

A Research on Awareness Level of Ahmet Piriştina İzmir City Archive and the Museum (APİKAM) in the Town, as the Earliest Form of Turkey*

Türkiye'nin İlk Örneği Olarak Ahmet Piriştina İzmir Kent Arşivi ve Müzesinin (APİKAM) Şehirdeki Bilinirlik Düzeyine İlişkin Bir Araştırma

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Abstract

City archives and city museums are one of the most important institutions that take an active role in creating city and urbanism awareness and protecting the cultural heritage and transmitting it to the posterity. Ahmet Piriştina İzmir City Archive and the Museum (APİKAM) that put into service in 2004 is the first sample in this area of Turkey. In this study; it has been aimed to reveal the awareness level of APİKAM and contribute to answer the questions related to how service quality increases. 7-item survey created in this context has been answered by 568 city-dwellers with face to face meeting. Feedbacks show that though there is a high level of visitor satisfaction, APİKAM doesn't come to be known enough by the city-dwellers, as for those who are aware of the institution are not eager to visit it. When taking into consideration the habitants' general approaches with regard to city archive and museum or their lack of need of visiting the museum, it is clear that there is a long way to come in order to increase the awareness level of APİKAM.

Keywords: City; archive; museum; city archive; city museum; Ahmet Piriştina İzmir City Archive and the Museum, APİKAM.

Öz

Kent arşivleri ve kent müzeleri günümüzde kent ve kentlilik bilincinin oluşturulması ile kültürel mirasın korunması ve gelecek kuşaklara aktarılması konusunda önemli roller üstlenen kurumlar arasındadır. 2004 yılında açılan Ahmet Piriştina İzmir Kent Arşivi ve Müzesi (APİKAM) Türkiye'nin bu alandaki ilk örneğidir. Bu çalışmada; APİKAM'ın şehirdeki bilinirlik düzeyinin ortaya konulması ve buna bağlı olarak hizmet kalitesinin nasıl arttırılabileceği sorusunun yanıtına katkı sağlanması amaçlanmıştır. Bu kapsamda hazırlanan ve 7 sorudan oluşan anket yüz yüze görüşülen 568 İzmirli tarafından yanıtlanmıştır. Alınan yanıtlar; ziyaretçi memnuniyet düzeyinin yüksek olmasına karşın APİKAM'ın İzmirli tarafından henüz yeteri kadar bilinmediğini, kurumu bilenlerin ise APİKAM'ı ziyaret etme konusunda istekli olmadıklarını göstermiştir. İnsanların kent arşivi ve müzesine ilişkin genel yaklaşımları ile arşiv ya da müzeye gitmeye çok fazla gereksinim duymadıkları dikkate alındığında, APİKAM'ın bilinirlik düzeyini arttırmak için önünde yürünmesi gereken uzun bir yolunun olduğu çok açıktır.

Anahtar sözcükler: Şehir; arşiv; müze; şehir arşivi; şehir müzesi; Ahmet Piriştina İzmir Kent Arşivi ve Müzesi; APİKAM.

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Introduction

The one of the most important features that separates the human from the other creatures and provides individual and social sustainability is ability. This ability converts the experience into new inspiration and is the key of living a social life, as well. This specialty that gains a new form with information and writing brings the regulation and need of the information together. The museum, archive and libraries that service to meet these needs are the first institutions that gather, protect, regulate and put them into service (Keseroğlu, 2010, p. 184). The function of these institutions that brings the society with information together has never changed.

Rapid urbanization, widely spreading in the world after industrial revolution, whereas in our country gained momentum in the second half of the last century, implied its own social life style. This change, while improved the quality of life in some areas, it weakened the connection to the past of human whose perspective on life and expectations had changed, on the other hand. Realization of this weakness, provided the emergence of the city archive and museum concepts. In the current situation, the city archives and museums, benefiting from the developing technologies, have become institutions that play important roles in creating city and urbanity awareness along with protecting cultural heritage and transmitting it to the next generations.

