert-type and semantic differential scales. The means related to the statements about the image of Istanbul are presented in Table 7.

TABLE 7:
The Image of Istanbul

	Mean	Std.dev
Istanbul is a historical city	4.11	0.75
Istanbul is a modern city	3.44	0.93
Istanbul is a city where the entertainment and night life is good	3.68	2.08
Istanbul is a city where I can rest and relax	3.72	2.1
Istanbul is a city with different culture and atmosphere	3.95	2.62
Istanbul is a city with unique natural beauties	3.85	0.79
Istanbul is a city where I can find delicious cuisine	3.77	0.83
Istanbul is a city with cultural activities (concerts, exhibitions,etc.)	3.73	0.85
Istanbul is a city where I can do shopping	3.90	2.75
Overall Mean	3.79	

Before coming I knew about Istanbul	3.16	1.1
Before visiting here I knew about the history of Istanbul	3.29	1.01
I could get information related to touristic sites of Istanbul	3.59	0.86
I could communicate with people in Istanbul	4.02	3.81
Istanbul is a brand city	3.86	2.71
Istanbul provides various shopping opportunities	3.7	0.88
Istanbul has a lot of scenery/natural attractions	3.74	0.85
I could transport easily	3.64	0.98
Istanbul has many synagogues	3.45	0.95
Istanbul has many churches	3.59	0.91
Istanbul has many mosques	3.9	0.84
Istanbul has museums and palaces worth seeing	4.02	0.79
I have a positive image of people from Istanbul	3.92	0.84
I have a positive image of Istanbul as a touristic destination	3.88	0.86
Overall Mean	3.70	

Not Safe		Safe	3.31	0.94
Dirty		Cleanliness	2.95	1.53
Cautic		Relaxing	3.12	2.04
Expensive		Cheap	3.36	0.84
Boring		Entertaining	3.63	0.9
Crowded		Not Crowded	3.13	4.36
Not Romantic		Romantic	3.44	0.95
Traditional		Modern	3.26	2.21
Oriental		European	3.26	1.04
Ordinary		Exotic	3.74	3.41
Overall Mean			3.32	

The stronger characteristics are found to be Istanbul being a historical city, with different culture and atmosphere, where people can do shopping. Respondents have also stated that Istanbul is a brand city, an attractive touristic destination with palaces and museums worth seeing. The general image of Istanbul people is stated to be positive, so that respondents could communicate with them easily. In terms of the adjectives associated with Istanbul, the city is not found to be very strong in none of the attributes. Istanbul is rated better (>3.5/5) on exotic and entertaining attributes.

Around 33% of the respondents stated that they would like to live, work and study in Istanbul.

TABLE 8:
Intentions Related to Istanbul
I would like to live/work/study in Istanbul

		Intention to live		Intention to work		Intention to study	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	Strongly Disagree	21	8.4	19	7.6	11	4.4
	Disagree	41	16.4	48	19.2	45	18
	Neither agree nor disagree	103	41.2	103	41.2	110	44
	Agree	75	30	74	29.6	69	27.6
	Strongly Agree	8	3.2	4	1.6	12	4.8
Total		248	99.2	248	99.2	248	99.2
Missing	System	2	0.8	2	0.8	2	0.8
Total		250	100	250	100	250	100

41.3.% of the respondents claimed to have the desire to revisit Istanbul, whereas 13% are negative and 45% are uncertain. The ones who desire to revisit Istanbul, pointed out that the strongest factor related to their decision is the fact that Istanbul is a historical city (90%)

Furthermore, it is found out that only 58% of the participants have heard that Istanbul is one of the European Capitals of Culture in 2010.

4.4.1 Statistical Analysis about the Image of Istanbul

The image of Istanbul is being analyzed through t-tests in terms of gender, visiting status and the intention to visit, through ANOVA tests in terms of age, education and income levels. The meaningful differences found are summarized in the below Tables.

