*Research Article/Araştırma Makalesi*

# The Use of Internet as a Means of Communication in Local Governments and the Comparison of Two Different Cities Istanbul-Vienna*

Ece KARADOĞAN DORUK[1], Seda MENGÜ[2] & Şebnem ÇAĞLAR[3]

**Abstract**

The local governments are the administrative, political and the social institutions providing public service to the local community and managed by the organs selected by the local people in order to meet the needs of the local people effectively. The reasons of their existence are providing service based on the participative, democratic, the wishes and the requests of the people and their recommendations by providing the confidence and the support of the people. The "governance" understanding of the information society, which has principles such as participation, transparency, citizenship and accountability, shows itself in the restructuring of local governments as it is in almost every other area. Local governments are the closest public administration units to the public. Local governments' restructuring can also be observed in e-municipality applications where they reflect service offerings to electronic media. The local governments that are the institutes providing service intensely in Turkey and also the institutions where the people apply the most have entered into the search of healthy service production with a homogeneous structure where the citizen is participative and based on information by making investments to the information technology for the purpose of expanding the service fields, increasing the efficiency, raising the service quality. When considered in this point of view, internet is one of the most effective methods that can be used in establishing communication between the citizen and the local governments. The change in communication technologies has led many of the urban functions to virtual presence. Today, it has the functions of existing institutions with the communication network, high-speed machines, internet connections and on-line databases, web sites, search engines, e-mails that exist everywhere, providing people with access to the distant places from the same place in the virtual environment. The local governments of two different cities Istanbul and Vienna, the way of internet usage of the different cultures and the way of management and at what fields their similarities and the differences will be evaluated by putting forward in this study.

## 1. Introduction

Along with the developing technology, we also observe changes in human life practices. As Alvin Toffler's book "The Third Wave of the Futurist Economics Analysis Classics", human history has seen three different periods.

To summarize these periods (waves) briefly, the first was that "the societies were taking their energy from the "live pillars"- people - from the muscles of animals and animals - or from the sun, wind and water. They were cutting the trees to warm up and cook. Some were acquiring energy through the sea, some by the flow of river or creek waters, and some by means of wind-driven mills. They were using animals to drive their fields. As far as the French Revolution, an estimated 14 million horses and 24 million cattle were used in Europe. In the light of this information, it can be said that the First Wave communities benefit from renewable energy sources" (Toffler, 2008: 34). And as a result, people started to use certain tools and tools for agricultural activities, such as; cranes, levelers, levers and presses were materials used to make more use of human power.

"The second wave started with the industrial revolution and resulted in the displacement of the power of the human or other living things with the machine power. With the passage of serial production, communities have had to adapt to this lifestyle and people tend to work in more industrial areas" (Toffler, 2008). As a result, the use areas of people are more machine-oriented, and the emphasis is on working in this area. Prior to this, some of the necessity of telegraph and telephony was met for a certain period, but mass media such as newspapers, radio and television have become irreplaceable because of the need for people to be able to speak to more than one person at the same time.

With Toffler's words, the third and last wave is at the moment, and we are confronted by the period in which knowledge comes to the fore. At this moment, the society we live in is described as "information society". "In this society, machine power has left its place in the knowledge, and a knowledge-driven production-consumption process has begun. Although it does not refer to the end of the purely mechanical process, it refers to the process of leaving the human-oriented and human-based mechanism differently to a machine with a different focus on artificial intelligence. This process and transformation has been influencing the whole world today, starting with the 1950s and 1960s in the US and some western European countries (Toffler, 2008).

Karadoğan Doruk, E., Mengü, S. & Çağlar, Ş. (2018). The Use of Internet as a Means of Communication in Local Governments and the Comparison of Two Different Cities Istanbul-Vienna

One of the most important discoveries of the information age we are in is undoubtedly the internet. The popularity of Internet connectivity has increased the importance of being able to be used almost all over the world. While people can communicate via mail or telephone before now, they can easily provide many mass communication needs via the internet. The concept of "Global Village" which McLuhan mentioned dozens of years ago on other media, catches up with the internet exactly in the age of information.

While the internet has an important place in the globalizing world, it has been possible to see the different uses of this market in the states of almost all countries. In particular, the use of local administration has increased. It is possible to see that the major cities of almost all countries have web-based internet access.

For the last 30-40 years, there is a new process called "globalization" in its name. One of the distinctive features of this new process is the internationalization of labor and capital, while the other is huge developments in information technology. In this process, local governments (cities), which are struggling to cope with the public services and social demands they have burdened, have taken on the task of providing economic advantages to themselves by attracting capital to their regions.