To fictionalize the competition on life restrains the human within the limited circle in addition to population density, problems in the cities. İzmir is one of the cities where this complication can be seen densely. Ahmet Piriştina İzmir City Archive and Museum (APİKAM) is one of the places where city-dwellers can stretch the limited circle and aware the environment where they live and can find a rest opportunity. The most important problem of APİKAM that gives an opportunity to the human to know the city, its geography and culture, and guides to make the city life more conscious and cheerful is that it is not known exactly by city-dwellers and it is not visited by them. The awareness of APİKAM that will be created related to the city will increase the quality of service, service variety and respect of the institution.

In this study, it has aimed to reveal the awareness level of APİKAM between the city-dwellers and the expectations related to the institution. After that, it has been tried to develop proposals on increasing the awareness and quality of service of the institution within the framework of survey that has been conducted with 568 city-dwellers. The research will achieve to reach the aim of creating the awareness of the institution and contribute to increase the number of participants who benefit from APİKAM.

The study has been based on the hypothesis stating that “services of APİKAM, a very first example of its kind in Turkey, are not known enough by the habitants of İzmir”.

Semi-structured interviews with the directors and employees of the institution were conducted to collect up-to-date information related to APİKAM and description method was employed to direct the data collection and analysis. The questions categories are related to services, collections, projects, collaborations, units, user statistics, user profile, qualitative and

quantitative characteristics of workers of APİKAM. Survey technique has been applied in order to reveal the awareness level of APİKAM and opinions of city-dwellers about it. 11 districts have attended to the survey and in this context, 568 people have been accepted as sample number depending on the population density (according to the 2013 data of Turkey Statistical Institute, total population of these 11 districts is 2.842.604. 5000/1 representation rate over this population has reached the number of 568).

Within the scope of this study, pre-test has been randomly applied to 20 city-dwellers in order to determine the probable error and measure the applicability of the survey between 01-21 April 2014. After this process that has been evaluated the opinion and proposals related to the subject, the answers for 7 questions have been gathered between 13 May and 12 August 2014. When choosing the sample of respondents it has been paid attention to choose people from all social strata such as from illiterates to people with PhD, primary school to retiree, peddler to academician.

The Concept of City and the Fact of Urbanization

The social life requirement and ability is one of the features that separate the human from the other creatures. Human creates a memory from the moment they started to communicate with their environment and they need a social environment not to lose this memory. This social environment is a city that consists of family, neighborhood (Aytokmak, 2006, pp. 21-22).

According to the literature, it is possible to meet with much city definition in different areas. There are many different city descriptions from sociologist to historian, city planner to economist, anthropologist to man of letters (Mumford, 1997; Kaya, Şentürk, Daniş and Şimşek, 2006). Turkish Language Association describes the word “city” as “is a place that is more populous than one thousand and depends on service and non-agricultural activities” (TDK, 2014). The general description that contains the cultural side of the city is made as “the cities are the places that contain historical originality, values, norms and social relations in itself” (Külcü, 2006, pp. 74-75).

The first cities were established in Mesopotamia between Tigris and Euphrates rivers in Near East. This geography is a region where agricultural production is conducted with irrigation system, flood and drought are seen because of the overflow of rivers and waste-product storage is limited. The centralization of the human against the problem that prevents to improve the quality of life and the achievement related to the crop productivity are the basis points of the cities (Huot, 2000, p. 17). Trade concept has emerged in the community at starts to produce more than they consume and changes the boundaries of the new social structure to the new life style. The expansion of trade has made the keeping of accounting records difficult and development of new writing and numbers regulation has become inevitable as a result of it (Saka, 2004, p. 10). Written records have made social communication easy and provided to transmit the experiences to posterity. This change steps to gain a concrete meaning for “city memory”.

To understand, describe, explain and interpret correctly the development of a city, one needs to be familiar with the variables in the formation process, the behavioral patterns enabling understanding of the social structure, history, economic and social dynamics of that city. The basic variability that creates city culture has occurred between the discrimination of being dependence a kingdom / empire or being an independence city in this process (Sevindi, 2003, p. 23). The uncontrolled population increase has changed the priorities in the planning of city together with 20th century. The obtained income is some of the priorities by constructing many residential in a few areas and assuming the location of changing life centers.

