



The Mechanism of Integration of Museum and Tourism Business in The Conditions of Recovery from The Global Crisis

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ABSTRACT

The subject of the article is the mechanism of integration of tourism and museum business in the conditions of the global economy emerging from the global crisis, the object of the article is the service sector in a new technological way. The purpose of the article is to create synergy in business based on the integration of tourism and museum activities to achieve this goal, the following tasks are solved. The essence of museum and tourism business is studied. The methodology of integration of tourism and museum business is described. The advantages of integration of museum and tourism business are discussed. Hierarchical four-level models of museum services and tourist services are formed; the scientific methods of this article are general theory of the service sector, theory of crises, historical and logical analysis, heuristic methods. The scientific novelty of the article is determined by the synthesis of the methodology of integration of museum and tourist services in order to create a synergetic effect in business.

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1. INTRODUCTION

The relevance of the article is that there is a way out of the global, geopolitical crisis in 2013. At the same time, the problem of external risks for all types of businesses is acute. By integrating such important and partially interrelated areas of service as tourism and museum business, it is possible to create a synergetic effect in this business ([Warlina & Damayanti, 2021](#)).

At the same time, it should be borne in mind that the global systemic crisis has led to an increase in the importance of such factors: changes in effective demand; increased geopolitical risks, changes in tourist flows; the emergence of new transport corridors; the impact of restrictions on tourist flows as a result of the COVID-19 pandemic and others.

These factors strongly influence the development of outbound tourism and the attendance of museums.

The hypothesis of this article is the assumption that the integration of tourism and museum business in the conditions of overcoming the global crisis can create a synergetic effect in business.

The purpose of the article is to increase business efficiency based on the integration of tourism and museum activities.

To achieve this goal, the following tasks are solved:

- (i) the essence of the museum and tourism business is being studied;
- (ii) the method of integration of tourism and museum business is described;
- (iii) the advantages of integrating museum and tourism business are discussed;
- (iv) hierarchical four-level models of museum services and tourist services are being formed.

The analysis of scientific publications on the topic of the article shows the following points. In the context of globalization, the role of tourism is increasing. In this regard, the conceptual foundations of tourism and, in particular, e-tourism (online sales in tourism) are being developed. There is an expansion of regional tourism ([Dudorova, 2021](#)). Tourism aimed at expanding human capabilities is expanding. There is an increase in automobile tourism. At the same time, the importance of the ecological impact of tourism on the environment increases. Scientists study the role of individual countries in various types of tourism. In particular, they study the role of Georgia in cultural tourism. Analysts study the impact of government policy on the development of tourism in Ecuador. There is a further development of medical tourism. Religious tourism is considered an important structural element of modern tourism. Experts note that the quarantine associated with the covid-19 pandemic has affected the work of museums in Europe. Scientists continue to study the nature and essence of museums. Researchers believe that museums can exert their influence on the process of forming the consciousness of their visitors. Analysts express the point of view that museums play an important role in the cultural and educational space. Experts note that the creation and functioning of mini museums can be interpreted as a form of project activity in the museum sphere. An important segment of tourism is gastronomic tourism. Scientists note that the inclusion of famous museums in tourist routes makes it possible to create new tourist brands. Experts note the existence of ethical problems in modern international religious tourism. Analysts draw attention to the need for strategic planning in the development of tourism ([Safronova et al., 2021](#)). Experts develop the concept of ecological tourism ([Afanasyev & Afanasyev, 2017](#)). Researchers are studying the process of formation of tourist clusters. Innovations in tourism should have their scientific basis and scientific justification.

To increase the efficiency of the museum business, it is necessary to develop the scientific foundations of museum activity. The importance of management in the museum business is increasing. Analysts express their point of view about the need for an integrated approach in the development of the tourism business. At the same time, the tourism business should develop as part of the sphere of post-industrial services (Glushchenko & Glushchenko, 2017). At the same time, the tourism business is closely connected with the hotel business. Scientific support of tourism is based on the general theory of the sphere of post-industrial services. At the same time, the development of tourism science should be part of the scientific support for the development of the national innovation system. The problem of integration of museum business and tourism is recognized as relevant both in scientific and practical terms within the framework of the general theory of service (Glushchenko & Glushchenko, 2018). At the same time, it should be borne in mind that the scientific theory of the service sector itself is actively being developed by scientists at the beginning of the 21st century. Experts recommend that when forecasting the development of tourism and museum business, take into account the impact of economic processes generated by the crisis.