Here, it can be said that there was intense competition in terms of attracting "capital" among the cities. It can be said that the e-governance application, which is a demonstration of urban hardware infrastructure of the cities, will see this decisive function. Even today, a new approach to management, which brings together actors from the social side, is mentioned: governance. The adaptation of the globalization process and the "e-government" (e-government) approach, which can be defined as "the maintenance of management relations using information technologies," can be functional in the wake of this new management approach.

Major tasks and responsibilities fall into the municipalities and local governments in carrying out planned and programmed activities that facilitate the city life required by the information age. The expectations of individuals and institutions from local governments are constantly increasing, efficiency and efficiency in municipal services, and a more organized and healthy environment stand out as basic demands. Continuously developing information technologies open up new horizons in line with the multi-directional service needs of local governments and can provide appropriate solutions to the problems.

Information technologies, having rapidly developed and spread within the last 50 years, change all areas in life radically, such as trade, production, business, education, home life, law, entertainment and forms of administration. This change causes administration forms directly concerning the public, such as the state and municipalities, also to be changed and renewed (Çoruh, 2008: 151). E-municipality, meaning interactive municipality, is the total of contemporary implementations in internet environment which enable municipalities to provide the urban citizens with continuous, faster and higher quality services through utilization of modern technological infrastructure and by going beyond the traditional municipality approach as well as informing the urban citizens and letting them participate in decision making processes within municipalities. In this sense, interactive municipality is not a mechanical system comprising of only e few keys, but a transparent and controlling structure. This is at the same time a way for local administrations to be more pluralistic. The most important advantage such systems introduce is the easy and free access to information. By exceeding the service type stuck within locations and going beyond the buildings, it aims to access the information on the date and time desired, over the fastest and shortest way.

In this study, Turkey and Austria's most important cities of Istanbul and Vienna municipality were taken as comparative web pages.

## 2. Use of the Internet in Local Government

Today, local administrations are considered as the leader of democratic organizations in almost all over the world. The main reason for this is that the local administrations, or local governments, are organizations which are able to let public to govern itself. The public can do this via bodies which are elected by the public. However, it is not sufficient for local governments to be qualified as democratic just because they are commissioned through elections. A genuine public participation is required, meaning to take a step forward from formal conditions. And this could be achieved by opening the ways of participation to various layers existing in the society (Keleş, 1991). To provide democratic public participation in local administration is among the most important tasks of local governments. The road to achieving such democratic participation passes through grounding the legitimacy of political administration on the public and furthermore convincing the public on this fact. And this can only be realized with a transparent local government assuming accountability.

Local governments are the closest ones among public administration units providing services to the public. Today, changes in the relations between central government and local governments gradually lead to the local, especially the urban administration to become more functional. When considered with a global perspective, urban administration vision becomes more and more internationalized, and the cities proceed with consciousness for competition in terms of attracting resources and generating welfare. Administrative models are being tried to be turned into a transparent and accountable condition towards local public through participation mechanisms while urban administration structures are developed in a manner to be able to stand still. In recent years, mechanisms have been commissioned for integrating citizens with public administrations and cultivating the interrelations between these parties. Principals such as strengthening accountability mechanisms, transparency, right to obtain information, improvement of service quality, customer satisfaction, giving importance to participating in administration bear the objective of redefining by the citizens their status across public administration (Heden, 2005).

New communication technologies and specifically the internet are the ones mostly discussed about among technologies articulated in discussions of public participation. Internet is not only a tool for transferring news and information in shaping public opinion, but it attracts attention with the characteristic of actually constituting a platform itself on which public relations are realized. Determination of internet as the public communication environment, how it structures the relations between persons and the common location in which such relations are sustained are closely related with the quality of participants available on such common location and the distinctive feature of the discourse actualizing such participation (Timisi, 2003, 140). The ability of the feature of integrating multiple communication styles on a network environment to include and compress all cultural expressions is what qualifies new technologies and the internet (Timisi, 2003, 153).

Continuously developing information technologies open new horizons within the direction of the needs of local governments for rendering diversified services and can provide appropriate solutions for emerging problems. Especially, technological improvements in communication area facilitate the organization of life to a considerable extent, both for governments and for citizens (Heden, 2005).