It is required to know variables, behavior pattern, and historical, economical and social dynamics in the formation process of the city in order to understand, identify and clarify a city. The concept of urbanization has been evaluated in a sociological perspective in addition to increase the awareness on these values for each city. According to this point of view, the cities are described as a place that is various qualification settlements and has got a certain population density; and city-dwellers are described as human who concern with non-agricultural activities and specialize in different working conditions and adopt the urban life style (Kaya, 2007, p. 4; Weber, 2010, p. 17).

Archives and Museums as Memory Center

The word memory is described as “consciously hiding power, repertory, mind and memory” by Turkish Language Association. When the memory comes to, “property and awareness” come to. This “property” can belong to individual, region, city and country. When considered from this point of view, the memory is an area that undertakes the functions of “retroactive”, “connotation”, “recall” and “reminder” that are gathered with political, cultural and historical conditions. (Keseroğlu, 2010, p. 182). Archives and museums are between the institutions that undertake the described functions with libraries.¹³

Archive that is described as “a place where documents that have archival value and produced by private and / or legal entities are selected, protected and brought them into use” in the dictionary of Document Management and Archive Terms (Belge Yönetimi..., 2009, p. 34) services to the sustainability of the bridge between past-present-future. When considered from this point of view, it is not a mistake to base the concept of the archive to the first written documents. Archives light to the historical and cultural accumulation of the societies. They can be a source for every scientific research by revealing the relation between custom, social structure, institutions, of the society by using its information and documents (Rukancı, 2009a, pp. 895-896). Archives are divided into two categories: special and public. Special archives are for special entity and organizations, and public archives are for public institutions (Dearstyne, 2001; Yalçın, 2013). City archives are one of the most common special archives.

¹ Even if Ahmet Piriştina City Archive and Museum is called as an archive and museum and a library; archive and museums have been limited in the scope of memory centers so, libraries are not included in the study. In the meeting of institution officials, the main existing reason of APIKAM has the quality to protect the city and museum materials on city and let them use and not to mention about library during this process

Urbanization process that is considered as the development of the city requires the city-dwellers to live in a different pace of life and to review the priorities of the life. The individual who realizes the loss of the control of the life by seizing the rhythm of the life needs a social area where he / she can communicate and develop in a cultural sense and respond to the needs for the values he / she has. One of the areas that meet these requirements is museums.

In general, museums are described as “a place or building where art and science of works or objects are stored and displayed to the public” (TDK, 2014) are the institutions that gather the data and sources on civilization adventure in order to store them. The museums that have an indispensable importance for increasing the sensitivity of educational, artistic, historical and political of the society are between the basic dynamics that develop the cultural infrastructure of the society because the societies can know their cultures through the institutions and transmit them to the next generation.

The museums have been converted into servicing to the development of the society, witnessing to the human and environment as a national and international scientific communication center, searching over the materials, gathering, protecting, examining them and providing an aesthetic appreciation for the society (Özkasım and Ögel, 2005, p. 101; Erdoğan 2010, p. 392).

Considering the trends in the world of museology; museums have been classified in different ways taking into consideration the exhibition methods of collections, administration unit that they are depended and the region that they serve (Müzecilikte yeni ..., 2000). New concepts have been revealed with the changing definition of museum and museology depending on changing individual and social tendencies. One of them is “creating a place” and “being an object”. Creating a place can be explained as protecting aim of each material in order to exhibit them in the institution and organization since then they have entered into service for historical continuity. This attempt provides institution or organization to be natural museum without leaving from the existing reason and to increase the prestige of the institution. In other words; “creating a place” is a place where certain objects are exhibited. “Being an object” is to be an object that is exhibited in that place. While introducing the “creating a place”, “being an object” is introduced (İnce, 2014).

It is required to have a dynamic structure for museums that are the institutions service to the development of the society, gathering, protecting and sharing the materials on human and environment on the basis of training purposes depending on the independently and continuity (Köklü, 2009, p. 10). Modern museum definition is meant to be a social area where different ideas, communion, flexible rules and criteria are evaluated. To being important factors of tourism is an example that museums can provide awareness of the objects and the number of tourists with alternative destination. Thus, it provides economic income for the regions and it shows the sense of modern museology (Kervankiran, 2014, p. 348). In particular, city museums that quality of the service has been increased by using sources from the local government are one of the museums that meet the expectations at the highest level.