In general, the analysis of scientific publications on the topic of this article confirms the relevance of the topic of this article.

2. METHODS

This is a literature survey. The object of the article is the service sector in a new technological order. The subject of the article is the mechanism of integration of tourism and museum business in the conditions of the world economy emerging from the global crisis. The mechanism of integration of the museum and tourism business in this article is called a set of methods and tools with which such integration is carried out. Under the integration of tourism and museum business within the framework of the general theory of service (servicology), we agree to understand their systematic unification (aggregation) leading to the emergence of a new quality of tourist and museum product (service). Such a product has the property of emergence: its properties do not coincide with tourism or museum business. In turn, the emergence of a complex product provides business synergy: the effect of a disproportionately large increase in the socio-economic effect (synergy) from the use of such an integrated product.

3. RESULTS AND DISCUSSION

In advanced countries in the conditions of post-industrial globalization, the most significant of the three parts of the economy (production, service, agriculture) is the service sector, which accounts for 60-80% of the entire economy.

The service sector is a type of activity for the production (provision) of services in the interests of maintaining the geopolitical leadership and competitiveness of the state. The service sector can ensure: the attractiveness of the country for investors and highly skilled labor; maintain the safety and efficiency of the technical and technological sphere of the economy; provides employment for the population; contributes to the creation of safe and comfortable living conditions for the population of the country.

In the countries included in the process of post-industrial globalization, tourism has become regarded as one of their key types of services. At the same time, tourism simultaneously acts as a way to realize the human right to freedom of movement; a way to

expand the personal space of a modern person; a tool for human self-development and raising the cultural level of individuals (Arpentyeva *et al.*, 2020).

Tourism and museum business in 2023 act as independent segments of the service market with high economic and social significance. At the same time, there is a certain technological connection between certain areas of tourism and the museum business. However, since the subject of this article is the mechanism of integration of tourism and museum business, in the study of both tourism and museum business, special emphasis will be placed on close areas, common (or, as they say in mathematics, intersecting) for these areas of service. Such an approach will (as expected) contribute to the unification of their description, analysis, and synthesis of the integration processes of their business processes based on the methods of the scientific theory of service (servicology) and management.

The essence of tourism can be revealed through the formation and research of the functions and roles of tourism. At the same time, we agree to take into account that due to the growing economic and cultural importance of tourism, the development of basic scientific concepts of tourism and its methodology has intensified. The object of the scientists' research was the key concepts of tourism: unorganized, amateur, and organized tourism; medical tourism, religious tourism, inclusive tourism, cultural tourism, tourism for all, and much more.

At the same time, at the beginning of the 21st century, long known and new directions in tourism are developing especially actively: educational tourism (tourism for the smart); gastronomic tourism; extreme tourism; cultural tourism; ecological tourism, and other types of tourism.

It is known that in the most general form, it is customary to single out the economic, social, and humanitarian functions of tourism. However, in modern science, tourism is considered both a way and an instrument of cognition of the surrounding world.

This allows us to say in this article that in the 21st-century tourism is characterized by the epistemological function of a complete and reliable knowledge of the world through direct contemplation (observation, monitoring) or direct and indirect contacts as a result of the voluntary social experiment of a tourist. This experiment of a tourist consists of the temporary relocation of this tour to a new economic, cultural, and social environment.

At the same time, as tourism itself develops, it also becomes an object of cognition, epistemological actions, and research. In the course of such studies, tourism is considered an object and a structural element of various fields of knowledge. Tourism can be studied from the point of view of economic theory; social and humanitarian knowledge; cultural studies of tourism are also important. Methods of economic analysis, forecasting of tourism development, etc. are also important for the tourism business.

In the process of cognition of the surrounding reality, a tourist forms a certain mental model of life, production, and doing business in the territory of his temporary stay. This may give rise to the ontological function of tourism.