The most common type of local administrations is the municipalities, which are the administration types for urban settlements. Endeavors of municipalities to render services over the internet are much higher compared to other local administrative units in terms of the services they provide and their activities (Moon, 2002: 424-440). Municipalities are at the top among organizations which are designated with providing a civilized living to city citizens, use positional information efficiently, realize utmost data processing and are in a position to share the information they generate with the public. For issues related with utilities, construction, taxes and many more, municipalities are the places to refer for the individuals. Citizens always face municipalities at each stage of such mentioned services.

The universal network, namely internet is used to reach many people simultaneously and provide services without being dependent on location. Internet usage, which is quite useful for transactions such as giving and obtaining information and making applications etc., might as well introduce some sort of convenience for municipalities. For this reason, municipalities increasingly desire to establish their Internet Sites (Naralan, 2008: 64).

E-Municipality is the management of city related data through the means supported by information technologies based on modern technology and production of different kinds of information for the benefit of the society as well as the service of citizens (TBD, 2004). Electronic Municipality (E-Municipality) consists of utilization of information technologies for municipal management as well as local administration services and activities, providing services to citizens and entities in an efficient manner over the internet, integration of internal units via internet networks and providing communication with relevant external units over the network.

Local governments in Turkey, having a heavy service load and taking the lead in terms of public application for issues, now invest in information technology to expanding their service areas, to increase efficiency and service quality. E-Municipality, meaning interactive municipality, is the total of contemporary implementations in internet environment which enable municipalities to provide the urban citizens with continuous, faster and higher quality services through utilization of modern technological infrastructure and by going beyond the traditional municipality approach as well as informing the urban citizens and letting them participate in decision making processes within municipalities. In this sense, interactive municipality is not a mechanical system comprising of only e few keys, but a transparent and controlling structure. This is at the same time a way for local administrations to be more pluralistic. The most important advantage such systems introduce is the easy and free access to information. By exceeding the service type stuck within locations and going beyond the buildings, it aims to access the information on the date and time desired, over the fastest and shortest way. E-Municipality not only changes the administration mechanism but also provides for environmental protection (Geymen ve Karaş, 2006).

E-Municipality is not only the activation of a website on the internet, but it is an integral transformation movement. At the center of this transformation movement, there exist the integration of all departments and directorates within the municipality with information technologies. Success of E-Municipality works depends on internalizing the "culture of technology" in every single unit of the municipality, as well as its adoption by the employees and departments. It is necessary to determine the content of such E-Municipality, including supply of hardware and software needs of the municipality, providing interaction with citizens and organizations over the internet, efficient utilization of public information technologies, and adaptation of employees to the new conditions and covering their training needs, re-planning of legal and technical infrastructures, modifications of municipality laws and legislations, etc. (Erdal, 2002).

Municipal web sites in general have a characteristic of a "promotional leaflet", and for the websites under updating, "e-advertisement" or "e-bulletin" image is prominent. Another characteristic of these websites is that they lack "humans". The only element that could be perceived as human is the speeches of Mayors rising over the stand.

Targets are foreseen in relevance with E-Governments, yet it is important that the implementation takes place in an efficient manner, meaning that certain parameters should be checked to evaluate the success of the E-Government. In the first instance, it should be tested whether these local services are integrated in line with consumer needs, accessible, supported electronically, provided in common, continuous, transparent and accountable and used by the citizens. On the other hand, it is necessary to provide the services rendered through local E-Government to be currently more convenient compared to the past, services rendered to be faster and less costly, local citizen satisfaction and participation to be increased (www.coe.int/t/e, 2003).

In 21st century, being the communication age, Internet has become an infrastructure  service just like water, electricity, garbage, drainage, natural gas, roads etc. and it should be managed and provided in this manner.

If the concept of e-municipality should be evaluated together with a few definitions; "The service gateways on the internet of the municipalities that provide the public service closest to the citizen can be considered as e-municipality. The e-municipality is governed by working with information and communication technologies of all the data related to the city and producing information for the benefit of the city and the society and offering it to the public "(Bensghir and Akay, 2006: 33). "The concept of e-municipality is to manage the data related to the city with information and communication technologies based on current technology and to produce various information for the benefit of the city and society from these data and present it to the citizen in an efficient manner" (Henden, 2004: 1). E-municipality, e-municipality, e-municipal administration and local government services and activities, use of information and communication technologies, effective provision of services to citizens and businesses over the internet, integration of internal units with computer networks and networking with related external units "(Erdal, 2002) . As it can be understood from the definitions, e-municipality seems to be considered as an application that centers on citizens and provides various facilities to citizens together with internet service. E-municipality brings many differences in terms of traditional municipality. These differences are shown below as a table;

