

UDC 338.467

**STATE AND DEVELOPMENT PROSPECTS OF MUSEUM BUSINESS  
IN THE REPUBLIC OF KAZAKHSTAN**

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Globalization, the economic crisis and social transformations taking place in the world at the beginning of the twenty-first century have changed the attitude of society to heritage. One of the main sociocultural institutions designed to take care of the preservation of heritage are museums. The relevance of the research is confirmed by the fact that in many countries it is museums that become centres for identifying, studying, preserving and popularizing natural, historical and cultural monuments. Museums are a special communication system that is part of the cultural space of the country, they can act as an intermediary in the dialogue of modern cultures, which indicates the importance of studying the cultural heritage stored in the funds of museums[1, p.196]. The Essence of the Museum service is, in our opinion, to meet the real and potential needs of Museum visitors by bringing to them the results of professional activities of Museum workers: materialized (Museum exposition; exhibition catalogue; Souvenirs; advertising booklet, event poster) and not materialized (Museum tour, theatrical performance, presentation of the Museum's products). Exhibitions, publications, projects [2].

An important place in the activities of museums belongs to exhibition activities, holding national and international scientific and practical conferences, congresses, symposiums, and participation in them, conducting joint scientific research, carrying out mutual exchange of Museum information. An integral component of Museum practice at the present stage of development of

culture and art is the electronic service. In the Republic of Kazakhstan, since 2012, museums have been working on entering exhibits in an electronic catalog. Information about cultural values that are in permanent storage is entered the State catalog, which is maintained by the National Museum of the Republic of Kazakhstan [3]. In addition, museums are currently working on converting exhibits to digital format. Digital view, which allows you to save the exhibits (originals) in their original form and allows you to repeatedly view materials on electronic media (for publication, replication, familiarization, etc.), as well as providing access to historical photo documents for specialists. The resulting digitized data array can be used by a computer for further processing, transmission via digital channels, and storage on a digital medium. Educational and educational activities of museums are mainly expressed in conducting excursions, giving lectures and individual reports, and organizing exhibitions [4]. In 2018, 6 7160 thousand people visited museums in Kazakhstan, which is 822 thousand more than in 2017. The most visited museums were in the cities of Almaty and Astana. In 2018, 168 004 excursions were held in museums of Kazakhstan for visitors. Museums in Kazakhstan also organized lectures by full-time researchers and invited lecturers. The number of organized exhibitions increased by 1,200 units or 15.1% to 9,737. In 2018, museums provided services worth 10 billion tenge, an increase of 24.4% compared to 2017. The number of exhibits of the main Fund in the same period increased by 1.8% for the year, to 2.5 million, in the electronic format, the growth was 14.1%, to 837.4 thousand for the year. The activities of Kazakh museums are often focused on maintaining the existence of museums themselves, while the interests and requests of visitors are relegated to the background. The priorities of Museum managers are clearly demonstrated in the "Plan for modernizing the work of museums in the Republic of Kazakhstan for 2015-2017". Modernization of museums in Kazakhstan, according to this document, involves the following activities: expansion, storage and accounting of the Museum Fund; creation of an electronic database of Museum exhibits and the introduction of IT technologies; cooperation with foreign museums; training of Museum employees; production and sale of Souvenirs; creation of endowment funds and attracting charity; scientific activities and "advertising of the exhibition about the life and activities, exploits, deeds of extraordinary individuals in order to increase the flow of Museum visitors". Thus, the small space that is allocated directly to the consumer of Museum services-the visitor-is limited in the "Plan" to work with the media to attract more visitors and events aimed at increasing the accessibility of museums for people with disabilities. Kazakhstan's museums are focused on the mission of "keepers", while the world's leading museums are coming to understand that museums are an institution for people, not for "things" and "exhibits". A new generation of citizens of Kazakhstan have a natural interest in the history and culture of their people. Museum institutions of the Republic are designed to meet this public need at the proper professional level. Unfortunately, a certain percentage of Museum displays are outdated and do not meet the requirements of today. There is no technical equipment, and this, taking into account the needs of today's Philistine, creates problems when submitting material. In addition, most Museum exhibitions are one-sided displays of historical processes, cover up many problems, contradictions and difficulties that took place in the past, do not cover the activities of a number of major historical figures. Most of Kazakhstan's museums are overly conservative, and the discussion of new directions in Museum activities among Museum "keepers" causes considerable resistance. One of the experts aptly called Kazakhstan's museums "the last stronghold of Sovietism" [5]. Museums in Kazakhstan already have the necessary infrastructure to become a public space. But in order to attract new visitors, museums need to:

1. Develop new formats for working with users;
2. Such events should be held regularly.

Physical changes and additions to the space itself may be small, but should create a sense of a more open, accessible, friendly place. In order to become active centers of urban life, museums need to change in the following directions:

❖ Gradually move from the "Museum-temple" model to the "Museum- open public space" model.

❖ The Museum is no longer a translator of "high culture", but a place for dialogue between the Museum and the visitor, between the visitors themselves. The Museum should work as a place to strengthen and create social ties.

❖ Expand activities aimed at working with people of different ages, social groups, and physical and mental capabilities.

❖ The tasks of collecting and storing items of tangible and intangible culture should be complemented by the functions of transmitting this heritage to as many people of different ages, social groups and opportunities as possible;

❖ Improve accessibility and consistency of movement in the Museum space: improve navigation inside the halls, including by using signs, stands describing the logic of the location of the halls, maps of the Museum indicating the most important works and objects in the Museum, including those presented in a game form.

❖ Provide information about exhibits, artists, and the history of paintings everywhere and consistently using information boards describing the halls and exhibits, brochures, guides, and volunteer involvement. When developing materials, the needs of people with disabilities must be taken into account.

❖ Involve visitors not only in the perception and "acceptance" of information, but also in the process of creating, telling stories-narratives, using methods of interactive events, when exhibits and stories are created by the visitors themselves.

❖ Involve volunteers (of different ages and from different social groups) in the activities of the Museum – from information support of the Museum's activities to the formation of exhibitions and excursions.

❖ Work on positioning museums as places open to creative initiatives and art groups;

❖ Actively build relationships with visitors, attract new visitors and "supporters" (loyal visitors who are ready to support museums material and non-material deposits);

❖ Involve commercial organizations and companies in cooperation for cultural events and exhibitions.

❖ Regularly conduct training sessions for Museum employees, introduce employees to foreign practices, improve the skills and abilities of staff to improve the quality of museums and create new programs for working with visitors.

❖ Create and regularly update the program of events for visitors of different ages, social groups and opportunities, including such events as: educational lectures, master classes, workshops, creative and musical evenings, new formats of cultural leisure for groups and families, meetings with artists, sculptors, curators, etc.

In General, museums of the Republic of Kazakhstan need first of all both financial and technical support. The support of patrons will not be superfluous. Modern management methods are required, and regular trainings, seminars, and conferences on Museum business are required. It is no secret that Kazakh museums and employees of these museums do not always have the opportunity to participate in various projects, research, as well as receiving grants. When reforming the Museum industry of our Republic, we would like to draw attention to the problems of Kazakhstan's museums.

### **Literature**

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