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A.R. Zhumataeva¹¹The Kazakh National Academy of Choreography
(Nur-Sultan, Kazakhstan)**MUSEUM TOURISM AS AN COMPONENT OF
CULTURAL TOURISM****Annotation**

The study of cultural tourism in modern society is of interest to specialists in various fields of knowledge: cultural experts, managers, economists, lawyers and many others. The article is devoted to the urgent topic of the development of cultural tourism and the importance of museums as leading centers in this field of activity.

Key words: cultural heritage, cultural tourism, museum management, multimedia technologies in museums.

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ҚҰРАМДАС БӨЛІГІ РЕТІНДЕ****Аннотация**

Қазіргі қоғамдағы мәдени туризм мәселелерін зерттеу әртүрлі білім саласы мамандарының: мәдениеттанушылар, менеджерлер, экономистер, заңгерлер және т.б. қызығушылығын тудырады. Мақала мәдени туризмді дамытудың өзекті тақырыбына және осы қызмет саласындағы жетекші орталықтар ретіндегі мұражайлардың маңыздылығына арналған.

Түйінді сөздер: мәдени мұра, мәдени туризм, мұражай менеджменті, мұражайлардағы мультимедиялық технологиялар.

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КУЛЬТУРНОГО ТУРИЗМА****Аннотация**

Изучение вопросов культурного туризма в современном обществе вызывает интерес специалистов различных областей знания: культурологов, менеджеров, экономистов, юристов и многих других. Статья посвящена актуальной теме развития культурного туризма и значению музеев как ведущих центров в этой сфере деятельности.

Ключевые слова: культурное наследие, культурный туризм, музейный менеджмент, мультимедийные технологии в музеях.

Introduction. The Internet has revolutionized museum work. Popular museums can be accessed from anywhere around the world. Artificial intelligence is enabling people to communicate with direct participants in historical events and tell about them the most detailed information.

However, identified at the end of 2019 coronavirus COVID-19 outbreak has made a significant impact on tourism and museum activities.

In this regard, we believe that the current state of cultural tourism, including museum tourism is one of the topic issues to study.

Research Methods. In this article were studied the sites of the largest museums in the world, pages on social networks, modern information and telecommunication technologies used in museum activities.

Literature review. Today there are many manuals, teaching aids, individual studies and articles on cultural and museum tourism. Noteworthy among them is the works of E.G. Nemkovich “Tourism Multiplier” [1, c.97], A.V. Romanchuk “Museum Tourism” [2, p.5], I.S. Koroleva, Ya.G. Glumova “Museum Destination as an Element of a Regional Tourist and Recreational System” [3, p.87], M.D. Sushchinskaya “Cultural tourism: manual for academic undergraduate” [4, p.90].

However, in the face of modern challenges, active use of information and telecommunication technologies the issue of scope should be studied further.

Research results. Throughout the evolution of mankind, the values of culture have always been a significant factor, a strategic resource for the development of society in all social spheres.

The role of culture in the transformation of modern society is revealingly revealed in its relationship with tourism. A new understanding of culture in social development and awareness of the need to preserve cultural diversity in the world expands the prospects of cultural tourism as a resource for country and regional development, as well as the impact on social and cultural sphere, ecology, foreign economic activity and international relations.

In the theory and practice of cultural tourism in recent decades, much attention has been paid to the historical and cultural potential of the country, its historical, architectural, natural, as well as cultural attractions.

When visiting museums, ancient libraries, monuments and various architectural structures, passing historical routes, tourists learn and join the historical, architectural and cultural values of this country or city.

It is no secret that a country will be in demand if various museums are located on the territory, where exhibits and exhibits of interest to tourists are presented, ancient and modern monuments that convey the value of cultural heritage, exhibitions of different levels and directions, as well as developed infrastructure of cities.

