

## **Abstract of the Master's dissertation**

**Subject matter of the dissertation:** analysis and application of international experience in positioning and promotion of the museum product in domestic practice (on example of Caucasian Mineral Waters region).

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**Topicality of the research.** The relevance of the research topics associated with the increased interest in museums in the new political, social, economic and cultural conditions, the importance of the role of museums in the development and stabilization of inter-ethnic relations in the region, with the necessity of accumulation of new historical and cultural knowledge that may contribute to a fuller understanding of Russian regions history, as well as the irreplaceable role of museums as the elements of tourist product formation.

Significantly increasing role of contemporary museum work as a unifying link, on the one hand, the museum itself as a relatively closed material and information system, gravitating towards self-sufficiency (museum activities focusing on the collection, guardian and research papers);

On the other hand, the interests of society as a whole (meaning the museum - in meeting the cultural and spiritual needs of the people), with a third party, government interests (preservation and transmission of historical memory, social experience and cultural heritage as a means of understanding the past, present and future). Separately, it should be noted the role of the museum as an essential element of tourist activity, the element forming a tourist product.

**The goal** of the research is a comprehensive study of the history and current functioning of museums in the region of Caucasian Mineral Waters, the identification of the spiritual functions of the modern museum as a social and

cultural institution, analysis of modern museums of Caucasian Mineral Waters, identify gaps in their work to develop recommendations to improve the efficiency and modernization of museums activities in the region, as well as the development of innovative forms of a guide to museums of Pyatigorsk.

To achieve this goal it is necessary to solve the following **tasks**:

1. To consider the etymology of the concept of "museum" and the variety of types of museum work.
2. Identify the role and place of the modern museum in the spectrum of global tourism supply and socio-cultural life of the peoples of the world.
3. Describe the methods of popularization and promotion of museum activities in regions of the world.
4. Carry out a structural analysis and classification of the regional museum of the market.
5. Analyze the innovative forms of museums of Caucasian Mineral Waters.
6. To monitor the operation of the museum to promote the product in the Caucasian Mineral Waters area.
7. Consider the motivation of the positioning of the museum business activities in the resort and tourist region.
8. Develop a strategy to promote the regional museum product.
9. Develop the layout guide to museums of Caucasian Mineral Waters.

**The hypothesis** of the study is to ensure that the museum resources of the Caucasian Mineral Waters in the market of tourist services and the international arena is not presented in full, and, besides, different irrelevant form of presentation, which, in turn, negatively affects the socio-economic development of the region . Consequently, the effective positioning of the Caucasian Mineral Waters museum's database using innovative technologies, both on domestic and on the international market will attract investment flows to the region, as well as perform a fertile basis for the implementation of sustainable tourism development in the region.

**Scientific novelty** of the master's thesis is determined, above all, the very formulation of the problem: the role and place of museums in the dynamics of social and cultural development of Caucasian Mineral Waters region from the standpoint of an innovative approach to research, which proposes a comprehensive characterization of local museums in the structure of the relationship between museums as a cultural institutions and tourist operators and agencies as the main participants of the tourist market.

**The main principles to be defended:**

1. The museum is the basic institution which provides safety and study of historical and cultural values, and, at the same time determining the possibility of one of the most important types of social and cultural services to the population - tourism and excursion activities. In today's Russian society, there is an active search for solutions that can positively influence the socio-cultural development of the peoples and regions of the country. It is essential that the museum as a treasure trove of all forms of culture should and is able to realize their unique opportunities to change the current socio-cultural situation, preparing the younger generation to the new cultural creativity, because, among other things, the museum brings the skills of environmental behavior and environmental consciousness.

2. Sociological studies form an important part of the scientific work of modern museums. Museum sociology uses both general sociological data (eg, census data or general sociological studies on the number, age, social and professional characteristics of the population, etc.), and carries out its own research through surveys, questionnaires, observation, examination of documents, etc. It should be noted that under the influence of foreign museums practice of national museums (museums of Caucasian Mineral Waters region) is also beginning to create PR-service, to transform scientific and educational divisions, seek new forms and methods of work with the visitor. This is due to the change in understanding of the role of the museum as a social institution. In today's world, the museum is not so much knowledge of the translator as a place of rest and entertainment. The museum should seek not only to the mind but also to the

senses, the imagination, and the inner world of the visitor. This affects the change in the form of museums, especially the cultural and educational work, stimulates the search for and implementation of new ideas.

3. The analysis of creativity of museums in the region, we have concluded that the Caucasian Mineral Waters region is full of a variety of museums groups differ in the goals of activities, types of exposures, etc., but at the same time, it should be noted that almost all museums in the region operate exclusively in stationary mode, without being able to present their own collections via the Internet. Through ICT before the museum opens additional opportunities to improve its operations: through the virtual representation possible and promptly inform the clock unlimited number of network users; provide feedback to virtual visitors through the guest book or e-mail; monitor the site to determine the audience of the site and its dynamics, the geography of visitors in Russia and countries of the world, the interests of the visitors, the museum ranking in Internet directories.

4. Expansion of intercultural contacts, increase in the number of tourists arriving in Russia in the conditions of Russia and the West aggravated confrontation, make English-language popularization of Russian culture relevant social task, and the complexity and poor knowledge of foreign language to describe the culture make this sociolinguistic phenomenon topical subject of linguistic research, which leads to the relevance and the need to develop innovative guide to museums in the Caucasian Mineral Waters region.

**Theoretical and practical significance** of the study lies in the possibility of using materials of the dissertation in the preparation of a complete history of museums in the region of Caucasian Mineral Waters and the Stavropol Territory. Results of the study can be claimed in writing generalizing works on the history of the North Caucasus; in the preparation of university special courses cultural studies and the history of museums, as well as the design and implementation of the cultural policy of the regional authorities in relation to local museums.

Materials Master's studies can be used in the development of concepts and programs for Museum Development at the Ministry of Culture of Stavropol Territory, the Administration of Caucasian Mineral Waters and the municipalities of cities-resorts of Caucasian Mineral Waters, as well as scientific concepts selected regional museums. A number of the provisions proposed in the paper can be used in the training of professional personnel in the field of "museology", "museum and monuments protection", "socio-cultural service and tourism".

**Results and Recommendations:** creation of sites of museums - one of the ways to improve and enhance the effectiveness of the Caucasian Mineral Waters museums we have proposed in a practical chapter of our study. In our opinion, due to the ICT front of the museum provides further opportunities to improve its operations: through the virtual representation possible and promptly inform the clock unlimited number of network users; provide feedback to virtual visitors through the guest book or e-mail; monitor the site to determine the audience of the site and its dynamics, the geography of visitors in Russia and countries of the world, the interests of the visitors, the museum ranking in Internet directories. The relevance of the work to create an innovative guide to museums Pyatigorsk is that in recent years has increased interest in the extraordinary history and cultural attractions of the city. In our view, developed in our work, the guide may be useful for tourism organizations and tour desk of the resort city.