

Conference Paper

Museums of the Tyumen Region in a Digital Society

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Abstract

In recent decades, much attention has been paid to the study of leisure and analysis of the theory and practice of cultural and leisure activities of young people. This type of research contributes to improving the methodology of cultural and leisure activities in the youth environment. Interest in the problems of young people from the national philosophy, sociology, demography, psychology and pedagogy is constant and stable. Social and philosophical problems of young people as an important demographic group of society, aspects of their self-development and self-realization in the field of leisure have become the subject field of domestic and foreign scientists' research. In any country, culture museum institutions are centers of selection, attribution, preservation and display of material and spiritual heritage. They are therefore immeasurably important for the of historical consciousness and formation of a nation's moral and aesthetic positions. Complex social processes taking place in modern Russia actualize a number of problems for cultural institutions, including museums, aimed at the need to understand new realities. Changes taking place in the world increase the cultural and spatial diversity of modern society thanks to digital technologies, which requires a different view of the cultural heritage, as well as a re-evaluation of moral values and the search for new ideals. The research methodology is based on scientific papers related to the study of leisure as a social phenomenon, youth as a special socio-demographic group, and the museum as a specific socio-cultural institution. Theoretical and general logical methods were used in the research process: analysis, synthesis, classification, analogy, generalization, as well as empirical methods (document analysis, questionnaire survey). Various museum events of educational and educational orientation, held in institutions, contribute to improving the effectiveness of communication activities of museums. New methods of interaction with visitors, the use of modern digital technologies to form their diversity are being actively introduced into the activities of Russian museums. All this allows us to say that modern museums are at the stage of active modernization of techniques and methods for implementing social and cultural activities. The museum is interested in finding new forms, methods and methods of working with young people, children and adolescents, primarily related to personal development. In this regard, the Museum is an important institution for the socialization of the younger generation. In the conditions of digitalization, taking in new achievements of scientific and technical progress, being on the threshold of becoming a dynamically developing branch of science, art, business and culture in general, the museum becomes more flexible and mobile thanks to the use of information technologies. The fact that museums still serve as a place of leisure for a large number

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of people allows us to regularly conduct sociological research aimed at identifying the attitude of visitors, and, first of all, young people, on the problems of development and promotion of museums.

Keywords: museums, leisure, tourism, youth, new forms of museum activity, digitalization.

1. Introduction

In recent years, there has been a noticeable increase interest from Russian scientific literature in discussing modern forms of museum activity (exposition and exhibition work, various forms of interaction with visitors, Museum pedagogy, etc.) and in general to museum issues. Modern museums, which are in a highly competitive environment, have to attract their potential visitors and compete with other cultural institutions that use innovative platforms to interact with the audience. New media and digital technologies, increasingly penetrating various cultural spheres, have become a necessary channel of communication with visitors. Visitors have become more demanding: in addition to the basic value of the museum-unique exhibits, they want to see a high level of consumer services in museums.

Due to strong competition, the development of digital technologies and the constantly changing demands of visitors, museums are forced to improve and adapt to the modern market, actively applying innovative forms of interaction in the field of digital technologies in order to remain relevant and in demand. In modern conditions, the uniqueness of museums consists of their specificity, which is manifested in the ways of influencing people at various levels: in the form of scientific research analytical results (expositions, exhibitions) and direct access to the source base (Museum collections), acquaintance with scientific publications (catalogs, scientific collections, articles, etc.).

Cultural and educational activities of museums, which distinguish them from other cultural institutions, become an important component. The specificity of museums is also in the forms and methods of working with visitors on the basis of their own or attracted museum funds.

2. Methodology and Methods

The research methodology is based on scientific papers related to the study of leisure as a social phenomenon, youth as a special socio-demographic group, and the museum as a specific socio-cultural institution. It is most important to identify the relationship between the problems of museum activity and global changes occurring in world culture in the conditions of digitalization. Theoretical and general logical methods were used in the research process: analysis, synthesis, classification, analogy, generalization, as well as empirical methods (document analysis, questionnaire survey).