4.4.1.1 Differences in the Image of Istanbul by Gender

TABLE 9:
t-test for Gender

	Mean		t-test for Equality of Means	
	Male	Female	t	p
Istanbul is a city where I can find delicious cuisine	3,89	3,68	1.974	.049
I would like to study in Istanbul	2,91	3,45	-1.948	.053

Male respondents appreciated more the Turkish cuisine, however the means for both gender are in the positive side. Interestingly, the female participants are more eager to study in Istanbul compared to male respondents.

4.4.1.2 Differences in the Image of Istanbul by Visiting Status

TABLE 10:
t-test for Visiting Status

	Mean		t-test for Equality of Means	
	Yes	No	t	p
Before coming I knew about Istanbul	3,54	3,03	3.289	.001
Before visiting here I knew about the history of Istanbul	3,59	3,20	2.711	.007
I could get information related to touristic sites of Istanbul	3,85	3,20	2.974	.003

The participants who have already visited Istanbul have more knowledge compared to first time visitors.

4.4.1.3 Differences in the Image of Istanbul by Intention to Visit

TABLE 11:
t-test for Intention to Visit

	Mean		t-test for Equality of Means	
	Yes	No	t	p
Istanbul is a historical city	4,33	3,75	4.029	.000
Istanbul is a modern city	3,65	3,00	3.941	.000
Istanbul is a city with unique natural beauties	3,88	3,55	2.225	.028
Before coming I knew about Istanbul	3,35	2,46	4.541	.000
Before visiting here I knew about the history of Istanbul	3,47	2,71	4.279	.000
I could get information related to touristic sites of Istanbul	3,69	3,28	2.676	.008
Istanbul is a brand city	3,80	3,43	2.597	.010
Istanbul has many mosques	4,07	3,51	3.910	.000
Istanbul has museums and palaces worth seeing	4,20	3,82	2.864	.005
I have a positive image of people from Istanbul	4,08	3,66	3.055	.003
I have a positive image of Istanbul as a touristic destination	4,07	3,62	2.910	.004
Boring-Entertaining	3,73	3,28	2.815	.006
Traditional-Modern	3,60	2,71	1.847	.067
Oriental-European	3,36	2,86	2.676	.008
I would like to live in Istanbul	3,30	2,44	4.983	.000
I would like to work in Istanbul	3,13	2,42	4.302	.000
I would like to study in Istanbul	3,56	2,48	2.238	.027

The visitors who would like to come to Istanbul again rated Istanbul better in all of the attributes given in the above table.

4.4.1.4 Differences in the Image of Istanbul by Age

The image of Istanbul for respondents of different age groups have been analyzed and the significant differences have been highlighted. Through Tukey and Scheffe tests, the differences among groups have been identified.

TABLE 12:
ANOVA for Age

	1		2		3		4		F	p
	mean	std dev								
Istanbul is a historical city	4.23	0.9	4.19	0.7	3.89	0.7	4.2	0.91	2.96	0.033
Istanbul is a city where I can rest and relax	3.84	0.85	3.64	0.85	3.48	0.69	6.1	9.8	4.88	0.003
Istanbul is a city where I can find delicious cuisine	3.92	0.77	3.89	0.84	3.56	0.79	3.5	0.7	3.39	0.019
Istanbul is a city with cultural activities	4.02	0.9	3.76	0.8	3.55	0.84	3.5	0.97	3.02	0.03
Istanbul has museums and palaces worth seeing	4.02	0.69	4.08	0.85	3.81	0.71	4.2	0.63	3.05	0.029
I have a positive image of people from Istanbul	4.2	0.61	3.98	0.96	3.65	0.71	4.3	0.48	5.11	0.02
I have a positive image of Istanbul as a touristic destination	4.15	0.67	3.91	0.92	3.61	0.8	4.5	0.52	5.87	0.001
I would like to study in Istanbul	0.81	3.07	0.89	3.11	0.96	5.7	9.96	4.84	0.003	0,003

1: (24 and below) 2: (25-40) 3: (41-60) 4: (61 and above)