City Archives and City Museums

A city changed by technology and globalization and became the focus of intense relationship has differentiated the urban identity and social life. If the originality of the changing urban identity is not formalized in conjunction with local values and cultural properties of the city, the individual will soon feel alien to that city, so she / he will deviate from the aim of “being a better citizen” with the city’s economy and cultural wealth. To have an information, knowledge and awareness of historical and cultural heritage of the region, city or neighborhood is the most effective and permanent solution of this potential problem. At this point, both city archives and city museums need to take responsibility about it.

City archives are the places where documents and information materials that have been produced by local government, non-governmental organizations, families and natural and legal person that live in the city and have urban relations between them are protected, regulated and brought into use (Ahmetbeyoğlu, 2010, pp. 375-377; Yalçın, 2013, pp. 83-85). City archives that protect the historical and cultural heritage of the city are open to all interested researchers. City archives have an autonomous structure. The collection consists of different types and qualities selected and compiled optionally not being produced by archive materials during the services. The collection of city archives can be developed as desired within the framework of predetermined policy. This freedom makes it different from the institutions and units of the city archives (Çiçek, 2010, p. 282).

City archives have two main functions such as corporate (introvert) and social (extrovert). Corporate function consists of professional practices to meet the managerial needs of natural and legal person. Social function contains the professional practices that must be fulfilled in order to make a better use of city archives (Keskin, 2010, pp. 262-275). City archives have got many responsibilities on transmitting the history, culture of the city to the next generation.

City museums are the institutions that have historical, sociological, cultural, geographical, economical, political, ethnic, religious and local heritage and features of the city and have a collection, archive or memory related to the social history and strategy and vision for the purposes of it (Aytokmak, 2006, pp. 28-29). The principle focal point of the city museums is human communities and their relationship. The main task of the city museum is to understand, evaluate, determine to the city and introduce it by using accurate data. The function of the city museum is to examine, document and protect the cultural assets related to its history. The city museum should reveal the geographical, economical, political and social values that are important for developing the city and gathering the data on social history. City museums that submit these data to ensure the relation between city and the individual will be served to protect the awareness of urbanization.

Continuity is the basic principle for the city museums that aim to protect the bond between past, present and future of the city. Otherwise, it will not be possible to maintain the bond. At this point; the tasks of city museums within the scope of social responsibilities cannot

prevent the function on reflecting the past. If the balance cannot be protected, the aim of the city museum that makes the concept of city museum clear for the visitors by reflecting the data of the history cannot be achieved.

When the scope, function and aim are taken into consideration, it is difficult to restrict the city museums in a certain types of museums. City museums can be evaluated within the scope of “historic museum” that is a tool to transmit the historical past of the city; “community museum” that presents the data on social and cultural features of the city; “local museum” that is located in a defined geographical area (Silier, 2010). In parallel to developing technologies, museum world is constantly renewed on the basis of expectations. In this context, the scope, objectives and services of the museums can be expected to develop. It is required to have an autonomous policy, a peculiar form of management, corporate collaboration and effective communication and public relations bond in order to fulfill the objective of the city museums. APIKAM is one of the examples that meet these prerequisites at the highest level in Turkey.

Ahmet Piriştina İzmir City Archive and Museum (APIKAM)

İzmir that is one of the oldest settlements of Anatolian from 3000 BC has a population of 4.113.072 (TÜİK, 2015) and it is the third biggest city. İzmir that protects the social structure aliveness from different cultures has become the most important shipping trade city in the point of land in Bayraklı called as Smyrna in 800 BC (İzmir'in Tarihi, 2015).

Firstly, İzmir became the most distinguished city in Rome and after it became one of the religious cities in Byzantine and then it became the coastal city that keep the Western and native factors of Ottoman Empire. In the beginning of 17th century, a region that trade structures and public houses belong has expanded as covering whole city.