Considering the specifics of museums and identifying their competitive advantages, we can name a number of modern methods of promoting and popularizing museums:

1. introduction of digital technologies and "virtual tours" in the activities of museums. In most modern museums, visitors are provided with only elements of interactive communication, and new media are only partially used to build communication with the audience. This leads to unsystematic and fragmented communication, and the use of digital technologies as a full-fledged communication tool is almost not considered;
2. creation / transformation of modern museums into cultural and educational centers that serve as a platform for dialogue between a wide range of specialists: designers, artists, architects, photographers, and scientists. Museums are often a venue for briefings, press conferences, round tables, public discussions, and presentations;
3. orientation of modern museums to the entertainment aspect and work with the mass visitor. Today the museum becomes more attractive traits expressed in the appearance of buildings, designed for the needs of new museums, and the particularities of the contemporary expositions, and diverse forms of museum activity, as well as the quantity and quality of services. Providing additional services, such as a theme cafe, cinema hall, children's room, will allow museums to become an alternative to other places of leisure [12];
4. introduction of animation and theatrical programs. Animation tools used in expositions of a historical era allow characters in appropriate costumes to "animate" the place and time. Guides or animators in such museums are usually volunteers or actors who demonstrate the way of life of different epochs and peoples [3]. At present, historical reconstructions of the intangible heritage of the XIX and early XX centuries are of great interest to visitors. Costumed (theatrical) performances

are increasingly becoming an integral part of thematic excursions that arouse the greatest interest of visitors;

5. comprehensive use of the potential of social networks (Twitter, Facebook, and the Flickr photo site), which allows you attract an audience and conduct additional marketing research. For example, using the iPhone app, you can participate in virtual excavations of ancient Roman artifacts in the places where they were found;
6. creating a network structure of interaction, which includes organizations that are not "units" of the museum network (educational institutions that train specialists for museums; research, analytical, innovative, information, methodological, consulting, coordination centers; associations of museums by the type of unions, communities and associations; public organizations of museum employees, friends of museums, etc.). This activity is largely related to museum marketing and its popularization;
7. use of museum souvenirs [4]. The most common and popular museum souvenirs are items with the museum symbols image (facades of buildings, collection items or a stylized portrait of the person to whom the museum is dedicated). Very often such souvenirs are considered as corporate products when communicating with friends or partners of the museum; souvenirs with symbols of the museum's territorial affiliation. Souvenirs related to the profile of the museum are often printing and multimedia materials of the museum (for example, catalogs, books, guides, disks) [9].

In general, the conducted research has stated that a modern museum can use almost all the marketing tools to expand the audience. Marketing research conducted by a new type of museum should, first of all, focus on collecting information about real and potential visitors, especially those who may be interested in follow-up visits.

The introduction of new methods of interaction with visitors, the active use of modern information technologies, various educational and educational programs for various socio-demographic groups of the population can be studied using methods of collecting sociological information (questionnaires, interviews, expert surveys, etc.).

3. Results / Conclusions and Discussion

In recent decades, museum workers have increasingly started talking about such a new form activity as museum tourism. In the accepted classification of types of tourism, it is usually not considered separately. Traditionally, it is interpreted as one of the

components of cultural and educational tourism that uses the tourist potential of the museum itself and the surrounding area. Museum tourism, since its inception in the mid-1990s. in Russia, and in the West — in the 1970s, became a factor of internal mobilization and adaptation to rapidly changing market conditions, a way to create a business policy and develop a special policy of the museum aimed at open interaction with the world around it [5].

In the modern system of museum activity, tourism is becoming more and more clearly a structural element, and one of the strategic tasks of the transformation of the museum into a kind of tourist company. Researchers identify several areas through which museum tourism is implemented [1]:

