

## FEATURES OF INCLUSION OF MUSEUM EXPOSITIONS IN FUTURE EXCURSION PROGRAMS

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**Abstract.** in the article possibilities of inclusion of museum expositions in the route of the pedestrian excursion program is considered. The museum exposition is the basis for a museum excursion, and goes well with walking excursions.

**Key words:** excursion, museum, exposition, museum exhibit

The number of sources of excursion material includes, including museums, acquaintance with the expositions and funds of which is mandatory during the development of the excursion program. At the same time, the museum exposition itself is the basis for a museum excursion. With walking excursion programs, the museum exposition is well combined, and the inclusion of the latter in the route of the pedestrian excursion program.

The route of the excursion is made in such a way as to take into account the visit to the museum and the museum exposition, namely the museum should be on the route of the excursion, and its exposition, included in the walking excursion program, should correspond to the theme of the excursion. The set of objects of the show and the story on the route is determined taking into account the museum items participating in the pedestrian excursion program.

It is necessary to remember when drawing up such an excursion program that sightseers with interest perceive no more than 20 sightseeing objects, and do not overload the excursion with a large number of objects of display and story taking into account the museum exposition. When duplicating information and sightseeing objects on the route and in the museum, it is necessary to clearly distinguish them according to their functional purpose: basic for the disclosure of the theme of the excursion and additional ones, those that are logical transitions in the story.

The pedestrian excursion program in the museum is continued either by a guide-employee of the museum, or by a guide who carried out this pedestrian excursion program. At a simple examination of the museum exposition during the pedestrian excursion program it is necessary in advance for the tourists to give information about what they will see during the examination of the museum exposition.

At the stage of the formation of the excursion program it is necessary to determine the nature of its connection with the museum exposition, which involves acquaintance with part of the city, rather than the museum space. The museum, in turn, gets the opportunity to go beyond the walls of the room in which it is located, and turn the city space into a museum exposition. In the thematic plan for such programs, it is advisable to include excursions that tell us about the everyday life of the city (trade, education), the history of its formation and development, people whose names are streets and buildings (revolution, art, science). With excursions such a plan is well combined with the display of museum exhibits and interactive inserts.

The main part of the excursion is observation. The guide helps the group to notice and understand the characteristic features of the objects of the show and story. This is achieved by all possible methods of conducting the excursion, as well as the story and explanations of the guide. It is useful in the course of the story and show in the city space to correlate events and phenomena with the objects of display and the story of the museum exposition. At the heart of the excursion lies the principle of "from show to story," and the display of objects takes the leading place in it. The show in the nature excursion is a purposeful, consistent process of presentation by the guide of those objects on which the content of the excursion theme is revealed. The display of objects should be carried out purposefully, in accordance with the educational and cognitive goals set, otherwise the excursion can turn into an entertaining event.



The display of objects on the nature excursion is carried out with the help of various methodical techniques. The most widely used preliminary examination, excursion analysis, visual reconstruction and installation, localization of events, visual comparison, and demonstration of visual aids. The story is subordinate in nature and then, when it is ahead of the display of the object, because it aims tourists to inspect the object. Thus, the story can precede the display of objects, accompany it or fix a visual impression.

To conduct an excursion, display each object, illuminate each subtopic, methodical development takes a strictly defined time. If necessary, it is possible to shorten the time of the excursion, but not by reducing the number of sub-themes and showing the main objects, and eliminating minor details in the show and story. All the main objects should be displayed.

The museum excursion is always tied to a specially organized space - to museum premises and territory. Visual impressions are formed due to the possibility to examine the object from different points of view, from different distances, while moving through the museum premises. Verbal information is strengthened by the formation of a special subject image of those phenomena to which the excursion is dedicated.

The success of the excursion is directly dependent on the methodical techniques used in the show and story used in it:

- Selection of the most effective methodical techniques for covering sub-topics, depending on the excursion group (adults, children), the time of the excursion (winter, summer, day, evening), features of the show;
- Determination of methods of preserving attention and activating the process of perception of excursion material;
- Development of recommendations on the use of expressive means in the speech of the guide;
- Selection of rules for the technique of conducting excursions.

An important point in the preparation and conduct of such a comprehensive excursion is the selection of objects, since the abundance of monuments in the halls of museums does not allow dwelling on their full characterization. When selecting exhibits guided by the theme and purpose of the excursion. Only those exhibits that differ in their expressiveness and significance are selected, and also fully cover the subject of the excursion program.

When conducting such excursions, the age of the participants should be taken into account. Although walking tours are more often designed for an adult audience, it is possible to create special programs for children and family audiences. The main purpose of these routes is to increase the child's interest in the history of his native city and motivate him to do his own small research. To make this possible, when developing an excursion for such groups, it is necessary to take only those topics that are in the zone of constant children's attention. Thus, the inclusion of museum exhibits in pedestrian excursion programs attracts a new audience to museums, extends the theme of pedestrian excursion routes.

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