İzmir that is one of the most important cities of Liberation War and got a slap under the occupation has become the city where trade attempts were started with Republic. İzmir that expands and develops with migrations day by day has meet with infrastructure and social issues because of uncontrolled increasing population while becoming the biggest metropolitan city in the country (İzmir'in tarihi, 2015). In the new millennium, İzmir that is the most important window opened to the West. It has historical, touristic wealth, culture and social life, so it will be more modern and will be developed by people in İzmir. In order to achieve this, people in İzmir must be aware of where they live and know it very well.

Ahmet Piriştina İzmir City Archive and Museum (APIKAM) was established by İzmir Metropolitan Municipality in January 10, 2004 in order to increase the environmental awareness and introduce and protect the cultural and historical assets of the city. The establishment goal of APIKAM is not only to serve as a regional warehouse but also to classify the documents and support this process by using computer technology and being a modern archive (Yılmaz and Yetkin, 2002, pp. 33-37). APIKAM with its archive, museum, meeting room and library is an accessible center for reaching the historical values of İzmir.

It is the first example in Turkey and it is also archive of İzmir Metropolitan Municipality.

When considered from this perspective, APIKAM is an extrovert urban culture unit that serves both official and public and it also serves as a directorate depending on Department of Social and Cultural Affairs of İzmir Municipality. APIKAM consists of two main units: archive and museum.

The objective in APIKAM archive is to present the written, official and special documents, 19th and 20th centuries İzmir local media collections, biography, monograph, statistical data, photos and images of İzmir by evaluating them in today's conditions. However the institution undergoes the documents required to store a detailed pre-sorting stage on the basis of a historical and legal value. The process for the document to be taken in the archive is as follows; the documents are sent to the hybrid camera service where microfilm copies of documents and transferring to the computer environment are conducted. Materials in the archives are transferred to the electronic environment in the microfilm scanning service. After this stage, the documents are placed in storage that its conditions such as dust, light and moisture are prepared. The images of archive materials that their digital copies have been received are transferred to the software program that has been prepared specially and the identification with the previous documents is performed (APIKAM, 2014).

Archived documents and photos are brought into use in the research room of APIKAM archive where more than 30 computers are available in. The research room was designed as a multi-purpose by protecting the workers of academician and researchers. The research room hosts to APIKAM library collection includes nearly 12.000 volumes are in and it works with open shelf system. There are two meeting rooms in the same place respond to demands of public and private sectors in İzmir.¹

The original archive material cannot be borrowed in any way, shape or form out of the institution and İzmir Metropolitan Municipality. However, the occurrence of a service, the protection of a right can be lent as a sample or can be examined in situ by authorities or experts to be appointed by the courts. The researchers can reach the documents and materials via internet network and they can also use them by using the internet network in APIKAM. In both cases, the researcher must give his / her record information that is asked him. (APIKAM, 2014).

The city museum which is open seven days a week between 08:00-18:00 is a unit that presents the history of the city as visual. APIKAM museum that hosts to 70 persons in a drama-meeting room was designed as "reading museum" that can be changed according to the audience and the objective of the exhibition. When the objects and exhibits in the museum are taken into consideration the concept of "reading museum" can be seen in the institution. The project of thematic area exhibition in museum can be interpreted as an indicator of the attitude. For the first time, thematic area exhibition was started with the name of "İzmir and Trade" has converted the name of "City and Communication" in 2014 (APIKAM, 2014). İzmir

² The information except from the web site of APIKAM have been acquired from the meeting with Dr. S. Kemal Saygı who is one of the managers of the institution on April 13-17, 2014..

Metropolitan Municipality City Library publications and İzmir Metropolitan Municipality objects are offered to sale in the gift shop and book sales unit at the entrance of the museum.

A part of APIKAM building that has got 1.024 square meters usage area over 3.592 square meters land has been allocated for 1.440 volumes newspapers that written with Ottoman Turkish and 20.000 volumes newspapers that written with Latin alphabet and 5.000 manuscripts in Izmir National Library's collection. In addition to this, 4.048 original and 950 copies of donated materials and Record Book between 1930-1980 and Council Decision Book between 1959-1987 belong to İzmir Metropolitan Municipality have been protected in APIKAM. The restaurant that is located in the courtyard of APIKAM and its menu consists of Izmir meals has contributed to introduce the Aegean Region and Izmir's rich culinary culture to the visitors. It has pioneered to the concept of traditional museum in our country (APIKAM, 2014).

