

Chapter 5

Digital Transformation and e–Municipality Applications in Municipalities in the Case of Pamukkale Municipality

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ABSTRACT

Today, digitalization in public administration has become a critical transformation area in terms of increasing the quality of service delivery and ensuring citizen satisfaction. In this context, municipalities are in a restructuring process based on the effective use of digital technologies in local governments. E-municipality applications provide citizens with fast, easy and time-independent access to public services; while also contributing to the more efficient use of public resources. This transformation is not only a technological investment; it also requires a participatory, transparent and solution-oriented change in management mentality. In this study, the basic dynamics of digital transformation in municipalities, the functionality of e-municipality applications and the current challenges encountered will be examined; good practice examples and strategic suggestions will be addressed specifically for Pamukkale Municipality, and a number of suggestions will be put forward to increase the effectiveness of local municipal services.

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INTRODUCTION

In the world, the technological transformation that started in the business world has also entered homes over time. Technology, which started to enter homes with electronic home appliances, has become a tool that makes people's lives easier. Investments in internet infrastructure and smart devices in the 1990s and later have taken technology to a very advanced point. Today, the most important devices that help citizens do their personal work, follow technological developments without leaving their homes and make life easier are computers, smart phones and electronic devices that work with an operating system. The most commonly used of these are computers and smart phones. After the first computer “ENIAC” weighing 30 tons and consisting of 18 thousand lamps, computers have become quite small over time and have become a usable form that people can carry in their bags or pockets.

Smaller technological devices have made people's lives much easier. Scientific research has shown that people have become addicted to technological devices over time. Over time, computer use has become widespread in workplaces, creating a new system integrated with the world. Today, a person using a smartphone can communicate with a friend or business partner anywhere in the world at the same time and can carry out their work quickly.

Public services are services produced directly or indirectly by state legal entities and institutions with public legal entities. The general characteristic of public services is that they include public benefit. The concept of public benefit is the existence of a superior purpose while performing public services. This superior purpose expresses the individual and collective gains of citizens who benefit from public services as a result of the effective, economical and efficient use of public resources. The rapid increase in technological developments has also caused serious differences and transformations in the application of public services. Various interactive applications such as e-government applications, digitalization studies, e-municipality services provide support for improvement by addressing the static and faulty aspects of bureaucracy undertaken by individuals.

There are burdens that people who fulfill their civic duty in a country must pay in order to benefit from public services. These are generally called taxes, duties, fees and other payments. In addition to these, there are also additional fees that citizens must pay in order to benefit from municipal services. These payments, called the municipalities' own revenues, can be diversified as incomes such as goodwill and participation shares, fee schedules, movable and immovable sales, rental incomes, etc.

Today, with the widespread use of technology and digital municipality, the services provided by municipalities to the public have undergone a digital transformation and have been grouped under the name of e-services. Municipal services grouped under the umbrella of e-government and e-municipality are one of the important

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