		1		2		3		4		F	p
		mean	std dev								
Not Safe	Safe	3.38	0.96	3.47	0.9	3.06	0.97	3.1	0.87	3.18	0.024
Dirty	Clean	2.89	0.88	3.07	0.95	2.55	0.84	5.2	6.26	7.44	0.000
Cautic	Relaxing	3.51	3.33	3.18	1.02	2.57	0.82	5.2	6.26	6.15	0.000
Crowded	NotCrowded	3.48	6.74	2.87	3.01	2.8	1.17	7.6	13.17	3.98	0.009
Not Romantic	Romantic	3.3	1	3.6	0.86	3.23	1.01	3.6	0.96	2.81	0.04
Ordinary	Exotic	3.28	0.82	3.62	1.01	3.48	0.97	9.1	16.14	9.49	0.000

The respondents younger than 40 years old perceive Istanbul as a more historical city, with a more delicious cuisine compared to the respondents between 41-60 years old. Again, the youngest respondents rate Istanbul as a more relaxing and culturally richer city compared to the oldest (>61) respondents. Younger tourists rate Istanbul as a safer, cleaner, more relaxing romantic, not too crowded and more exotic city, compared to the elderly tourists.

The 67.2 % of the sample consist of university graduates and 21.6 % with a higher degree. The ANOVA results highlight that the main difference in terms of education concentrated on PhD degree holders and other groups. The PhD holders are more demanding, therefore rate the city less than the other respondents and do not want to live or work in Istanbul. The only issue to note is that the highschool graduates have a more positive image of Istanbul people.

4.4.1.5 Differences in the Image of Istanbul by Income

The lower the income level satisfaction from the Turkish cuisine and the variety of the attraction is higher.

**TABLE 13:
ANOVA for Income**

	1		2		3		4		F	p
	mean	std dev								
Istanbul is a city where I can find delicious cuisine	4.04	0.84	4.02	0.75	3.69	0.83	3.60	0.75	3.57	0.007
Istanbul is a city with cultural activities (concerts, exhibitions,etc.)	4.18	0.79	3.70	0.87	3.63	0.81	3.92	0.78	2.85	0.024

1: (500-1500 euro) 2: (1501-3000 euro) 3: (3001-5000 euro) 4: (more than 5001 euro)

4.5 The Image of the Museums of Istanbul

In this part of the questionnaire the general image of the museums related to city image, as well as the museums of Istanbul are investigated.

The means related to the statements about the image of the museums in Istanbul are presented in Table14.

	Mean	Std.dev
Museums have a tremendous impact on creating city brand	3.69	0.82
I believe that museums have an important role on Istanbul image	3.67	0.76
I agree with the idea that the museums in Istanbul reflect its history very well	3.65	0.8
I think that Istanbul has various museums	3.68	0.8
I think that Istanbul museums are worth seeing	3.74	0.87
I think that Istanbul is famous with its museums	3.71	2.14
I think that Istanbul museums are managed in a good way	3.72	2.72
Overall Mean	3.69	
Guiding service	3.50	0.77
Interior cleanliness of palaces	3.60	0.8
Directional signs in the museum	3.72	2.1
Information desk	3.50	0.93
Cafe	3.59	0.87
Gift Department	3.97	4.18
Toilet	3.34	0.99
Transportation	3.55	0.81
Overall Mean	3.60	
My mental image of Istanbul museums before visiting for the first time	3.16	0.81
My mental image of Istanbul museums now, after having visited	3.82	0.7

The attributes which are found to have a mean over 3.5 are highlighted in the Table 14. It can be concluded that the respondents believe that museums are important for the formation of city image. Furthermore, Istanbul is famous with its museums which are worth seeing and well managed. Apart from toilets the museums of Istanbul has been rated over 3.5, the gift shop being the most appreciated. The results also point out that the perception of Istanbul museums has ameliorated after the experience.

4.5.1 Statistical Analysis about the Image of the Museums of Istanbul

Several statistical analysis have been made to highlight the image of the museums in Istanbul. The significant differences and important points to be emphasized are summarized below.

4.5.1.1 Differences in the Image of the Museums of Istanbul by Gender:

**TABLE 15:
t-test for Gender**

	Mean		t-test for Equality of Means	
	Male	Female	t	p
My mental image of Istanbul museums before visiting for the first time	3,75	3,87	-2.049	.042

The image of the Istanbul museums before visiting was more positive for female respondents.