946 researchers requested the information in 2013 and APIKAM published 10 books and 6 volumes encyclopedias in the same year. The museum of APIKAM has been visited by 4089 city-dwellers and there are 46 workers. London Metropolitan Archives (LMA) that hosts to the development of London and more than 100 thousand volume books dated on the year of 1067 has got archive materials consists of more than 200 million records. In addition to these materials, archive collection in LMA that serves over "history card" membership system with more than 2 million publications and its shelf length is nearly 105 km have been classified in 17 main categories (LMA, 2014). The numbers given here about two institutions are indicators for the path of APIKAM to be followed in terms of institutionalization, awareness and respect.

Awareness of APIKAM in the City

Findings

In this part of the study, the data obtained from the survey that consists of 7 questions and prepared under the study will be evaluated. The survey has been limited with central districts of Izmir that the awareness of APIKAM is more intensive than rural districts. The survey prepared for measuring the awareness level of APIKAM have been carried out with 568 city-dwellers who have been randomly selected from central districts of İzmir by 5000/1 representation rate. According to Turkey Statistical Institute data, the number of participants is shown in Table-1 in accordance with the districts and their population (TÜİK, 2014);

(Table 1): Central District, Populations and Number of Participants

District	Population	Number of Participants
Balçova	77.624	16
Bayraklı	310.656	62
Bornova	426.490	85
Buca	454.112	91
Çiğli	173.667	35
Gaziemir	129.534	26
Güzelbahçe	27.389	5
Karabağlar	471.676	94
Karşıyaka	321.870	64
Konak	385.843	77
Narlıdere	63.743	13

Although there were some city-dwellers who had avoided sparing time and answering during the survey has been conducted for three months in different centers of the city, human in İzmir were sensitive on the survey. To recognize the city is the first thing to know in order to be a part of the city and adapt to the rhythm of the city. The time that you spent in the city is important for recognizing the city. For this reason, participants were firstly asked how many years they live in İzmir.

(Table 2): How many years have you lived in İzmir?

Year	Number	%
Less than 1 year	39	6,9
1-5 years	80	14,1
5-10 years	101	17,8
10-15 years	117	20,6
15-20 years	153	26,9
More than 20 years	78	13,7

Considering the data in Table 1, it is seen that 61.2% of the participants have lived in Izmir more than ten years. In this study, it has been estimated that ten years are enough to recognize and being a part of the city. The table that has occurred as a result of received responses has created apperception that most of the participants can know APIKAM that has served for ten years in the center of the city.

(Table 3): Do you know the concept of City Archive and / or City Museum?

Answer	Number	%
Yes	413	72,7
No	155	27,3

72,7% of the participants who have answered as “yes” for the question “Do you know the concept of City Archive and / or City Museum?” have claimed that they have information about this concept by learning channels such as reading / observation etc. They have also claimed the other approach “hearing from others” as an effective learning channel. As seen in Table 3, 27,3% of the participants that answer have claimed that they have never heard the concept of

“city archive and / or city museum”. It is interesting and thought-provoking that 27.3% of the participants who don't have any idea about city archives and city museums that are accepted as a part of the process and the phenomenon of urbanization in the modern world.

(Table 4): Do you know Ahmet Piriştina İzmir City Archive and Museum?

Answer	Number	%
Yes	217	52,5
No	196	47,5

In the next stage of the survey, 413 city-dwellers who claim that they know the concept of “city archive and / or city museum” have been participated. As seen in Table 4, more than half of the participants (52,5%) have answered as “yes” for the question “Do you know Ahmet Piriştina İzmir City Archive and Museum?”. However, the number of participants who know APIKAM is nearly 38,2% when 217 city-dwellers who know APIKAM and the other human in İzmir who don't know the concept of city archive and / or city museum are evaluated together. Although 61,2% of the participants have lived in İzmir more than ten years, the answer of “I don't know APIKAM” in the rate of 61,8% shows that the institution that has served for ten years needs to have new and more effective public relations practices.