Revenues from cultural tourism can increase the economy of the

country and the region in which it develops. Tourism benefits regional economic agents. Customers receive products and services; the staff of travel agencies – wages, entrepreneurs' profit, and the territory replenishes its budget through tax revenues. Tourism stimulates additional demand for goods and services. The peculiarity of tourism is that it causes the consumer demand of tourists coming to the territory for various goods and services. The funds received are used to maintain and preserve the historical and cultural heritage, the construction of new museums, hotels, shopping centers, as well as the reconstruction of architecturally significant objects that are so attractive to tourists. The tourism industry involves the following existing sectors in its activities: transport, communications, food, trade, banks, insurance, entertainment, museums and other areas, and has a stimulating effect on their development, becoming an accelerator of their development and growth [1. p.97]. Among these sectors, museums have a significant role in the tourism industry, which have the characteristic properties of tourist resources – attractiveness, capacity, thematic focus, and therefore affect tourist flows and the geography of the distribution of these flows.

Cultural tourism is a full-fledged form of museum work. In the XXI century together with the culture museum was radically transformed. The integration trend of museums is the result of several factors. The first is globalization, which facilitates networking through a variety of communication methods, including ease of movement and travel. The unification of accommodation conditions (hotels, food) allows the traveler to feel comfortable in any city, in any country. The introduction of electronic means of communication and the Internet, the distribution of electronic visual means are another factor influencing museums. In the era of reproductions, when almost any image can be found on the Internet, real objects acquire new meaning and value. In this situation museums are positioning themselves as a unique object, offering people a close acquaintance with genuine works of art. An important factor encouraging museums to increase interaction with society is the need to attract and retain visitors who pay money, expanding the audience [2. p.5].

Museums are centers of art, education and leisure activities. In social terms, it is important to talk about the museum as a messenger of the most important moral, ethical, moral, aesthetic foundations, which should be the basic installation of the museum.

Preserving the heritage, offering bright, non-standard solutions in the field of cultural practices, museums influence the growth of profitability of territories, the investment attractiveness of the country and regions. Practice shows that museums that have rethought their concept, are actively introducing new techniques, expanding the scope of their activities and involving all kinds of new partners in this area, find their

niche in the emerging cultural environment of the territory and become popular tourists.

The experience of many foreign countries shows that, despite the widespread reduction in state funding, the number of museums is increasing. At the same time, the very view of museums is changing, the concept of “museum” is expanding and modifying. In response to the challenges of globalization, dozens and hundreds of small local museums appear around the world. They are created on the initiative of public organizations, local historians, and heads of firms interested in reviving interest in a small homeland, in affirming the value of local traditions and achievements, their uniqueness in the context of global culture.

For example, in the Finnish city of Tampere there is an unusual museum center of Vapriikki, where under one roof there are about a dozen museums and temporary exhibitions. With one ticket, you can visit over ten different permanent and temporary exhibitions on the history of Tampere and Finland, technology, archeology, industry, natural sciences, fashion, hockey, etc.

Finns are actively using interactive technology in their museums. So, in the Museum of Nature you can hear the voices of birds by clicking on the buttons, next to their images on a special stand. In another museum you can hear the story of an eyewitness of a historical event, while the screen hanging next to it comes to life and the participant of the event, or an actor dressed in clothes of that era tells about it. Visitors can become a participant in an action by taking a seat on the simulator and ending up at the controls of an airplane or in the cabin of a sawing machine. For example, in the Museum of Finnish Hockey on a special simulator, you can try to throw the puck into the goal. For the smallest museums, there are places where you can run, climb, shoot Angry Birds characters from a big slingshot, or vice versa, sit with your whole family and relax after sightseeing in a comfortable cafe-restaurant. Collectors often gather in the museum center. And in the museum store are widely represented books on history and architecture, postcards, chocolate, toys, souvenirs with hockey symbols, jewelry, bags and other things [5].

Nowadays, museums are the second most popular attractions after historical and cultural monuments. This is confirmed by surveys conducted in France, the UK and the USA. The increased interest in museum potential contributed to their active involvement in the tourism industry. As a result, two directions of the use of the museum space were formed on the world market: as an independent tourist product and as an element of it – an excursion [3, p.87].