4.5.1.2 Differences in the Image of the Museums of Istanbul by Visiting Status

No significant difference among groups have been identified.

4.5.1.3 Differences in the Image of the Museums of Istanbul by Intention to Visit

It is observed that the respondents who would like to come again to Istanbul are more satisfied and have a more positive image of museums.

TABLE 16:
t-test for Intention to Visit

	Mean		t-test for Equality of Means	
	Yes	No	t	p
I agree with the idea that the museums in Istanbul reflect its history very well	3,73	3,35	2.579	.011
I think that Istanbul has various museums	3,85	3,37	3.283	.001
I think that Istanbul museums are worth seeing	3,83	3,44	2.481	.014
Cafeteria	3,73	3,26	3.120	.002
Transportation	3,68	3,35	2.330	.021
My mental image of Istanbul museums now, after having visited	3,95	3,55	3.139	.002

4.5.1.4 Differences in the Image of the Museums of Istanbul by Age

In general the respondents younger than 40 years old find the museums and palaces more worth seeing, they have a more positive image of Istanbul people and have a positive image of Istanbul as a tourist destination, compared to elderly participants. The tourists between 25-40 have a stronger belief that museums have an important role on the city image, that the museums in Istanbul reflect its history well, compared to the ones over 41 years old. The respondents younger than 25 years old believe that Istanbul offers a wide variety of museums compared to the respondents over 41 years old.

TABLE 17:
ANOVA for Age

	1		2		3		4		F	p
	mean	std dev								
I believe that museums have an important role on Istanbul image	3.69	0.79	3.77	0.71	3.48	0.79	3.90	0.73	2.68	0.047
I agree with the idea that the museums in Istanbul reflect its history very well	3.76	0.84	3.75	0.74	3.40	0.84	3.90	0.73	3.85	0.010
I think that Istanbul has various museums	3.92	0.80	3.72	0.75	3.49	0.84	3.77	0.66	2.84	0.039
Directional signs in the museum	3.56	1.09	3.68	0.81	3.48	0.81	6.80	9.50	8.15	0.000

1: (24 and below) 2: (25-40) 3: (41-60) 4: (61 and above)

4.5.1.5 Differences in the Image of the Museums of Istanbul by Education

No significant difference among groups have been identified.

4.5.1.6 Differences in the Image of the Museums of Istanbul by Income

The results reveal that the respondents with the lowest income level need more information in terms of guidance and information desk.

TABLE 18:
ANOVA for Income

	1		2		3		4		F	p
	mean	std dev								
Guiding service	3.04	0.72	3.6	0.77	3.42	0.79	5.04	0.001		
Interior cleanliness of palaces	3.68	0.89	3.83	0.83	3.44	0.64	4.1	0.003		
Information desk	3.00	1.06	3.69	0.85	3.36	0.94	4.16	0.021		
Toilet	3.54	1.1	3.48	0.93	3.1	1.06	4.16	0.003		

1: (500-1500 euro) 2: (1501-3000 euro) 3: (3001-5000 euro) 4: (more than 5001 euro)

LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

One of the limitations of the research is its language: only the respondents who understand English could participate in the research. 85% of the respondents were not native English speakers. In the following research, the questionnaire can be translated in several languages to enlarge the base of participants and enable the respondents to answer in their native language.

The research did not concentrate on one nation. The literature suggests that different nations have different images and prejudices affecting their perception (Altınbasak, 2004; 2008). Although it would take more time to reach the respondents-unless the aid of the Travel agents is provided- the research can be repeated concentrating on specific countries.

Istanbul is visited by approximately 7 millions of tourists every year. Although the minimum sample size is required is met, the number of the participants may be enlarged. Furthermore, the results of the study may be discussed with travel agents, museum managers and tourism sector professionals in order to make adjustments before repeating the study.

CONCLUSION AND SUGGESTIONS:

The realities of the 21st Century reinforce cities to use marketing approaches to fasten the development of the city. Istanbul is a city which has been the capital of three big Empires for Centuries. Its geographical position between Asia and Europe, unique natural beauties of the Bosphorus, and its immense historical heritage render Istanbul one of the most attractive tourist as well as business destinations in the world.