(Table 5): Have you ever visited any City Archive and / or City Museum?

Answer	Number	%
Yes	177	42,8
No	236	57,2

As seen in Table 5, 42,8% of the city-dwellers who know the concept of city archive and / or city museum have visited any city archive and / or city museum. When this rate is evaluated with city-dwellers who have claimed that they could not hear the concept of city archive and / or city museum, the number of city-dwellers who have visited any city archive and / or city museum equals to 31,2% of all city-dwellers. When considering the request on using the archive via phone in every year in LMA that is visited by more than 30 thousand city-dwellers in the last year (LMA, 2014), it is very easy to understand the meaning of the rate of 31,2%.

(Table 6): Have you ever visited Ahmet Piriştina İzmir City Archive and Museum?

Answer	Number	%
Yes	117	28,3
No	296	71,7

28,3% of the city-dwellers who know APIKAM with different channels have visited the institution. When this rate is evaluated with city-dwellers who have claimed that they could not know the concept of city archive and / or city museum, the number of city-dwellers has decreased to 20,6%. When considering the data in Table 6, a significant proportion of the participants (71.7%) who know APIKAM have never visited it. When it is considered with the other participants who don't know the concept of city archive and / or city museum, it can be said that four out of every five city-dwellers (79,4%) have never seen the institution. The most

important thing is that 52,1% of the participants don't have any need and / or curiosity to visit APIKAM even if they know the institution.

(Table 7): Did Ahmet Piriştina İzmir City Archive and City Museum meet your expectations?

Answer	Number	%
Yes	91	77,7
No	26	22,3

A large part of the 117 city-dwellers (77,7%) who have shared that they have visited APIKAM at least one time have claimed that the institution has met the expectations. At this point, to eat something at the restaurant in APIKAM is one of the reasons to visit APIKAM in addition to the individual research and thematic area exhibition in the institution. When considering the disappointments in different dimensions on the expectations of 22,3% of the participants who have visited APIKAM, new introduction and public relations practices that will increase the level of awareness of the institution in the city can be seen as a problem to increase the quality of service and varieties of the institution.

At the end of the survey, city-dwellers who have visited APIKAM have been asked their opinions and proposals related to the institution. The opinions that have been come to the forefront are as follows: *“it is required to introduce such a place in İzmir”*, *“workers can be more interested and smiling”*, *“you can come for just restaurant”*, *“I wish we borrowed the books in the library”* and *“the objects in the museum should be often updated”*.

Results and Proposals

Within the scope of the data obtained as a result of the survey, the results are as follows:

- Although nearly all of the participants (93,7%) describe themselves as “city-dweller” and 27,3% of the participants don't know the concept of city archive and / or city museum that is accepted as a part of urbanism awareness in the developed communities, it is an indicator that the process of “urbanization” hasn't been known yet as a concept in the city.
- It can be accepted as an indicator that an introduction and awareness are needed to create in the city because 57,2% of the city-dwellers have never visited any city archive and / or city museums.
- 61,2% of the participants have lived in İzmir more than ten years. Ten years are sufficient time to aware of APIKAM that has got remarkable architecture features and is located in the “center of the city”.

In spite of that, the awareness rate between the participants is only 38,2%. When this rate is evaluated with the objectives of APIKAM it is far away from being acceptable.

- According to the data in the survey, APIKAM that has got 38,2% of awareness level in the city is one of the archive and museums that are often visited in Turkey. This can be evidence that archives and museums in our country are known and visited inadequately.
- The rate of human in İzmir who have visited APIKAM is 28,3% within the city-dwellers

who have answered the survey. This rate cannot be acceptable for the institution that is active on the purpose of servicing for the city. At this point, the awareness level of APIKAM and preference and needs for visiting any city archive and / or city museums should be interrogated.

- It is a positive situation in terms of quality of service because 77,7% of the participants have claimed that the institution has met the expectations. It has determined that some of the city-dwellers have visited APIKAM without any expectation during the face-to-face interview and this attitude can increase the rate of meeting the expectations. When considering this evaluation, to meet the expectations is the first objective of the institution.
- The expectations of the visitors can be framed as “closer attention, more effective information, fast currency, more transparent flexibility, more gastronomy and more specific İzmir”.