**Table 1:** E-municipality Differences

| Traditional Local Government Approach | E-municipal Practices and New Management Understanding |
|---|---|
| Unsharable administrative decisions | Sharing decisions in electronic form |
| Long bureaucratic workflow | Fast and serial electronic process |
| Decisions about the public, without needing to collect a lot of information about the issue, given by the managers | Local people wishes and suggestions of the survey, complaints, white table and so on. methods and evaluation of services and service delivery |
| Management-citizen relation | Service provider-customer relationship |
| The process difficulty in applying to the competent authorities | Accessibility and the principle of continuous improvement |
| In relation to other public institutions, long bureaucratic processes | Integration between institutions and efficiency |
| Bureaucratic inspection | Individual participation and performance measurement |

**Source:** Henden ve Henden, 2005: 56.

As it is seen in Table, it can be said that e-municipality brings many advantages when it is evaluated in terms of tradition and municipality. One of the most important components of e-municipality is web pages. Through web pages, faster and higher quality services are made possible in terms of local municipalities. "For example, the availability of a municipal Web page 24 hours a day, 7 days a week, in the area of administration makes it easier and quicker for citizens to access information, revealing the potential for political subscribers to have access to e-mail access to local government authorities via local authorities (Yıldız 2002: 236).

***The methods by which the municipalities can identify target groups using internet technology can be evaluated as follows (Tarhan 2007: 81):***

- Telephone and fax numbers and e-mail addresses to provide access to the municipality.

- Message to the President: Although the municipalities are the closest institutions to the public, every citizen can not have the opportunity to talk face to face with senior managers and mayors and to express their problems. However, if there is a "message to the president" section on the website, every citizen who has trouble will have the opportunity to deliver this trouble directly to the president, even if not by a one-to-one interview.

- Request and complaint line: A section where citizens can communicate their requests and complaints about the work of the municipalities should be located on the site.

- Obtaining information: In order to enable citizens to obtain information according to the Law on Information, a section should be prepared on the website.

- Surveys: Most of the time, it is a method of receiving the opinion of the people about a service that is a single.

***In this way, it is easier to reach the citizen through web sites and a more interactive process in communication is aimed. In addition to reaching the citizens, there is also the opportunity to perform promotional activities using the web pages of the municipalities. According to Tarhan (Tarhan 2007: 82):***

- Introduction to the municipal administration: brief information on the municipal units and their administrators, their CVs and information on the authorities and responsibilities of their units.

Journal of Current Researches on Social Sciences, 2018, 8 (2), 135-154.

143

- Announcement of the services provided: It is a method which enables public announcement of public works.

- Information on social and cultural events: artistic and social activities that the municipality carries out for the public and which informs the public in order to ensure their participation.

- Municipal Assembly decisions: In accordance with the criteria of accountability and transparency, the time of the meeting of the municipal assembly and the decisions taken at these meetings.

- Promotions and access opportunities for the functions of the municipal directorates: It is a method of providing information on how to apply for units to solve a problem that citizens from the municipality receive.

- Corporate news about the municipality

- Basic information about provinces and cultural or touristic values of the municipality: It is necessary to have a section in the web sites where the municipality's historical, touristic and cultural information about the environment and province is given.

- Chairman: It is necessary for the resume of the mayor elected by the votes of the citizens, contact information, various photographs taken with the citizens at various

## 3. Istanbul and Vienna

Istanbul is one of the world's leading metropolises both in terms of history and modernity. "It is understood that the history of the city dates back to 8500 years with the settlement of the Neolithic Age, which was excavated in daylight with the excavations of Theodosius Harbor. Thus, a new era has been opened about the cultural, artistic, geological change and urban archeology of Istanbul. The Greeks, on the geography where Istanbul is situated today, In 700 BC founded the city of Bizantium. This city became the capital of Constantinople and Roman and Eastern Roman Empires. After the conquest of the city in 1453 by the Ottoman Empire, the city became the capital of the Ottoman Empire for about five centuries and was commissioned by the Turks as "Istanbul". Today, Istanbul is not the capital city anymore, but it is the largest city of the rapidly developing country. Its unique location around the Bosporus functions as a bridge between Istanbul and Asia as well as Europe" (http://www.istanbulkulturturizm.gov.tr). Istanbul has witnessed many civilizations and has managed to maintain its importance during all periods of history.

