

MUSEUM INNOVATIONS: DIGITAL TECHNOLOGIES USE

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In a modern tourism environment defined by everlasting and accelerated technological progress, successful institutions are the ones that are able to accustom their processes and activities to change. Technological modernization allows exhibitions to become more engaging and execute their functions better while also using their resources more efficiently. The influence of new technologies on museums is immense and can be investigated from a number of viewpoints. With the help of technology, museums are able to take care of their collections better, provide exceptional experiences for their guests and use online communication channels to fulfill their needs.

Digital technology has offered a crucial tool to innovate all areas of the museum institution, repositioning firms within the cultural tourism market, leading to emerging forms of modern museum information consumption. Museums may not be fully ready to accept the visit of a digital heritage tourist, yet acknowledging the value of the new consumer, museums can expand the limits of their physical walls to explore new horizons in the digital information market space.

While the application of digital technologies is much more advanced in other areas of the economy, a number of museums have been implementing digital applications to develop new products and services such as online exhibitions, introducing modern techniques of research, display and collections management, new organizational structures to accommodate an increasingly digital environment, reaching new markets, and tapping into existing resources to generate new revenue [3].

Considering the function of museums is the record keeping and preservation of heritage, any software which helps compile and manage a digital database including all the items held by a museum is particularly useful. Some innovations are marginal, referred to as incremental innovations, while others can be considered radical innovations, involving the adoption of a totally new technology or resulting from a series of smaller changes that eventually add up to major changes.

Innovation is in fact a continuous process, often supported by complementary innovations. This complementarity is evidenced in a study on the digitization of museums which showed a relation between the level of digitization and the presence of a digital strategy. Innovation requires resources. However, while larger organizations may have access to greater resources, a stronger inertia of work practice may slow down change, while smaller organizations may be more agile to change and have the greater absorptive capacity to capture and exploit external sources of knowledge to innovate. For this, a smaller museum may innovate in the use of social media or in its

website presentation with greater frequency than a larger museum, involved in the development of an innovative digital storage infrastructure, representing a larger investment which may take a decade to complete.

From the point of view of the visiting experience offered to the public, the main media used within exhibitions are the following [4]:

- Audio-visual media used attractively as part of passive presentations. This generally means video presentations on simple screens or projected on a wall.
- Guided presentation with the help of audio guides, video projections and other means that accompany the visitors throughout their visit and are offered as an alternative to the guide tours made by museum experts.
- Interactive navigation stations including information about the museum's collections and educational programs (usually «push the button» stalls and easy to learn interfaces).
- Media that offer opportunities for direct creation or production, take-away experiences, interactive and innovative experiences.

The multimedia elements within the exhibitions fulfill a number of functions, such as: offer explanation; show exhibits that the museum is unable to put on display directly, due to insufficient space, fragility of such items or the fact that they need special handling; making the visitors feel a certain emotion and facilitating visitors' involvement and interaction with the museum exhibits.

The process of ticket purchase has started to change under the influence of technological innovations. Although the greatest majority of museums, through their employees, are still selling tickets for cash, there are now museums where tickets can be purchased from an electronic machine. The advantages of the latter are that visitors can pay by card in a number of different currencies and the fact that the machine has a 4-language interface. An even higher level of innovation can be found in the museums that offer their visitors the possibility of buying tickets online. This is an important advantage for the tourists who are planning their trips themselves. It also proves to be very convenient from the museums' point of view, since in this way any possible queues growing in front of ticket desks is eliminated [3].

Museums can use the Internet as a product and service distribution channel or as a communication and promotion means [1]. The Internet is also a means of promoting a museum's mission and events, and encourages the attendance and involvement of the public in the activities provided by the museum. All these, in their turn, generate higher public awareness on cultural values, the community's support through volunteering, donations and grant earning. The most important social media instruments that must be taken into consideration include the following: image distribution (i.e., via Instagram), podcasts (i.e., via sound cloud, iTunes or Tune In), microblogs (Twitter), blogs, social networks (Facebook, Google Plus etc.), virtual worlds, online interactive exhibits and video distribution (YouTube) [2].

The introduction of modern technologies in order to minimize the consumption of non-regenerating resources requires in the first place considerable

financing, which few museums are able to make. Things are simpler when new museum buildings are erected or structure extensions are built. The new structures can be designed to be highly energy-efficient. The advantage comes from the fact that in the long run the museum's operating expenses will be smaller. Also, in this way museums will apply to a larger extent the principles of sustainable development, improve their image on the market and become an example of good practice for other organizations. Modern technologies can also be used for an easier and more efficient management of the operations carried out within the museums [3]. In this category can be included anything from stock management systems to the software used for carrying out certain functions, such as accounting, purchase and human resources.

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ОСОБЛИВОСТІ ВПРОВАДЖЕННЯ ІННОВАЦІЙ У ГОТЕЛЬНО-РЕСТОРАННОМУ БІЗНЕСІ УКРАЇНИ

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У сучасних умовах переходу України до ринкової економіки в кожній галузі відбувається пошук нових шляхів і методів виробництва, здійснюється аналіз сучасного стану, окреслюються перспективи на майбутнє. Ці процеси характерні також для сфери готельно-ресторанного бізнесу, яка спрямована на отримання прибутку через надання різноманітних послуг у вигляді житла, харчування, транспортного та іншого сервісу.

Інноваційність є основною характеристикою сучасної економіки. У наш час науково-технічного прогресу інновації в готельному бізнесі відіграють чи не головну роль у висококонкурентній боротьбі готелів за кожного