1. Classical museum, displaying the collections and the museum's traditional algorithms. Distance of the visitor, strict regulation and slowness of movement, contemplation, silence of museum halls, excursion, educational orientation, acquaintance with the great originals are still in demand in the modern travel industry. This kind of museum environment often provides an opportunity to hold exclusive meetings and create special experiences for visitors. Another option of tourist interest in the classical museum — special, shop-is manifested mainly in professionally oriented travelers (usually museum employees, art experts, designers and artists). This can be a trip to the museum "behind the scenes" — in storage, storerooms, restoration workshops, or a trip to forgotten, little-known or closed museums, estates, art cottages.
2. One of the most popular formats of museum tourism today, based on non-classical museum practices, is the creation of open-air museums that allow you to demonstrate the life and culture of indigenous people [11].
3. The profile and theme of the Museum, its location, architectural features, and other factors influence a tourist offer formation that integrates museum specifics and tourist interest. There are a lot of options here — from ethnographic themes, reconstruction of historical phenomena that involve visitors in the traditional life of a certain era, to installations of popular art subjects, etc
4. The museum simulacra. In recent decades culture "quasi — museums" such as museums of history, funds, permanent places, and custodians are being formed and distributed as a response to tourist demand. These museums can be easily incorporated into the tourism industry by using the idea of a Museum and selling museum experiences. Examples of tourist exploitation of the museum idea are

Kostroma "Museum of the snow Maiden", and Myshkin "Museum of the Mouse", etc.

5. Museums offer a variety of product. They are tangible and intangible ones, the creation of which is preceded by research work. Among them are: expositions and exhibitions, excursions and lectures; special programs; souvenirs; books, catalogs, booklets, videos and other publications that allow you to use modern information technologies.

In a digital society, taking into consideration new achievements of scientific and technological progress and being on the verge of becoming a dynamically developing branch of science, art, business and culture in general, the museum becomes more flexible and mobile. Each region chooses its own forms of cultural heritage representation. In our opinion, the activity of museums located in the Tyumen region is of considerable interest, since the cultural space of Tyumen museums has been changing dynamically recently, and their role in preserving and introducing the population to the cultural he

Informatization of museum activities in order to improve the quality of services provided by museums in the Tyumen region, and more efficient use of resources, has become a priority today. Creating electronic catalogs and equipping all museums in the region with the automated museum information system KAMIS, which can be used to create a single data Bank and solve a wide range of tasks, were the first steps in achieving these goals.

Projects aimed at introducing modern information systems into museum activities: electronic Museum libraries, interactive thematic expositions, virtual thematic collections, computer installations, etc., are also being implemented in the region. Work is being done to improve the accounting and stock system, primarily related to the digitization of stock and library resources. Tyumen museums are actually becoming centers of creative innovations, education, and intercultural exchange. That is why the collections of museums and their active and versatile use can become the basis for gaining the status of the cultural center of their region [7].

In recent years, museum activities in the Tyumen region have undergone significant changes. In 2016, the Tobolsk historical and architectural Museum-reserve, the I. Ya. Slotsov Museum complex [7] and the Yalutorovsky museum complex [15] were merged into a single complex of the Tyumen Museum and educational Association (TMPO). In 2017, a new modern building of the Museum complex was opened. I. This project was highly appreciated by Federal experts, who recommended using it as a reference center for working with Museum institutions in the Urals and Siberia. The TMPO also includes

the recently opened multimedia historical Park "Russia — My history" in Tyumen [6], where the history of the Russian state is represented in the multimedia space from ancient times to the present day through four large-scale expositions: "Rurikovich", "Romanov", "XX century 1914–1945 etc.

According to the Russian opinion polls results, the problem of attendance in all profiles regional museums is quite acute. Thus, we considered it necessary to identify the level of attendance of museums in Tyumen by student youth and provide measures to attract students to this type of cultural and leisure activities.

The survey conducted among students of the Tyumen state institute of culture in November–December 2018 (N = 440) allowed us to identify problems and trends in the provision of museum services in the region. This study was aimed at identifying the opinion of visitors (students) about the Tyumen museum and educational association in order to further improve the activities of its structural divisions, and to form and strengthen its image as a stable institution that occupies a special place in the cultural life of the city.

It is known that the majority of visitors are not specifically interested in a particular museum, and prefer those exhibitions, expositions, cultural and educational programs that have significant advertising support. Museums that do not carry on an active advertising lose their potential visitors. Undoubtedly, there is competition between museum institutions for their visitors. That is why it is necessary to constantly identify the audience interests and needs in order to make its stay in the museum as comfortable and interesting as possible.