At the same time, the knowledge gained and accumulated in the process of tourism inevitably and naturally affects the worldview of a person using tourist services. Therefore, it is logical to assume that tourism also performs a worldview function, within which tourism contributes to the formation of a complete picture of the world among tourists. In the conditions of post-industrial globalization, tourism promotes an open and broad view of the world, the dissemination of views and methodology of multiculturalism in society, and more.

In addition, in the process of tourism, the formation and reinterpretation of human values take place. This allows us to say that modern tourism also performs an axiological function (the function of forming the values of the reproductive process and human existence).

At the same time, in the process of mental activity, conducting a comparative analysis of the organization of production, life support, security measures, and other factors of human life in the territory of a tourist's temporary stay, a critical function of tourism can also be formed.

When generalizing knowledge and analyzing the observed socio-economic situation and trends in the development of the state, a tourist visits the same country for a certain period, and much retrospective information is created. Such information allows the tourist, for example, by prolonging (continuing) the observed trends to predict the development of the territory visited by the tourist. This in turn leads to the formation of a predictive function of tourism. The prognostic function of tourism is also expressed in the fact that in the implementation of their business processes, travel companies carry out forecasting of business conditions and the attractiveness of the tourism services market segment corresponding to a given country. At the same time, when planning tourist trips by specific tourists, they predict: the expected safety, travel costs; the results of a tourist trip; the level of comfort of the trip, and more. This forecast information serves as the basis for the implementation in tourism of an individual and/or group assessment of the feasibility of buying a certain tourist product.

The prestigious (brand, image) function of tourism can be interpreted in different ways. For tourists, the prestigious function of tourism is manifested in the fact that not all residents of the country can afford tourism. For example, according to media reports in modern Russia, from the point of view of solvency, about 10% of the population can afford outbound tourism. Therefore, the very fact of participation in tourism is a factor in increasing the prestige and creating the image of a successful tourist.

For a country hosting tourist, a prestigious function is that as a result of the selection of tourist products, citizens of other countries prefer to rest, get an education, be treated, and the like in this country. This may allow us to talk about the successful socioeconomic development of the country.

In addition, the prestigious function of tourism can be interpreted in such a way that there are tourist destinations and products with the most favorable weather conditions and ecology, an increased level of safety, comfort, attractiveness, and high cost, which allows us to talk about elite tourism in total (tourism is not for everyone).

The prestigious (image, brand) function of tourism and museum business can also include, for example, paleontological tourism, which is considered the brand-forming tourism of Yakutia ([Gogoleva, 2019](#)).

It is possible to assume the existence of tourism and the functions of social and economic communications. For example, the organization of a tourist trip includes the purchase of tickets for a means of transport, communications in the process of transport services, negotiations on the issue of temporary residence of a tourist in a hotel, the conclusion of an appropriate contract, and the transfer of funds, etc. At the same time, if we are talking about outbound tourism, it also becomes necessary to convert the currency of one country into the currency of another country, communication during hotel accommodation, etc. At the same time, various, separate aspects of the essence of the tourism business can also be revealed in the process of various types of private scientific research. Thus, the ethical essence of tourism can be revealed as a result of research, ethical aspects, and issues in various types of tourism ([Klimova, 2014](#)).

The essence of regional tourism can be comprehended in the process of studying strategic components (cultural and historical tourism, ecological tourism, rural tourism) and aspects of

regional tourism. One of the most promising directions in the development of scientific support for the tourism sector can be recognized as a conceptual approach, which consists of the formation of a systematic, scientific view of tourism (Butsenko, 2015). At the same time, based on the results of the study of post-crisis development, the cluster approach can be recognized as a promising form of tourism development. In the conditions of post-industrial and post-crisis development, the cluster principle may be the most promising form of organization and development of tourism (business). In the 21st century, we can expect the formation and development of specialized tourist clusters. Such tourist clusters use the competitive advantages of the region: weather, recreational, cultural, and other advantages of the home region; cultural monuments, and museums located on the territory of a certain region. In Russia, the formation of tourist clusters takes place within the framework of the implementation of the Federal Target Program for the Development of Inbound and Domestic Tourism (Afanasyev, 2016; Kulgachev *et al.*, 2022).

The analysis shows that the roles of the tourism business can be called:

- (i) realization of the human right to free movement in the interest of satisfying human needs and with an emphasis on personal development;
- (ii) development of social and economic ties in the process of meeting the needs of society and a particular individual;
- (iii) development of the economy and maintenance of employment in tourist clusters and much more.