In terms of population characteristics, according to 2017 TÜİK data; With over 15 million inhabitants, 129 countries including Belgium, Portugal, Greece and Cuba are left behind. A very small proportion of the population lives in the countryside, and the people usually make their living from activities in industry, commerce and transportation and other areas. Address Based Population Registration System (ABPRS), according to data dated 12.31.2017, 919 061 foreign nationals living in Turkey and 35.7% of whom live in Istanbul have (tuik.gov.tr)

In addition, it is Turkey's largest industrial penny mainly from Istanbul and surrounding areas. According to the order of importance, the provincial industry's hardware, machinery, automotive and shipbuilding; chemistry; cotton and woolen weaving, apparel; food; glass, porcelain and cement can be mentioned. It is also part of a more than 20 percent of small enterprises in the provinces of Istanbul in Turkey. Geographical location has led to Istanbul becoming an important trade center since the early ages.

From the point of view of foreign tourists coming from Istanbul, the number of tourists arriving this year according to Istanbul Province Culture and Tourism Directorate's 2017 data is 10.840.595 persons (www.istanbulkulturturizm.gov.tr).

The history of Vienna dates back to the millatoon as in Istanbul. One of the first tribes to settled in Vienna in the 400 BC was the Celtic and its heritage stretched day by day. Later, many tribes passed from Vienna because the tribes were a gateway to Europe with the migration. Markomans, Goths, Langobards, Slavs and many more are examples of these. In 881, this settlement was first named "Venia" (https://www.wien.gv.at).

In 1150, when the Babenberger dukes elected Vienna as their residence, the city became a city of all rights. As it is in many European cities when it comes to medieval times, Vienna has faced many problems such as plague, grasshopper disasters and a great fire. In the fire of 1326, almost 3/2 of the city was devastated.

Our first relations with Vienna, the capital city and the sovereign city, took place in the Ottoman period. The Ottoman army first reached the Vienna gates in 1529. Although Vienna has limited defense capabilities, it has been able to defend itself and to build a security wall surrounding the city to take measures for later. Despite the Ottoman army of 200,000 in 1683, this measure proved to be a very good measure. This state of war, which lasted for nearly two centuries, ended in culmination and peace with the Pasarufi Agreement of 1718. Following the peace treaty, long-term, highly productive economic relations have been established and a large part of Europe's trade with the East has started to take place in Vienna. It is also the time for the first Turkish ambassador to come to Vienna. The city is a real Turkish admiration. From the alaturka fashions (Viennese ladies did not leave home without wearing headscarves), to operas inspired by Mozart's Eastern melodies. The Oriental Academy (now Diplomat Academy), established in a short

time, has become a mandatory course for diplomats in the future. (https://www.wien.gv.at).

Since 1945, Vienna has entered a period of stable uplift with the end of war environments. Since 1957, the International Atomic Energy Commission and OPEC have been in the city since 1965. With the opening of UNO-City in 1979, Vienna became the third United Nations city. With the Austrian state joining the European Union, Vienna has become a more important city (https://www.wien.gv.at).

If we consider that the Austrian population is about 8.75 million, we can say that 1.7 million live in the capital Vienna (https://www.wien.gv.at). It stands out as the most crowded city in terms of population. Vienna is the most prosperous city of Austrian commercial and economic sense. The number of people working in the city is over 800.000. It also has a cosmopolitan structure as it is in Istanbul. The Bosniaks, Croats and Serbs, as well as the Turkish population to a certain extent, is another element that brings richness to the city.

Vienna, which has a great richness from its historical point of view, possesses historical houses, palaces, museums, opera and government buildings. With these characteristics, it has become a city attracted by the interest of tourists. "According to the figures in 2015, the number of tourists visiting Vienna has reached 15 million" (https://www.wien.gv.at).

Both cities are in a more important position than their counterparts in their own countries in terms of historical backgrounds and commercial potentials and tourism.

## 4. Research Method

The study attempted to evaluate the different forms of similarities and differences in the Internet usage of different cultures and governance approaches of two different cities - Istanbul and Vienna. The answers to these questions will be sought in the following: The web pages of the municipalities respond to the needs of foreigners (immigrants), investors, tourists who live in the city. Are the web pages of the municipalities only established for the people living in the city, or is it a platform where the people who want to visit the city can also get information? Is it just an area where information is available for tourists to travel to, and is there an area where there is information to guide those who want to trade in that city? Are there communication channels on the internet pages of the municipalities where people living in the city can communicate their problems, criticize their actions in the city administration, and offer solutions? Is it possible to reach the most authorized persons from these channels? How effective are Internet pages in functioning? Are social media connections active?

Karadoğan Doruk, E., Mengü, S. & Çağlar, Ş. (2018). The Use of Internet as a Means of Communication in Local Governments and the Comparison of Two Different Cities Istanbul-Vienna

Internet pages of the two reviewing cities were reviewed between April 15, 2018 and April 22, 2018 for the English language version of the internet pages of the respective municipalities.