Museums are both places of worship and tourist attractions. Often, they are the main reason for visiting a city: these are the Metropolitan Museum of Art in New York, British Museum in London, Louvre Museum

and The Georges Pompidou National Centre for Art and Culture in Paris, The Hermitage in St. Petersburg. Currently, large museums are turning into multinational corporations.

An example of this is the network of museums of Solomon Guggenheim, which includes: SoHo Museum in New York, Deutsche Guggenheim Museum in Berlin, Guggenheim Museum in Bilbao, Guggenheim Las Vegas in Las Vegas, Guggenheim Hermitage in Las Vegas, Peggy Guggenheim in Venice, In 2022-2023, it is planned to open a museum of this network in Abu Dhabi. Based on the principles of complementarity of collections Vienna's Museum of Art History, Hermitage and Guggenheim Museum works together.

For a museum, tourism means, first of all, initiative in creating both a new cultural product and a system of museum services that help shape and satisfy the needs of real and potential consumers. Today, it acts as a powerful factor in modernization, which determines the evolution of some local museums towards museum-educational and museum-cultural centers, quickly mastering the technology of hospitality. The museum combined with the possibilities of tourism develops not only traditional goals and objectives as well as it transforms them in the direction of enhancing leisure and communication functions. Today tourists visit the museums to relax, have fun, and get a charge of positive emotions. In this regard, it is necessary to re-evaluate the realities of modern life and develop a series of new approaches to the development of museum management and marketing. It is obvious that the lack of time also affects the behavior of tourists, who have always been the most loyal visitors to museums. The introduction of new information and organizational technologies will help change the situation, contributing to the development of the following activities: tourism; exhibition; publishing; cultural and educational; educational.

The goal of museums is not to passively receive visitors and tourists, but to actively play the role of a “mediator” in the implementation of a mutually beneficial exchange between tourists and carriers of a culture of hospitality. In addition, they can and should serve as a kind of criterion for a consistent, culturally sensitive tourism policy.

Whereas in the past the museum was often associated with the visit to a boring exhibition, where strict museum workers were looking after the depressing glass-case exhibits, there are now major changes. In the modern museum exhibitions are built according to the latest technological and design achievements, the necessary components of which, in addition to the artifacts themselves, interactive panels with photos, animation, videos, sound files, allowing visitors to get information quickly and in an entertaining way.

There are about 55,000 museums in 202 countries, of which nearly 33,000 are in the United States. Nowadays, museum activity is not just the

storage of historical relics, but also research, show organization, logistics and training. Museums change, become more informative, invite visitors to immerse themselves in the reality of memorable events of world history. In the modern world, the museum is a high-tech and knowledge-intensive enterprise.

Modern information and telecommunications technologies (Internet, multimedia products) are being actively used in museums, which have made it possible to interpret cultural sites and provide for remote inspection. The Internet, video films, informational programs, reproductions of museum exhibits, catalogs extend the limits of museum space, serve educational and popularization purposes of museums. Virtual tourism becomes a reality as technologies improve the production of tourist impressions [4, c.90].

With the worldwide Covid-19 coronavirus infection, many museums have rethought their existence. For example, the Russian Museum «Garage» has created a special landing where it publishes new formats of interaction with its exhibition and public program. On the channel «Garage» in Telegram an online series about the archive of the museum has been launched. As well as the museum and the Bookmate app opened free access to the books of the publishing house of the museum [6].

Through the Internet, through websites, social networks, you can get interesting information, visit many museums. For example, the Mullin Automotive Museum in Oxnard (California), which owns a luxury collection of pre-war French cars (Bugatti, Delahaye, Panhard et Levassor, Peugeot, Renault, Voisin, etc.) has several weekly online tours on Instagram.

The Mercedes-Benz Museum in Stuttgart conducts Instagram tours as well as panoramic interactive videos on Youtube.

The Prado Museum in Madrid offers daily guided tours of the museum on Facebook and Instagram social networks [7].

In quarantine, Hermitage places online excursions with collectors, curators of temporary exhibitions every day [8].

