



TOURISM AND THE ROLE OF MUSEUMS IN IT

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Annotation:

Tourism (French: our – walk, trip), tourism – travel (trip); one of the types of active recreation. Tourism is defined as the departure (travel) of a natural person from the place of permanent residence for a period of at least 1 year without engaging in paid activities in the destination (country) for health, educational, professional or other purposes. The history of tourism dates back to the beginning of the 19th century. First, organized tourism from England to France was established (1815). The English priest Thomas Cook, who is considered the founder of tourism, organized the first railway tour in 1843. After that, he established his own tour company and in 1866 the first tour groups were sent to the United States. In the East, Ibn Battuta, an Arab traveler, started his journey at the age of 21 and traveled almost all the countries of East and North Africa on foot.

Keywords: Tourism, cultural tourism, interactive expositions, museum, civilization, tourism, tourist.

Cultural tourism is a type of tourism, the purpose of which is to get to know the culture and cultural environment of the place of visit, including the landscape, to get to know the traditions and lifestyle of the population, artistic culture and art. Various forms of recreation for the local population events. Cultural tourism can include visits to cultural events, museums, cultural heritage sites, and contacts with local residents. The term "cultural tourism" appeared relatively recently - in the 80s of the 20th century and originated from the phenomenon called "heritage tourism", which for many reasons has been very popular throughout the world since the 70s. . 20th century Since then, cultural heritage is interpreted as historical, military, literary, artistic, and the term "cultural tourism" includes familiarization with all attractions, but is more related to artistic heritage, for example: art and architecture.



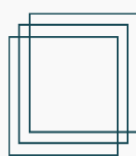
A branch has recently appeared within the framework of cultural tourism, and today it is an independent direction - museum tourism. [1]Museum tourism is a specific activity of museums in the field of cultural tourism on the production and sale of various tourist products of a museum character: creating expositions, organization of internal and external excursions, availability of museum shops. This direction of tourism is relatively recent - in the West in the 1970s and in Russia in the mid-1990s, museums are in a situation of self-determination, new ways of development and new extra-budgetary sources of funding. appeared when placed. , including participation in tourist activities. The relevance of the revival of interest in visiting museums among tourists is related to the change of their external appearance and interior space, which attracts visitors. 'in the demonstration economy. A new approach to understanding the essence of the museum and its social purpose is being developed. In the first place is not the object of the museum, which has its own properties and functions, but the person engaged in the activities of the museum. An example of such a museum is NEMO, the largest museum in the Netherlands, built according to Renzo Piano's project. This museum tells visitors how it works and works. The museum has many exhibits made of materials. [2]With their help, how everything works in this world and why "it" works is explained intelligently and ironically. Exhibits come to life only when you touch, twist, twist, that is, when you play. A strict rule applies here, it is noted in all program documents of the museum: "You must touch with your hands!" It's not exactly a museum. This is an educational center where children can try themselves and see not only the result, but also the process itself. The visitor becomes a participant or leader of the process. He does not admire the finished and perfect product of civilization, as in many other museums, but models. natural phenomena and technological processes. Adults: parents, grandparents, teachers play simple games offered by the museum with the same passion and enthusiasm as children. [3]Not a single steel detail is repeated in the design of the Guggenheim Museum, each of them is unique. During the production process at the factory, a barcode was attached to each structural element, which was then read at the construction site. As a result, the element is fully attached to its intended location and calculated in a three-dimensional model. The museum gained worldwide fame almost immediately after its opening, in addition, it immediately began to bring a good income to the owners from a large number of visitors who wanted to visit the museum as an attraction of the city. The main value of such popularity is undoubtedly related to the unique architecture of the building: not a single room is repeated in the museum, and the interior is a constantly changing space, which seems to be woven from the white planes of the walls.[4]

Conclusion:

Today, a network of Guggenheim museums has been created, which includes: the SoHo Museum in New York (1992), the Deutsche Guggenheim Museum in Berlin (1997), the Guggenheim Museum in Bilbao (1997), as well as two new museums in Las Vegas:

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"Guggenheim Las- Vegas" and "Guggenheim - Hermitage". Today, the Guggenheim museum network is actively developing. Abu Dhabi will have a network museum designed by Frank Gehry. The building occupies a site on the northeastern tip of Saadia Island. The museum was created as a collection of exhibition galleries. forming spaces reminiscent of verandas and the street fabric of Arab cities. One of the official motives of the project was truncated cones, repeating the forms of wind towers traditional for Arab architecture, they create a strong pull and display hot air release, providing natural ventilation buildings. The organizers of hotel animation often include an active recreation program visit museums. The museum is a cultural-educational and scientific-research institution designed to preserve and use monuments of natural, material and spiritual culture, to familiarize citizens with national and world historical and cultural heritage. Despite the diversity of the functions of the modern museum, the forms of their activity, very complicated. Although the main task of the museum is to collect, study and exhibit historical, cultural and artistic monuments, recreation, especially excursions, become their main activity.

References:

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