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THE POTENTIAL OF MUSEUMS IN THE CONTEXT OF INTERNATIONAL TOURISM DEVELOPMENT

ПОТЕНЦІАЛ МУЗЕЇВ У КОНТЕКСТІ РОЗВИТКУ МІЖНАРОДНОГО ТУРИЗМУ

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The issues of developing the potential of museums in the context of international tourism have been investigated in this article. The purpose of writing the article is to determine the potential of museums in the development of international tourism and directions for its effective use in the light of modern trends. The subject of research in the article is the use of the informational, cultural, historical and scientific potential of museums for the development of the economy and the activation of international tourism. The dynamics and peculiarities of the development of cultural tourism in modern conditions are studied, the role of museums in these processes has been outlined. It was established that the presence of museums and their effective functioning is an important competitive advantage of the country in the context of the development of international tourism, and the level of tourism development in the territory of the location of museums creates, among other things, economic prerequisites for the development of their resource potential. The specific features of the museum as an object of research of its potential are systematized. The interpretation of the concept of the potential of the museum in the context of its potential contribution to the development of tourism in the territory of its location due to the existing cultural, historical, scientific values, which depends on the level of integration into the environment of the tourist sphere of the region based on the establishment of close communication links between business, culture, science and power, is proposed.

Keywords: potential, museum, international tourism, cultural tourism, economic potential.

У статті розглядаються питання розвитку потенціалу музеїв у контексті міжнародного туризму. Метою написання статті є визначення потенціалу музеїв у розвитку міжнародного туризму та напрямків його ефективного використання у світлі сучасних тенденцій. Досліджено динаміку та особливості розвитку культурного туризму в сучасних умовах, окреслено роль музеїв у даних процесах. Встановлено, що наявність музеїв та їх ефективне функціонування є важливою конкурентною перевагою країни у контексті розвитку міжнародного туризму, а рівень розвитку туризму на території локації музеїв створюють серед іншого економічні передумови для розвитку їх ресурсного потенціалу. Систематизовано специфічні риси музею як об'єкту дослідження його потенціалу. Розглянуто підходи до визначення сутності та практичних основ розвитку потенціалу сучасного музею, зокрема економічної, маркетингової, інформаційної та безпекової складових. Запропоновано

тлумачення поняття потенціалу музею у контексті його потенційного вкладу у розвиток туризму на території розміщення завдяки наявним культурним, історичним, науковим цінностям що залежить від рівня інтеграції у середовище туристичної сфери регіону на основі встановлення тісних комунікаційних зв'язків між бізнесом, культурою, наукою та владою. Систематизовано підходи до оцінки потенціалу музею, серед яких окремо виділено цільовий або проблемно-орієнтований підхід. Такий підхід враховує унікальність кожного музею і дозволяє порівняти поточний структурно-функціональний і якісний стан об'єкта з цілями його розвитку в майбутньому і місцем, на яке цей об'єкт претендує в зовнішньому середовищі. Наголошено, що розвиток потенціалу музеїв та історичних пам'яток як важливих драйверів міжнародного туризму повинен враховувати сучасні виклики, тенденції та можливості, що надають інноваційні технології. У статті доведено, що потенціал музеїв та туристичного сектору необхідно розглядати через призму взаємообумовленості, взаємозалежності та взаємного підсилення. Такий підхід сприятиме інтеграції туристичної та культурної сфери на рівні бізнесу, громад та науки й в цілому сприятиме розвитку територій.

Ключові слова: потенціал, музей, міжнародний туризм, культурний туризм, економічний потенціал.

Statement of the problem. In modern conditions, the role of museums in the development of the economy, the activation of domestic and international tourism and its integration into the socio-economic, scientific and innovative space is expanding. An important trend that has been observed in the market of tourist services in recent decades is the development of cultural or so-called complex tourism, which allows satisfying not only the need for quality recreation, but also the expansion of cultural experiences and opportunities to learn about the world. The presence of historical monuments and museums is the competitive advantage that stimulates not only the growth of tourist flows to the countries where these objects are located, but also reduces the pressure of seasonality. All these facts confirm that the creation, development and protection of museum heritage is a potential for the activation of international tourism and obtaining additional economic benefits for the territories.

Considering the specificity of the museum as an object of research, the evaluation of the potential of museums is a debatable, multifaceted and not sufficiently disclosed issue from the standpoint of the socio-economic factor of the development of international tourism in certain regions and countries.

