

Advanced Modern Museum Practices: Ukrainian Experience

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Abstract

The declaration of Ukraine's independence gave rise to changes in all spheres of social life, including the cultural sphere, in particular museum studies and activity. Compared to the Soviet period, when museums were considered centers of propaganda for a socialist way of life, and their activities were carefully controlled by the communist party and state bodies, today, with the development of democratization, their role began to change qualitatively, and the possibilities of selecting, presenting and popularizing monuments expanded significantly.

The use of interactive technologies in the museum activity space contributes significantly to the attraction of the museum audience of various age groups and promotes knowledge of cultural heritage objects. Ukrainian museums successfully apply in their activities such advanced methods as Museum Dramatization and Gamification, Quest-Excursion, Museum Holiday, Museum Festival, Museum-lesson, master classes, and various museum promotions (Museum Selfie, Museum Gift, Open Day, etc.) The communication possibilities of modern museums enable them to implement and combine various forms of communication. Due to this, museum has become a center of leisure and recreation, an educational center, a theater, a philharmonic hall, and a venue for events. Continuing to perform the traditional role of a preserver and translator of culture, the museum becomes more and more open to dialogue, both with the individual and society. It promotes new motivations and principles in socially significant activity.

This synthesis has manifested itself during the International Night of Museums event, accompanied by many impressive bright events directly related to culture and art. Among them were photo seminars, theme parties, various shows, performances, theatrical performances, film screenings, discos, concerts, carnivals, etc. In 2005, the Ukrainian museums participated in the campaign for the first time. Currently, museums, galleries, and art centers of Kyiv, Kharkiv, Odessa, and many other cities of Ukraine officially participate in it.

In Ukraine, environmental or eco-museums are the newest form of preserving and updating objects of tangible and intangible cultural heritage. Their goal is the museumification of the historical, cultural, and natural environment with all movable and immovable objects, non-material culture, and also the people who inhabit the area and carry out various activities here. A distinctive feature of such museums is that they preserve the heritage in its development, and the custodians of this heritage are the bearers of traditions, that is, local residents. The 'live' presentation of cultural heritage involves master classes and demonstration shows, during which craftsmen and artisans demonstrate the creative production process or certain aspects of the traditional life of the residents. It contributes to preserving and actualizing local cultural heritage. The development of the model of the environmental museum in Ukraine promotes the transformation of the museum from a static exhibition institution into a center of the cultural life of the territorial community due to the active participation of people in all the events. Excursionists and tourists interested in historical and cultural landscape studies are also active participants.

The application of Internet technologies in the museum sphere expands the possibilities for museums to communicate with a diverse audience, familiarize visitors with material and non-material cultural

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heritage, and diversify inter-museum contacts. In recent decades, museums' website design, presentation of museum exhibits via virtual exhibitions, excursions/tours, promotion of museums in social networks, etc., have been actively used. Internet technologies allow visitors to interact with museum items personally, thus receiving detailed information corresponding to his/her interests, thus creating the effect of personal involvement. Information technologies are becoming an integral component of the museum business development.

In the 21st century, museums have become influential generators of cultural capital and are often assumed as institutions essential for economic development of local communities and their revitalization. Communities and officials elected by them actively involve museums in the programs to increase the attractiveness of territories and the development of city infrastructure. Studies confirm the social and economic effect of including museums into creation of the region's branding image. For example, territories rich in culinary traditions promote themselves with gastronomic brands. Several gastronomic museums are organized in Lviv. They represent the brands of the city and region (Beer Museum, Lard Museum, or Chocolate Museum).

Today, establishing close relations with the local community and taking part in programs aimed at improving the quality of its life are recognized as fundamental tasks of museums. Due to such interaction, museums become increasingly involved in cultural tourism. Modern museum and tourism activity is a new type of leisure. It is formed in the conditions of industrialization, urbanization, mass culture popularization, and under the influence of mass media. Cooperation between museums and the tourism industry is aimed at forming a system of historically, culturally, and naturally attractive areas. The development of every site depends on the historical and cultural heritage accumulated in museums. This is the factor that promotes the socio-cultural and touristic development of each region. Therefore, the roles of the museum and tourism as different cultural institutions are intertwined, creating a single institutionalized cultural space. Museum tourism provides an opportunity to introduce museum fund collections into the modern cultural space and interpret them as a specific form of intellectual, historical, and artistic heritage.

The research findings argue that during the years of statehood, the museum industry of Ukraine has undergone qualitative changes. The involvement of the latest foreign practices in museum activities allowed museums to intensify the popularization of tangible and intangible cultural heritage, diversify the museum audience, establish mutually beneficial cooperation with local communities, and actively participate in the cultural tourism development.

Keywords: museum, museum business, Ukraine, cultural tourism, cultural heritage.