The scientific theory of this type of business as a structural element of the service sector can become a tool for improving the efficiency of the tourism business. Tourist servicology can also be considered a structural element of the modern general science of service (servicology) and the general theory of science.

Let's agree to call tourism servicology a scientific discipline dedicated to the synthesis of scientific knowledge and technology. The scientific theory of tourism services covers the philosophy of tourism; the ideology of tourism; tourism policy and much more (Pimentel, 2022). Such a theory includes the whole complex of scientific problems, policies, motives, methods, techniques, tools, technologies for designing innovative services, and technologies in tourism. The structure of this theory may include the study of the processes of design and distribution of tourist services; methods of financing investments in the creation of tourism clusters; methods of analyzing the financial results of tourism activities; the impact of the service sector in tourism on the development of the national economy, tourism industry, and society.

From the point of view of the theory of cognition (epistemology), tourism servicology can be presented as a methodology for theoretical and applied research in tourism; management of methods for solving scientific problems facing the modern tourism industry; studying the relationship of tourism with the economy and society (Glushchenko *et al.*, 2017).

The scientific method in tourist transport servicology will be called a system of research principles and techniques by which objective knowledge of scientific processes and socio-economic results of a system design of a complex of services and technologies of their implementation in the tourism industry is achieved.

The economic and social role (significance) of tourism servicology is related to the effectiveness of performing the functions of this servicology. At the same time, it should also be taken into account that this is part of the service sector, which is aimed at meeting the needs of the economy, society, and a particular person in tourist services.

The formation of the conceptual apparatus, the theoretical foundations of scientific research, and the methodology of research in the field of tourism services, individual such

services, phenomena, and processes, the formulation of laws and categories of tourism servicology, the development of management tools for scientific research, innovative project, the life cycle of tourism services can be attributed to the methodological function of tourism servicology.

The processes of accumulation, description, the study of facts of reality in the tourism service industry, its scientific research, innovations, technologies in this field of service at various levels of hierarchy, analysis of specific phenomena and processes in the field of tourism service, scientific research are part of the cognitive function of tourism servicology.

Development of methods and tools for managing scientific research in all segments of the tourism services sector, formation of management of innovative projects in the field of such services, technology, and service lifecycle management; development of practical recommendations for government agencies, research organizations, organizations in the field of tourism services; preliminary assessment of the effectiveness of such services and their modernization can be included into the regulatory (instrumental) function of tourism servicology.

Substantiation of the need to develop new legal norms in the interests of the development of tourism services, innovations in the field of such services, and forms of responsibility in the provision of tourism services are included in the legislative function of tourism servicology.

Synthesis and/or selection of the best (from a certain criterion point of view), achievement of safe and environmental conditions and consequences of the functioning of the sphere of tourist services, technologies, methods, and techniques for the implementation of this type of services in the economy and social progress can be included in the optimization function of tourism servicology.

The assessment of the state of the sphere of tourist services as a branch of the economy and a structural element of social processes in the future from the point of view of the possibility of developing certain areas and parts of the sphere of tourist services in the future, taking into account changes occurring under the influence of scientific and technological progress in various fields of science, technology, information technology, should be ranked among the elements of the predictive function of tourism servicology.

The development and implementation of proactive and preventive measures based on the results of the forecast of the development of science and technology, taking into account the possibility of the development of geopolitical, and economic crises in the field of tourism services, taking into account possible man-made disasters, technological crises and other types of negative events (risks) are part of the preventive function of tourism servicology.

Explaining to the population the need for financial and other costs for the continuous development of scientific and innovative activities in the field of tourism services, acceleration of scientific and technological progress in the provision of tourism services, the orientation of society to the sustainable nature and effective management of scientific and technological progress in the field of tourism economy and social processes in the field of tourism services can be included in the psychological function of tourism servicology.

The dissemination of knowledge about the role and importance of modern science, technology, technology for the modern sphere of tourism services and the impact of tourism on the development of the infrastructure of the state and society, the need for effective measures to develop scientific support for the development of tourism services among the general population is the content of the function of socialization of knowledge in the field of tourism servicology.