Attendance is an important indicator of the degree of public interest in museums, the cultural level of the population and the effectiveness of the institutions themselves (the wealth of their funds, awareness and quality of display design, the variety of forms of work with visitors, the museum's compliance with the needs and expectations of young people). This study showed that the most respondents visited the Museum complex during the year. They visited the following museums; I. Ya. Slovtsova (28%), The historical Park "Russia — my history" — 26%, the Kolokolnikov museum-estate [14] — 13%. Other Moscow museums in Tyumen, such as the museum "City Duma" and the museum "house of N. D. Masharov" [13] were visited by 8% respondents, respectively. In addition, the study has indicated a high assessment of the Museum services provided on various grounds (the degree of ease of orientation in the halls, the availability of expositions for understanding and perception, the convenience of placing exhibits for inspection, the availability of explanatory texts, the level of excursion service and friendly staff).

The survey also has shown that the main sources of information about the museums work are social networks, media, friends, relatives, acquaintances, teachers and museum websites. A lot of cultural institutions have the opportunity to promote their services via the Internet on a web site, including museums in the Tyumen region. Having your own website is an important element of the image of a cultural institution, but it is not just its availability that is evaluated, but its accessibility, ease of navigation and timeliness of site updates. The study has revealed that not all respondents are satisfied with the speed of updating information about the organization of new exhibitions and expositions on the museum's website.

Respondents' suggestions for improving the museum and exhibition business in the city are related to the need to update the expositions of museums and exhibition halls more often, as well as to intensify efforts to promote historical and cultural monuments concentrated in museums among the population (17%). Almost the same number of respondents recommended to pay attention to visitors, 13% advised to increase the number and quality of excursions, lectures, etc. Every tenth considers it necessary to improve the design of exhibitions and equipment of museums. 7% of respondents suggest increasing the number of museums and exhibition halls.

The study has allowed us to draw some conclusions and develop recommendations for further improving the organizational and methodological work of museums in the Tyumen region in terms of digitalization, taking into account the needs of young people and students of the city and region.

4. Conclusions

To solve the urgent problems of modern culture in the digital age, it is necessary to improve the mechanisms of interaction with society, which, in turn, allows us to consider the museum as a field for social and cultural communication, where visitors can communicate with cultural artifacts and further develop their intellectual and creative abilities.

Communication has become a necessary means of expanding the boundaries of museum activities, the range of social and cultural functions, the development and implementation of certain programs and forms of work with different categories of tourists. Information and interactive technologies allow museums to be actively involved in the cultural, political, and socio-economic life of society. The cultural and communication component makes it possible to perceive the museum as a special cultural space suitable for meeting the socio-cultural needs of a large number of consumers. For this

purpose, modern material and technical means are involved, as well as additional leisure and entertainment services.

The transition from individual contacts with the visitor to the creation of a multi-stage system of museum education, familiarization with the museum and its culture, the formation, construction, and transformation of the museum environment depending on the changing needs of a person in a digital society is the main activity of modern museums [2].

The introduction of museums in the field of leisure is carried out in the following forms:

1. organization of premises in museums that are suitable for holding leisure events- concert halls, club rooms, viewing platforms, attractions, game areas;
2. interaction of the leisure industry with museums by opening stores, souvenir shops, cafes, renting museum premises for recreational and entertainment events;
3. popularization in museums of such forms of work as clubs, hobby groups, theater, music, literary studios, organization of holidays, thematic evenings, competitions, festivals, creative laboratories.

The study has shown that among the main methods of increasing the population participation in cultural and entertainment events are:

1. culture days, art festivals, city holidays;
2. exhibitions of painting, history, architecture;
3. media library;
4. the systematic art broadcasting;
5. improving the museums marketing activities;
6. educational, cultural and artistic projects that can increase the participation of young people;
7. educational and cultural programs for adults;
8. creating conditions for people with disabilities to access museum items;
9. providing a system of benefits for volunteers.

With all the variety of the latest trends in the development of museums, the main thing is still the attitude of the viewer, the museum visitor to the historical traditions

and cultural heritage. The modern Museum is not only a scientific and educational institution, but also a social and cultural center that unites the intellectual forces of the region [1]. The Museum's implementation of its educational function in cooperation with cultural, educational and scientific institutions, public organizations, government and local self-government bodies, and the mass media increases its role as a subject of mass consciousness formation.

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