Analysis of recent research and publications. The role of museums in the development of modern society, culture and science is indubitable and that is why it is the subject of special and interdisciplinary research by scientists in various fields. The development of museums as centers of historical and cultural heritage, as well as their role in the development of countries and regions, is considered in the works of many scientists, including representatives of a wide range of social, historical and cultural sciences. Most scientists, including Vareiro L., Sousa B. B. and Silva S. S., Romanukha O. M.,

Umida A. Utanova, Romanukha O. M. et al. consider the museum as an important element of the cultural heritage of the people, and its existence is one of the significant competitive advantages of the territory.

The growing role of museums in the economic development of territories and international tourism in the 21st century is also noted by experts of The International Council of museums. Similar conclusions are followed by UNWTO experts, who consider museums as an important factor of sustainable development. That is, despite the fact that a significant part of museums are non-profit organizations, their economic potential for the development of territories and countries is significant, but not sufficiently disclosed.

Setting objectives. The purpose of writing the article is to determine the potential of museums in the development of international tourism and directions for its effective use in the light of modern trends.

Results. In today's society, tourism and recreation are the driving force of the socio-economic progress of the country through the creation of jobs and new enterprises, income from exports and the development of the relevant infrastructure.

Museums is a possible factor in tourism development and social inclusion, advancing practical measures aimed at social justice through a fairer distribution of tourism revenues and the defense of historic centre residents' way, and quality, of life [1].

The mission of museums has been significantly enriched in recent years. Care, preservation and display of heritage will always be their core function. However, today museums are increasingly recognizing their role as agents of social and economic change. They generate knowledge for and about society, are a place for social interaction and dialogue, and a source of creativity and innovation for the local economy [2].

In the globalized world, a cultural resource based on local, regional, ethnic, national differences is a very important spiritual value, and the actions of professional management turn it into a tourist product and create added value. According to the World Tourism Council, about 39% of all tourist trips can be attributed to cultural tourism, and their annual growth is on average 7–15%. The volumes of tourist flows as well as the number of tourists who visited other countries for the purpose of cultural enrichment are shown on Figure 1.

The concept of cultural tourism makes it possible to outline the resources of such tourism, give it an analysis and determine strategies for their development. Museums occupy a prominent place in these resources. According to the results of a survey of tourists within the cultural tourism research project of the European Association of Tourism and Recreation [6] it was determined that the preference among cultural objects belongs to museums (59%) and historical monuments (58%).

As noted by Umida A. Utanova, "The museum is an integral part of universal human history and is rich with globally significant phenomena. The museums study objectively the life of our ancient and close ancestors, their contribution to the development of the present, social development and the gradual development of various events of the past, when, where and in what state they took place, the emergence of humanity and its evolution, the process of evolutionary development" [5].

We agree with the opinion of Romanukh O. M., that "Nowadays, the museum is an important element of cultural tourism, a subject and an object in the development and implementation of tourist programs. The transformation of social life caused changes in the work of museums, the transition to interactive methods of work, the openness of exhibits to visitors, the organization of stage productions, the expansion of service provision" [3, p. 83].

According to UNWTO (The world tourism barometer), International tourism continued to recover from the COVID-19 crisis at a strong pace in January-March 2022. Destinations welcomed almost three times as many international tourist arrivals(overnight visitors) as in the same period of 2021, with Europe leading the rebound. International arrivals increased 182% year-on-year in Q1 2022 to an estimated 117 million international arrivals compared to 41 million in Q1 2021. Of the extra 76 million international arrivals, about 47 million were recorded in March [4].

The development of a network of museums and historical monuments is an important condition for the development of cultural tourism. According to the definition adopted by the UNWTO General Assembly, at its 22nd session (2017), Cultural Tourism implies "A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual,