## 5. Purpose of the research

Istanbul and Vienna are two cities in terms of population size, which are similar to each other in terms of trade, industry and tourism. These two cities, when assessed in their own right, are the two cities that are the forerunners according to the other cities in the country. There are many international companies in both cities, so it is a city that houses people from many different countries. In addition, the fact that there are so many foreign tourists in both cities is the most important indication of why this research concentrates on these two cities.

Based on the English versions of the websites of the two municipal municipalities, there are some applications for residents, foreign investors and tourists in the city. Apart from that, it has been tried to focus on how functional the internet pages are. The research was carried out on the English versions of the internet sites, and it was tried to focus on applications that are mostly aimed at.

**Table 2:** Functioning of Municipal Sites

|  | İstanbul | Viyana |
|---|---|---|
| Do you have an English version of the municipal website? | X | X |
| Is the English link easy to reach? | X | X |
| Are there different language options for foreigners living in the city other than the mother tongue? |  | X |
| Are all versions prepared with these language options the same as the main language version? |  | X |
| The life guide offered on the site is a guide to life for the city's inhabitants, from health care, child care, education, health insurance, disposal of municipal taxes, retirement, nursing care insurance, pets, funeral services, bicycle, road, river transport, culture, Does it include information on everything from seniors to teenagers to disabled people? | X | X |
| Are there any links to detailed information on all this information? | X | X |
| Is there a guide for all those urgent phone calls for strangers living or living in the city? | X | X |
| Do the hospitals have phones and addresses? |  | X |
| Are there links to information needed for the business world? |  | X |
| Relevant offices of the municipality for the business world; Are there links to finance, economic affairs, central wholesale markets, the environment, workers and port offices? |  | X |
| What kind of facilities, innovations, incentives, technical possibilities, fair areas for the city business world do you offer? |  | X |
| Are there links for tourists on the web pages of the municipalities? | X | X |
| Do you have a city guide for tourists? | X | X |
| Is there a link to social and cultural events? | X | X |
| Is there information about the city's history and culture? | X | X |
| Is there a list or application of places of interest? | X | X |
| Are there any addresses, phone numbers and information on how to | X | X |

|  | İstanbul | Viyana |
|---|---|---|
| get to these places? | | |
| Are there links to the city administration on the sites of the municipalities? | X | X |
| Any information on the mayor? | X | X |
| Is there a Mayor's press release? | X | X |
| Is there a link to the announcement of the made services? | X | X |
| Is there a link to information on municipal council decisions? | X | |
| Is there any publicity about municipal administration? | X | X |
| Is there an e-mail address that can be reached from the English version to the governing bodies? | | X |
| Is there a link to the functioning and promotion of the relevant directorates and companies? | X | X |
| Do all the relevant offices have phone and address information? | | X |
| Do all of these bureaus have units to answer phones in English? | X | X |
| Are all versions in English versions of the municipal sites opened in English when they are opened? | X | X |
| Is it possible to send a direct message to the Mayor? | X | X |
| Do you have a request and complaint line? | X | X |
| Is there a link to make a survey possible? | | |
| Do you have social media links? | X | |
| Are there courses and other links to local language? | | X |
| Are there links to education? | X | X |
| Is the content of the site simple and straightforward? | | X |
| Is there useful information for someone to visit the city for the first time? | | X |
| Do sites receive ads? | X | |
| Are there e-municipal applications? | X | X |
| Do you have information about immigrants? | | X |
| Is there information about housing and settlements? | | X |
| Are there practices and information for women? | X | X |
| Are there disability-oriented practices and information? | X | X |
| Are there practices and information about students? | X | X |

The fact that the two cities are important cities for culture and tourism necessitates the English version of the municipalities' sites. However, on the site of the Vienna municipality also; Turkish, Bosnian, Serbian and Croatian languages are also available. If both cities are thought to be cosmopolitan cities, the inclusion of other language options on the site of the Vienna Municipality can be seen as a positive attitude. The fact that the Istanbul Municipality does not have any choice of language other than English is a negative aspect for other living and non-Turkish speaking segments.

If we have to deal with internet and e-municipality which is another necessity of our era; It is seen that both sites provide most of these facilities when they are provided with access via phone, fax and e-mail, request and complaint lines or links, message and survey facilities. However, while there is a possibility to post directly to the President in Vienna municipality, there is no link at the dates of the research subject to this link at the Istanbul Municipality page. On the other hand, there are social media links on the web page of Istanbul Municipality, but these connections are not found in Vienna Municipality.

