

INCREASE IN EFFICIENCY OF MUSEUMS ACTIVITY IN THE MODERN MARKET: A CASE STUDY OF THE WEST SIBERIAN RAILWAY HISTORY MUSEUM

Komarova L K ¹ and Fedeneva I N ²

¹ PhD, associate professor, Siberian Transport University, Novosibirsk, Russia

² professor, Siberian Transport University, Novosibirsk State University of Economics and Management, Novosibirsk, Russia

E-mail: lkkomarova@mail.ru¹, ifedeneva@yandex.ru²

Abstract. Active use of museum tours helps to involve tourists, especially younger generation, to the roots of folk and national culture, promotes maintaining national traditions, fostering of patriotism and spirituality. Effectively to compete in the leisure market, the museums need to use modern information technologies, to expand the market of museum services.

Key words: museum, museum tour, museum exhibition

The museums of Russia – a part of cultural heritage of our country. Collecting, preserving, archiving and investigating, they form cultural space of the future. Such understanding of the role in public life defines an active and creative position of the museum: it is not just guided on the concrete social order, but builds the independent strategy of society action and development, which is often advancing this social order.

It should be noted that the Government of the Russian Federation, performing management on creation of new type society, pays much attention to fuller and deep use of richness of culture and museum business. In the State program of the Russian Federation “Cultural development and tourism for 2013–2020”, developed by the Ministry of Culture of the Russian Federation, as a main objective is offered realization of potential of the Russian culture as spiritual and moral basis of the personality and society development and also progress of tourism. Various ministries and the organizations, including the museums are involved in implementation of this program as collaborators. As the expected results transfer of branches of culture and tourism on the innovative way of development, transformation of culture and tourism to the most developed and attractive spheres of public life, including through widespread introduction of information technologies, etc. is called [1].

The rich historical and cultural heritage of the Novosibirsk region and the city of Novosibirsk became a good basis for emergence and development of the museums.

Professional formation of museum business originates in the 1920s. Vladimir A. Anzimirov – the journalist, writer, agrochemist, the teacher of biology was an initiator of creation of the first Novosibirsk Museum and its elective director. The first exposition was placed in two rooms, in one of which there was an astronomical department, in the second – department of geology.

Rapid growth of museum business in Novosibirsk region has begun at the end of the 20th century. The new museums in rural areas were created; the unfairly forgotten city museums were restored. Many museums are obliged for their revival to active local historians.

Now more than two hundred museums having various thematic focus and departmental affiliation conduct important work on preservation and exhibiting of the objects, which are of cultural, historical and scientific value. Annually more than 600 thousand people visit the museums [4]. A specific place in this list is held by the West Siberian Railway History Museum.

In total, there are several hundreds of the museums and expositions of railway subject in Russia, generally submitting to the JSC Russian Railways. The West Siberian Railway History Museum is not only pride of the railway, but also Novosibirsk in general. The Museum was formed in 1967 as the room of fighting and labor glory.

Now the West Siberian Railway History Museum is located in two territories, and presented by historical and technical sections. The historical exposition of the Museum is equipped with the latest stand and showcase equipment, including digital technologies for display of unique archival records and old photos [2]. The exposition of railway equipment department at Seyatel station (the Museum of Railway Equipment) was opened in 2000. It is the unique Museum, only located in Asian Russia. In the West Siberian Railway History Museum it is possible to see samples of cargo and passenger rail cars of the end of 19th – the beginnings of the 20th century, locomotives of the Soviet epoch, electric locomotives of the Soviet and foreign construction, the special



equipment etc. In the similar museums in the Russian Federation and in the world, the railway equipment of one direction is presented generally. The Museum is popular not only among railway workers and residents, but also among foreign guests.

The West Siberian Railway History Museum carries out not only preservation of railway transport history, but also holds a complex of events for promotion of historical and scientific knowledge and career guidance among younger generation. In this regard the Museum takes active part in the Night of the Museums – the international campaign timed to the International day of the museums during which it is possible to examine museum expositions at night. For the first time the action has taken place in Berlin in 1997, and it has quickly extended worldwide, having become an integral part of cultural life of the major cities. Many museums are open for visitors after sunset and almost till the morning this night. The main objective of an action – to show a resource, opportunities, capacity of the modern museums, to attract youth to the museums. The action is designed to bring closer cultural heritage to the viewer, to demonstrate the importance of museums in society life by means of nonconventional acquaintance and also to show a variety of world museum community.