Famous attractions are also open to online viewing: Louvre (Paris), Museum «Guggenheim», Metropolitan Museum (New York), Gallery Ufici (Florence), Museum Orsay (Paris), Tate Modern (London), Royal Academy of Arts (London), Belvedere (Vienna) [9,10,11,12].

Museums must collect, preserve and protect cultural heritage, thus preventing the destruction of cultural identity. At the same time, the custodians are responsible for showing and interpreting these collections in such a way that they contribute to the education, understanding, and appreciation of the culture or cultures represented in the museum. This should be done in a creative and exciting manner, using a wide range of modern tools and technologies to convey the message of the story to visitors.

Museums in the leisure market serve as the focus of culture and as a starting point for a tourist to explore a country or region. The promotion of museums as tourist attractions to the market is an important strategic objective of any tourism development plan. Of particular importance is the ability of museums to introduce tourists to culture and to serve as a starting point for the selection of further travel routes. Besides, tourists should be encouraged to visit the network of museums and to share their experience with the experience gained from the study of memorabilia and other cultural events. This approach should be developed through systematic planning, and museums should be a test case for such a strategy.

Until recently, museums were a place where nothing was touched. Moreover, it was impossible to even look at most of the exhibits, as they were stored in the museum's stores and were not always shown to the public. But new technologies and developments in the user interface have completely overturned this concept. Modern exhibitions and museums now use technology to encourage visitors to stay and even play with the exhibits:

The Internet has revolutionized the museum industry. At present we can take a tour of the museum from anywhere in the world and see even the exhibits that are in the museum vaults.

AR/VR immersive technologies augmented and virtual reality will make it possible to feel the atmosphere of an era or events connected with an exhibit and become a direct participant in them.

Artificial intelligence will allow us to «communicate» with the immediate participants of historical events and will tell about them the most detailed information.

Additive technologies – 3D printing helps to recreate the exhibits, give visitors the possibility of physical contact with them, or even take them as a memento.

Hand movements, footsteps, touch, and even voice can now give you an audio-visual and sensory experience that will impress us with information and tell our story.

Cooperation between museums and the tourism industry is vital for both sides. Museum tourism is a form of tourism that takes advantage of the tourist potential of museums and their surroundings.

Museums are «friends» of a tourist. They are aware of their important role in attracting tourists, increasingly taking into account the fact that, in the twenty-first century, international tourism has become the world's largest economic sector and cultural tourism the most dynamic industry in the sector.

Conclusion. Given the current challenges and the widespread coronavirus infection of Covid-19 in the world, the active use of modern information and telecommunication technologies in their activities, the

development of various marketing approaches is of great importance for museums, and the diversification of work streams.

Museums have started using client-focused marketing. To attract as many audiences as possible, some historical museums during quarantine began running quizzes on social media. On their page, the museum's employees tell a certain historical fact, the history of the exhibit, a fact from the life of a famous person, and ask the audience a question on the subject. Quiz winners receive prizes, such as souvenirs, as well as visits to excursions after the quarantine is over.

Under the conditions of quarantine in different parts of the world, museums are replenishing virtual catalogs and creating other multimedia formats.

The main task of museums is to make sure that their online programs give as strong, fresh emotional impressions as works of art. All the world's leading museums are now working on how to move into the virtual world without losing the qualities of spectacle and preserving the authenticity of emotions. The situation calls for new formats and a new understanding of reality.

Today, culture and tourism are the industries most affected by the Covid-19 outbreak. The pandemic has had a direct impact on the art market - museums, auction houses, galleries have had to adapt and search for new digital formats, intensify the processes of the digital art market and cultural institutions. Of course, this is hardly a substitute for personal communication with the arts, but it is no longer possible to question total immersion in online space, these processes are also relevant for all participants in the cultural process, who should be looking for new formats. The pandemic has confirmed that, in a new world, those who entered online in a timely and effective manner are in a better position to do so.

In summary, it should be noted that the development of new technologies and marketing approaches, the diversification of areas of work, close cooperation with tourism and educational institutions, the organization of various thematic exhibitions, increased interaction with foreign colleagues would increase people's interest in museums.

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