When history and cultural backgrounds are taken into consideration, it is seen that the municipalities of the two municipalities mentioned these on the web pages. The sites of both municipal municipalities describe their historical, cultural riches. You can also get a list of places to visit in the city and mobile applications where detailed information is also available. The city guide is also easily accessible from the site.

The municipal sites also have information on the management system of the municipalities. The governing bodies and their information are included in the site. The website of the Vienna Municipality contains detailed job descriptions of the governing bodies and their addresses and telephone numbers. In addition, this information is not in summary, but detailed, and serves as a guide for all who live or live. When all the pages are opened, these pages do not conflict with the main level, and the selected language is available on that version. However, the backgrounds of the mayors are described and the photos of the mayors are on the internet. In Istanbul Municipality, these job descriptions and the names of the people are included, but phone numbers and detailed information can not be found. Only detailed information about the President can be reached. There is a link in the Istanbul municipality where parliamentary decisions take place, but there is no connection if there is such a place in the municipality of Vienna.

## 6. Conclusion

The fact that both cities are important tourism and cultural city, will not be overlooked by the city administrators, allowing the web pages to have information for tourists. Mobile applications that describe the important locations and cultures of cities and the presence of city guides on internet sites can be the best example of this.

When Internet sites are considered and examined with language options, it is seen that both internet sites have English language version. However, the presence of 4 different foreign language options in the site of the Vienna Municipality suggests that living in the city places much more importance on groups other than German and English. The fact that Vienna's population is almost 15/1 of the population of Istanbul compared to the population of Istanbul and yet it attaches importance to cosmopolitan characteristics is also a matter to be evaluated. In Istanbul, the lack of any foreign language options other than English is a negative aspect of the city.

When the web page of the Vienna Municipality is examined, it is not wrong to say that there is a lot of information about immigrants living in the city. From health to shelter, education to job opportunities, a lot of useful information and services can be easily obtained from internet pages. However, on the internet page of Istanbul Municipality, there is no information about city and country system for foreigners who live or live in Istanbul when they come to the city. It is coming from this ignorance. There are also a considerable number of people from other nations living in Istanbul. However, information that will facilitate the adaptation of foreigners to the country system is not available on the website.

When it is evaluated as an investor dimension, it can be said that the information on web page of Vienna Municipality is more useful than Istanbul Municipality. When the web page of both municipalities is examined, it is observed that the links with information of business world are in the municipality of Vienna, but this connection has not been given in Istanbul municipality. When the city of Istanbul industry and commerce are concerned, almost a half of the city's web page with the volume of Turkey's economy to take place this information can be seen as a great loss for the city.

When assessed from the point of view of students and women, it is possible to say that there are information and links on these web pages of both cities. It would also be appropriate to say that in both cities there are also links to qualifications that will make them related to disability and to make life easier for them.

It can be said that Istanbul is ahead of this point when it is examined about other social media links of web pages of cities of Vienna and Istanbul. The web page of the municipality can be directly connected to the social meeting such as Twitter, Instagram, Facebook and Youtube. The fact that the companies in the municipality are also able to easily access the shares in the social media circles are among the possibilities on the web page of Istanbul Municipality.

When all these information were evaluated in light, 43 research topics were considered, 14 of them were not listed on the website of Istanbul Municipality and 4 of them were not found on web page of Vienna Municipality. When the dates examined were taken into consideration, it was observed that advertisements related to the companies affiliated to the Istanbul Municipality's page were observed while there was no survey work on both web pages, whereas the Municipality of Vienna did not find such an application. The absence of municipal council decisions and social media links on the site can be assumed as a negative side for the municipality of Vienna.

However, when considering the 43 subject headings, it is observed that Istanbul Municipality has ignored or dismissed 14 of them. This reveals that the website of the Vienna Municipality is more useful and useful than that of Istanbul. Especially on the web page of Istanbul Municipality, there are important shortcomings that lack of links to investors, lack of sufficient information about immigrants and links.

Considering the opening pages of the sites and other functional aspects, the Istanbul Municipality has more images on the page, while the Municipality of Vienna has more content on the front page. In this regard, it can be said that the website of the Vienna Municipality is more simple and understandable, and that it is more useful to find out that they want to visit.