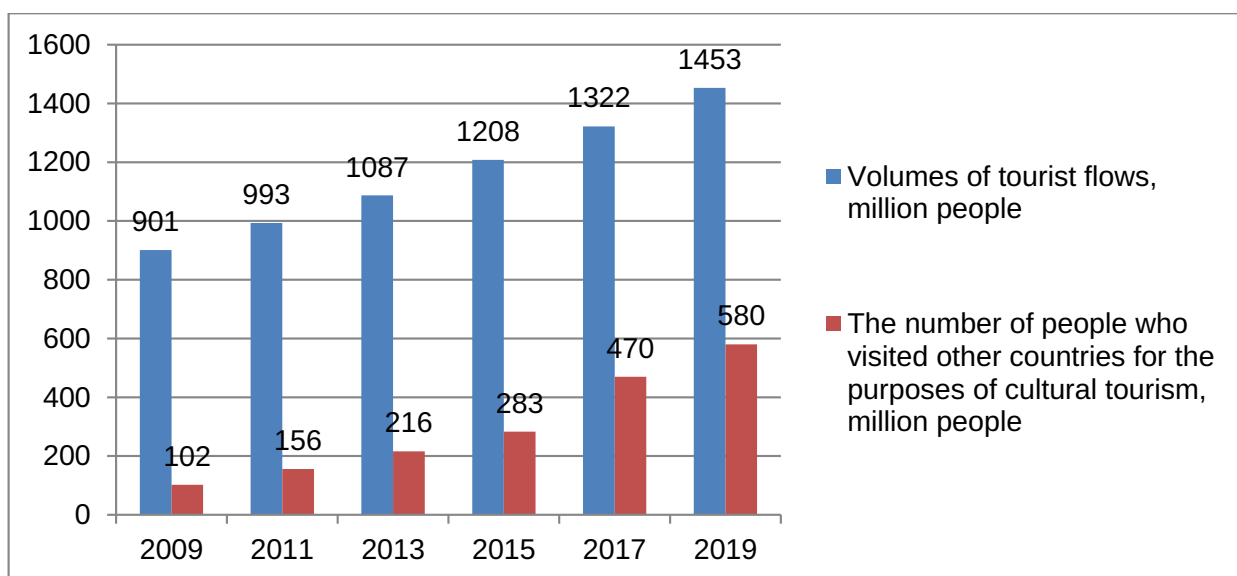


Figure 1. Dynamics of tourist flows and development of cultural tourism

Source: generated by the author based on data [4]

spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions" [4].

Scientific studies confirm that there is a correlation between the development of international tourism and the presence of museums and historical monuments in the destination. It is most noticeable in the countries of Europe and North America, where the largest number of world-famous multi-specialized museums are concentrated, which are arranged in accordance with the requests of tourists and are also designed to ensure a high capacity of visitors.

At the same time, it is necessary to take into account the change in consumer attitudes and requirements. Today's information society needs appropriate approaches in the provision of services. Therefore, marketing approaches in the work of museums are changing. Making a profit remains an important aspect of the work of these institutions, but the forms and methods of achieving this are transforming. For example, if you want to visit the "Smithsonian museums", then on the website of this institution you can immediately see a bunch of options for the format of recreation: educational, educational, entertaining, etc.

According to the magazine "Museum" [7] in 2018, the number of museums in the world reached about 40,000. At the same time, their distribution among the countries of the world was uneven. More than half of the museums were located in the leading countries of the tourist market, namely the United States of America, the European Union, the Russian Federation, Turkey and China.

It is worth noting that in most of the leading regions, the economic effect of museum activity gives the tourism industry significant profits in related areas, while at the same time low profitability of the museum itself. Therefore, the cooperation between museums and tourism can be evaluated positively with the achievement of each of the parties' own goals: tourism – making a profit and expanding the list of services; museum – change of work methods, expositional transformation and economic modernization, which enables the museum to continue to exist in modern conditions.

All this shows that the potential of museums and historical monuments for the development of international tourism is high and has opportunities

for expansion. In particular, the experience of the leading countries regarding the formation and effective use of museums as one of the important conditions for the development of international tourism and the regional economy is important and has prospects for low developing countries.

In this context, it is important to determine what exactly we mean by the concept of the potential of a museum for the development of international tourism. During research, it is important to note that museums as an object of potential research have certain specific features that affect the definition of their potential and significantly complicate this concept.

First of all, the uniqueness of each museum and the presented collections create obstacles for the evaluation and comparison of these objects, their standardization, and determination of the value and limits of potential. Secondly, the value of the museum, its exhibits, as well as the role it plays in one or another territory cannot be measured economically, and approaches to evaluation can only be subjective. Thirdly, the uniqueness of each museum, regardless of its size, scale or classification subspecies, is the value that attracts the appropriate circle of its visitors. It is the consideration of the above features that does not allow clearly systematizing and classifying the potential of museums and is the reason for the fragmentation of research in this direction.

The main approach that reveals the essence of different approaches to the interpretation of the concept of "organizational potential" is the resource approach. It is he who, from the point of view of the unity of spatial and temporal characteristics, combines three levels of connections and relations: 1) reflects the past – a set of indicators of the enterprise that testify to its ability to function and develop; 2) characterizes the present – a set of indicators that reflect the use of available opportunities and financial status; 3) focuses on the future – it is constantly developing and changing [8, p. 93].