The cultural variety and richness of Istanbul have been communicated to foreigners through several media all around the years. However, the research points out that the image of

Istanbul is ambiguous for the ones who have not visited the city (Altınbasak, 2009). The foreigners actually have a much more positive image after that they have experienced the city. Hence, also proved by this study, the second time visitors have a more positive perception for the major attributes related to the city.

Internet is the most widely source of information by the potential visitors. However, the content of information varies. That's why while 58% of the respondents who use Internet had information about Istanbul being the European Capital of Culture 2010, 42 % were not aware of it. On line media has to be used as a marketing tool more frequently and more effectively to provide information about the city.

The results of the study reveal that Istanbul is perceived as an historical city with different culture and atmosphere. The respondents strongly believe that Istanbul has museums and palaces worth visiting. The museums of Istanbul, especially the historical palaces, monuments and areas constitute an important part of the city image. However, the visitors should also see the modern face of Istanbul, in terms of art galleries in modern shopping malls, art museums and the cultural activities which are carried out with world famous artists, singers and groups. Furthermore, the cultural activities especially to be offered to higher income group should be more sophisticated. Special activities or exhibitions can be made for different age groups. The exoticness of the city and the dynamism pointed out by other research render Istanbul a lively city, full of energy and offering lots of entertainment. The younger visitors appreciate this aspect of the city as a positive factor contributing to the city image.

Although the study is focused on the country rather than the city, in the Nation Brand Index, Turkey can not take the rank the country would merit especially on the "culture and cultural heritage" attribute: Turkey was ranked as 9th among 11 countries in 2005 and 38th among 50 countries in 2008. It is observed that although the existence of cultural monuments are important, the visitors appreciate the cultural activities that are

held in a city. Therefore, countries/cities which do not have a rich historical past can differentiate themselves through the vast alternatives of cultural activities held in the city and communicated to the world regularly. To strengthen its city image, Istanbul should increase the variety and provide the continuity of cultural activities throughout the whole year, using its historical places and museums as a source of attraction. Furthermore, those activities should be communicated not only in Turkey but in the world to different target groups. The support of the State to NGOs is crucial for the success.

In different research respondents admitted to have heard about Istanbul, however, the image is shaped by prejudices, information presented in the media and the word-of-mouth (Altınbasak, 2004, 2009). Therefore, all the related parties should work in harmony to manage the image of Istanbul with the objective of transmitting the unique, uncomparable and superb characteristics of the city. The cooperation between public and private sectors, guided by the academics expert in the field is crucial. The city still has considerable potential in terms of increasing the number of tourists, businessmen, students, artists, sportsmen, cultural and sportive activities.

Istanbul European Capital of Culture (ECOC) 2010 project provides a good opportunity as a leverage to promote the city not only to boost tourism but to also to create a better image of the city which will in turn result in an awareness about the business environment, the qualified work force and the big potential of the city in the eyes of potential consumers. Barcelona and Athens used ECOC as well as the Olympic games to rehabilitate the city and improve the city image.

Although the global crisis has affected the tourism sector all around the world, the cities are creating new ways to attract tourists. Cultural events are always among the strongest differentiating activities. Greece which announced an estimate of 20% decrease in the number of tourists in 2009, is investing in culture and museums to be one the choices of the potential

visitors. Exploiting the rich historical heritage, the museum of Acropolis has been build for more than 130 million Euro and been promoted in the world. In Europe, there are many countries and cities which are attempting to differentiate themselves through museums: In Belgium, Berlin, Munich and Abu Dabi several museums have been opened and presented as a channel of the global peace (Safak, 2009). Istanbul as well as Turkey's other cities need to strive to find the necessary funding to protect, exhibit and promote their rich cultural heritage.

The museums form a bridge between a nation's past and future, therefore they are an important part of the cultural environment of the city contributing to its image. Specifically, Istanbul with its strategic position has always been a city of great significance in the world's history. Thereby, Istanbul and its musuems provide a unique and vast cultural value to the visitors from all around the world. The museums of Istanbul managed via a sound marketing approach and presented to the world will create strong opportunities for further improving the image of this superb city.

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