In general, it would be correct to say that the Vienna Municipal web page is more useful and understandable than the Istanbul Municipal web page. When the facilities and services of the municipalities are considered, the Municipality of Vienna is trying to transmit it in the best way on the web page. Considering the topics, Vienna could not answer 4 of these, while Istanbul could not answer 14 of them. And it can be seen that the municipality of Vienna is more useful than the Municipality of Istanbul in terms of the functionality of internet.

## References

Bensghir, Türksel Kaya ve Akay, Aslı (2006), "Bir Kamu Politika Aracı Olarak Coğrafi Bilgi Sistemleri (CBS): Türkiye'de Belediyelerin CBS Uygulamalarının Değerlendirilmesi", Çağdaş Yerel Yönetimler, 15(1): 31-46.

Çoruh, M. (2008). "Bilişim Teknolojisi, Ekonomisi ve Toplumu. Evde, Okulda, İşyerinde ve Kentte Yaşantımız Nasıl Değişiyor?", XIII. Türkiye'de İnternet Konferansı Bildirileri, 22-23 Aralık 2008 Orta Doğu Teknik Üniversitesi, Ankara. http://www.inet-tr.org.tr (10.04.2010)

Erdal, M. (2002), "Elektronik Bilgi Çağında Kamu Yönetimi ve Bir Yerel Yönetim Uygulaması :İstanbul Büyük Şehir Belediyesi", 1. Bilgi ve Ekonomi Kongresi, Bildiriler Kitabı, s.:165-180, 10-11 Mayıs 2002, Kocaeli Üniversitesi, İzmit.

Erten, M. (1998) "Kent ve İnsan", Evrensel Kültür Dergisi, Sayı: 80, İstanbul.

Geymen, A., Karaş, İ.R (2006) "Yerel Yönetimlere Yönelik E-Belediye Uygulamaları" 4. Coğrafya Bilgi Sistemleri Bilişim Günleri, 13-16 Eylül 2006, Fatih Üniversitesi, İstanbul.

Henden, Burçin (2005), " Katılımcı Yerel Yönetim Anlayışında E-Belediyeciliğin Yeri ve Önemi" Uluslararası İnsan Bilimleri Dergisi, www.insanbilimleri.com, (10.04.2010)

Henden, Burçin ve Henden, Rıfkı (2005), Yerel Yönetimlerin Hizmet Sunumlarındaki Değişim ve eBelediyecilik, Elektronik Sosyal Bilimler Derg, www.e-sosder.com, 4 (14), 48-66.

İstanbul Hakkında, Çevrimiçi, http://www.istanbulkulturturizm.gov.tr/ TR,165064/genel-bilgiler.html, 15.04.2018

İstanbul'un Tarihçesi, Çevrimiçi, http://www.istanbulkulturturizm.gov.tr/ TR,165066/tarihce.html, 12.04.2018

Keleş , R.(1994) "Yerinden Yönetim ve Siyaset", Cem Yayınları, İstanbul.

Moon M. Jae. (2002), "The Evolution of E-government Among Municipalities: Rhetoric or Reality?", Public Administration Review, Vol:62, No: 4; ss. 424-440

Naralan, A. (2008), "Belediyelerin Resmi İnternet Sitesi Sahipliği ile Siyasi Partiler ve Nüfus Arasındaki İlişki", C.Ü. İktisadi ve İdari Bilimler Dergisi, Cilt 9, Sayı 2, 2008

Tarhan, Ahmet (2007), Halkla İlişkilerde Tanıma ve Tanıtma Aracı Olarak İnternet, Selçuk İletişim Dergisi, 4 (4), 75-95.

Timisi, N. (2003) "Yeni İletişim Teknolojileri ve İletişim", Dost Yayınları, Ankara.

Toffler, Alvin, (2008), Üçüncü Dalga Bir Fütürist Ekonomi Analizi Klasiği, Çev: Selim Yeniçeri, Koridor Yayıncılık,   İstanbul.

Turist Sayıları, Çevrimiçi, http://www.istanbulkulturturizm.gov.tr/Eklenti/ 56803,aralik-2017pdf.pdf?0, 15.04.2018

Turizm, Çevrimiçi, https://www.wien.gv.at/statistik/wirtschaft/tourismus/, 17.04.2018

Viyana Hakkında, Çevrimiçi, https://www.wien.gv.at/tr/idare/federal.htm, 19.04.2018

Yabancı Turist Sayıları, Çevrimiçi, http://www.tuik.gov.tr/PreHaberBultenleri.do? id=27612, 17.04.2018

Yıldız, Mete, Elektronik (E)-Devlet Kuram Ve Uygulamasına Genel Bir Bakış ve Değerlendirme, http://www.bilgiyonetimi.org