There are different approaches to determining and assessing potential. The most famous of them include resource, structural and target. The resource approach is based on the assumption that the potential of the organization can be defined as the sum of all available resources and potential opportunities for their development. In this context, the potential of the museum can be defined primarily as a set of available museum exhibits, taking into account their cost, historical value, rarity and other qualitative characteristics. According to this approach, the museum's

potential can also include its location, buildings, staff and their level of education, and the level of service provision for consumers.

According to the structural approach, the potential is determined on the basis of a comparison of quantitative and qualitative, but structural parts of the organization for their compliance with certain industry norms, standards or benchmarks achieved in the industry. Given the uniqueness of each such object, this approach to determining the museum's potential is unacceptable.

In our opinion, the most relevant for assessing the museum's potential is the target or problem-oriented approach. According to this approach, the current structural, functional and qualitative state of the object is compared with the goals of its development in the future and the place that this object claims in the external environment. The proposed approach provides an opportunity to define and outline the main directions of development of any museum, taking into account its impact on the development of the tourism sector in the place of its location, as well as the impact of the level of tourism development on opportunities, in particular financial ones, for the expansion and improvement of the museum.

Thus, the potential of the museum in the context of the development of international tourism can be understood as its existing and potential contribution to the development of this field in the territory of its location due to the existing cultural, historical, scientific values, as well as the level of integration into the environment of the tourism field of the region based on the establishment of close communication links between business, culture, science and power.

That is, the potential of a modern museum should be considered not only from the standpoint of its content and material content (the presence of interesting and significant exhibits), but in a broader sense – as a center for providing not only cultural requests, spiritual enrichment and development of human potential, but also as a safe environment, which promotes social integration, a better understanding of the world, the development of tolerance and opportunities to learn lessons from the past for the future.

The promotion of museums on the international tourism market requires knowledge, investment and capacity that is often too expensive for museums to manage themselves. Local governments can help by involving museums in national and international fairs and networks. Local governments can also facilitate coordination between the activities of museums and other

cultural institutions to create an attractive offer. To improve accessibility, coordinating public transportation with the opening times of visits, as well as adapting museum visiting hours to the local context, can also increase the ease of access and attractiveness for audiences [9].

The development of the potential of museums and historical monuments as important drivers of international tourism must take into account modern challenges, trends and opportunities provided by innovative technologies. Improving cooperation between museums and the tourism sector is a win-win process. Therefore, museums, authorities and territorial associations should take more and more steps towards tourism, create new innovative cultural and educational projects or put into practice the world experience of implementing cultural, artistic and cultural and entertainment museum projects.

In modern conditions, the economic, marketing and even political potential of museums can be additionally highlighted. Full use of the potential will allow expanding the circle of tourists with different cultural and other needs that can be satisfied by a museum in a particular territory. Among other things, it will contribute to the development of international tourism and contribute to the realization of the goals of sustainable development of the tourism sector.

It is important to note that the informational potential of the museum at the current stage of development has received a new direction of implementation, namely, the creation of a virtual museum space, which significantly expands the opportunities of any person to travel and view the world's famous exhibits in the mode of virtual reality with the help of Internet technologies.

According to the scientist Volynets V., «the virtual museum demonstrates an important semantic effect, namely, the possibility of deleting borders between countries, between remote original exhibits and their duplicates in the screen image. As a result, the museum visitor who has a desire to engage with art but does not have the practical opportunity to visit a given country or region wins» [10].

A certain effect of advertising the existing exposition is positive in the development of the digital potential of museums. On the other hand, virtual museums, due to their greater availability, become certain competitors for real museums. That is why the use of the informational potential of modern museums is inextricably linked to the development of the tourism sector, where, in addition to cultural tourism services, every visitor can receive additional services – namely,

accommodation, cultural recreation, live communication and new life experiences.

Equally important is the formation and implementation of the untapped potential of both museums and tourist locations, the relevance of which has increased in the context of the COVID-19 pandemic and the growth of other pandemic opportunities.

Conclusions. The potential of museums and the tourism sector must be viewed through the prism of interdependence, interdependence and mutual reinforcement. The presence of

museums and their effective functioning is an important competitive advantage of the country in the context of the development of international tourism. The level of tourism development in the territory of the museum location creates, among other things, economic prerequisites for the development of resource potential for museum. The problem of providing effective mechanisms for the formation of museum heritage, preservation and development of their potential in the conditions of the new realities of modern globalization requires further research.

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