The tradition of the Night of the Museums has come to Russia in 2002; Novosibirsk has joined it since 2009. The Novosibirsk State Museum of Local History & Nature has acted as the initiator of holding this action, and only 6 museums have participated in the first Night of the Museums. And in 2017 58 museums, showrooms and other platforms of Novosibirsk and the Novosibirsk region have joined the action [3].

For the first time the program the Nights of the Museums has included an excursion to the West Siberian Railway History Museum (the exposition of railway equipment at Seyatel station) in 2014. The program “Curfew” devoted to the Siberian troops of People's Commissariat for Internal Affairs (NKVD) participating in the Great Patriotic War was offered audience. During the Night of the Museums-2015 in the West Siberian Railway History Museum there has taken place survey excursion “Collection of the museum” and thematic excursions “Construction of the Great Siberian Road (Trans-Siberian Railway) and the city of Novosibirsk birth”, “Railway transport in the Great Patriotic War”.

It was proposed to conduct three excursions in the West Siberian Railway History Museum in 2017. One of them is survey excursion – “180 years to Russian Railways. Collection of the railway equipment department”; two others were thematic excursions: “The Siberian railway” acquainted audience with passenger rail cars of the end of the 19th – the beginning of the 20th centuries, “Railway transport in the Great Patriotic War” – with locomotives and rail cars of this period.

The West Siberian Railway History Museum has a departmental affiliation – enters into the structure of JSC Russian Railways. At the same time, development and resource support of the Museum excursions are focused on all sectors of society. Carrying out exposition and exhibition, cultural, educational and research activity, the Museum offers visitors different types of exposition and exhibition services. In addition, materials of the Museum form sources for researchers (scientists, guides, teachers, etc.).

Participation of the West Siberian Railway History Museum in socially important public processes demands application of modern information technologies in museum practice, continuous updating of the multimedia equipment and saturation of museum services assortment. All this could allow to expand audience and to increase number of new visitors.

The West Siberian Railway History Museum owns exhibits, which will always interest visitors, but in order for the visitor to come to the museum and to return here still more than once, it is necessary to use not only traditional methods and technologies of museum practice, but also to enter innovative elements into his activity.

Therefore, we can recommend the Museum to create its own website in spite of the fact that information on the Museum is posted on the website of JSC “Russian Railways”. In modern conditions the website is the business card of the organization. Especially as increase in a share of the museums having the website is provided in the RF State program “Cultural development and tourism for 2013–2020”. Realization of the program “Successful Museum”, in which the policy of existence and development of the Museum will be formulated, will allow improving work of the Museum taking into account modernization of museum information processing and its accessibility and also creations of new information resources on the basis of computer technologies.

At the same time, the museums need to keep the line in introduction of technologies, so that the latter do not compete for the attention of the visitor with museum objects, the preservation of which is historically put in sense of functioning of museums as such.

The museums, as the main keepers of history of Russia, are called to play one of the leading roles in realization of RF State program “Cultural development and tourism for 2013–2020”, in which the priority role of the state cultural policy as most important factor of formation at the Russian citizens of broad outlook, public

consciousness, the behavioral norms fastening the nation on the basis of patriotism and interethnic concord is approved.

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Information about authors:

Komarova Lydia Konstantinovna – associate professor, department of world economy and tourism, Siberian Transport University, D. Kovalchuk st., 191, Novosibirsk, Russia, 630049; e-mail: lkkomarova@mail.ru

Fedeneva Irina Nikolaevna – professor, department of business in a services sector, Novosibirsk State University of Economics and Management; department of world economy and tourism, Siberian Transport University, D. Kovalchuk st., 191, Novosibirsk, Russia, 630049; e-mail: ifedeneva@yandex.ru.