On the basis of results and data in the study, proposals revealed on increasing the awareness level of Ahmet Piriştina İzmir City Archive and Museum in the city;

- A common action plan can be created and conducted with the participation of all institutions and İzmir Metropolitan Municipality in order to increase the awareness of APIKAM in the city.
- Solution proposals that mentioned below should be for increasing the needs and preference to visit a city archive and / or city museum and the awareness of APIKAM.
- An information campaign that will be financed by metropolitan municipality and will be conducted by the local radio and television newspaper and channels will increase the awareness of APIKAM.
- Activity announcements that will be sent to e-mail addresses of the users whose contact information has been received will provide to have more information about the institution and activities.
- A more effective and well aimed practices of public relations would increase *prestige and awareness* of APIKAM; whereas examples taken from institutions like London Metropolitan Archive (LMA, that pioneer the field with its successful practices and systematic institutional structure, and services reshaped according to the ethnic features of the city can increase *the number of visitors and the service quality* of APIKAM.
- Posters and brochures that introduce APIKAM and its services will contribute the awareness of APIKAM by presenting them with public service vehicles that serve under metropolitan municipality and will arouse interest to visit APIKAM. To convert the name of the last stations in the buses that use the “Gümrük” station that is one of the main bus stations and close to APIKAM into “APIKAM” will arouse the interest of both city-dwellers and other human.
- The facilities of the exhibition, visitor richness and diversity and well-planned public

relations practice can be used in order to increase the number of visitors and introduction of the institution by cooperating with International İzmir Fair that is very close to APIKAM as location.

- By contacting with Provincial Directorate of National Education, the activities that aim to develop students' information literacy skills under the city directorate can be regulated. These activities will be the services for the purposes of APIKAM and will contribute the awareness of the institution in the city.
- Other cultural and art centers can be cooperated in the cultural and artistic activities about İzmir. This kind of cooperation can provide to reduce the cost while increasing the effectiveness of the activities, and the participation can be easier for people.
- The interests of people for APIKAM can be increased by creative information services that will be developed taking support from the universities in the city. This interest will bring the prestige and institutional authority together.
- Young people's interest can be increased by fulfilling information technologies and applications in APIKAM.

The opinions and recommendations put forward in the light of research and survey results have been shared with APIKAM management. APIKAM managers who said to take into consideration the opinions and recommendations declared that they will be in cooperation in order to increase the awareness of the institution with new public relations and applications.

We need to be aware of the environment where we live in order to live the life by realizing it. City archives and / or city museums play an important role in order to gain this awareness in case our individual facilities aren't enough to gain. The important thing at this point is to show our interest and values because it makes these centers functional and we feed with these institutions in terms of culture. When we are able to perform it we have more meaningful life that we live by realizing.

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Summary

Cities that are the result of the communal living need of an individual are the most important social life spaces. However, cities have turned into the competition space because the life has been created on a competition together with increasing population and problems about it; and it makes human to enclose in a limited circle. Today, this changing has removed the human from the life by realizing the city. City archives and city museums that alienate the individual from the city in that changing have become the institutions that have the most important role about protecting the cultural heritage and transmitting it to the next generation.

This problem about the city life that removes the basis existing features of human occurs, especially, in İzmir. Ahmet Piriştina İzmir City Archive and Museum (APIKAM) that was the first sample in its area in Turkey was founded in 1999 and completed in 2004. It was established to give service in the area of flexing that limited circle and resting themselves in that area.

APIKAM that aims to make the city more enjoyable and conscious and to introduce the city, geography and culture to the human is not known completely by human although it is the oldest and better sample in Turkey. This study has revealed two reasons that APIKAM that gives services under İzmir Metropolitan Municipality is not known yet by human in İzmir. These reasons are lack of communal consciousness about the importance of city life of city archives and city museums and public relations practices that are not fulfilled inadequately despite of the powerful economic support of local government. Practice samples that are taken from the most visited institutions like London Metropolitan Archive (LMA) and are regulated by taking into consideration the local features of Izmir are the truest tools of awareness that are created in İzmir about APIKAM.