Registration and accumulation of knowledge in the interests of providing comprehensive tourism services to consumers, ensuring the creation of adequate management systems for scientific and innovative processes in the field of tourism services, including planning, organization, motivation, and control of the results of scientific and innovative processes in the field of tourism services, can be included in the system-forming function of tourism servicology.

Optimization of the processes of development of scientific support in the field of tourism services and innovative development of tourism, reduction of risks of damage and negative deviations of results in the process of development of tourism services, during research and implementation of innovative projects in this area, improvement of financial results in the field of tourism services can be considered and are the roles of tourism servicology.

Stable causal relationships between the methods of scientific research and the implementation of innovative projects in the field of tourism services and the observed financial results from the functioning of the service sector, stable logical connections in the interaction of parts and relationships arising in the process of development of the field of tourism services can be called the laws of tourism servicology.

The laws of tourist servicology include the following:

- (i) the tourist service can be considered as a subsystem (branch) of the economy and public life at the same time;
- (ii) the reasons for the accelerated development of the tourism service sector are the globalization of economic and social life;
- (iii) the increase in the number of types (differentiation) and the continued further specialization of tourist services (service) are determined by the increasing complexity of economic, economic and social life in general in post-industrial conditions;
- (iv) the sources of the design of tourist services are the desire to adapt to the rapid change in economic conditions during the crisis and the increase in migration flows in the social sphere of society;
- (v) models and criteria for the effectiveness of tourism services should include both economic, social, and time indicators, as well as reflect the safety of tourism;
- (vi) due to the continuation of the trend of the increasing complexity of financial and economic activities and increasing social mobility of the population, the importance of the tourism service sector will increase;
- (vii) the further increase in the complexity of financial and economic activities and public life creates the need and trend for a systematic approach and increasing complexity in the provision of tourism services.

To find ways to integrate tourism and museum business, we will consider the relevant provisions of museum business and museum servicology.

In Russia, the science of "museology" is devoted to the study of the activities of museums. At the same time, foreign researchers have preferred the term "museology" since the 19th century. The content of the museum business includes the search for artifacts; description, storage of scientific and cultural artifacts; familiarization with these artifacts to the general public. The main content of the museum activity can be recognized as the preservation and socialization of the facts of history, science, and culture. Regarding the functions of the museum business, several approaches have developed. With a culturological approach, the functions of the museum for the acquisition of funds (thesaurus) and the preservation of valuables are singled out as a key function of the museum business. The storage and transmission of socially significant information stand out as a function of the museum with an institutional approach. With the subject approach, the main function of museums and

museology is recognized as the definition of criteria for the "museality" of objects and the evaluation of objects in the interests of their selection, storage, and representation in museum collections.

This study notes the possibilities of using the museum exposition in the interest of spreading knowledge among the population and tourists. Modern museum business is characterized by the use of achievements of scientific and technological progress. In the conditions of post-industrial globalization, museum activity is increasingly becoming one of the business areas. This gives grounds to attribute the functioning of museums to the service sector. To increase the efficiency of such a business, the development of museum science and management is required.

In addition, we should not forget that the economic function of (in particular, private) museums can be called the thesaurus function. The thesaurus function includes the search, evaluation, and storage of artifacts as non-monetary assets that are not subject to inflation. It is the museum value of the artifacts that make them non-monetary assets in which investors seek refuge during the crisis-induced inflation of credit money. Museum non-monetary assets along with other types of non-monetary assets (real estate, gold, precious stones) can be considered structural elements of the financial market and a way to preserve wealth in times of crisis and inflation.

All this naturally leads to the development of a systematic approach consisting of the use of various kinds of artifacts (historical, cultural, natural) for the development of regional tourism, and national and international tourism ([Andreev, 2007](#)).

Since the purpose of this article is to synthesize the methodology and mechanism of integration of the museum and tourism business, it is important to answer the following questions to assess the possibility and conditions of such integration: 1. "Is it possible for museums to implement the same functions that are inherent in the tourism business"? 2. "Is it possible to combine the functions of the museum business and tourism into one comprehensive service for the client"?

As already noted, in modern science, the museum business is considered both a way and a tool for spreading knowledge about the surrounding world. Museum services perform the epistemological function of complete and reliable knowledge of the world through the contemplation by the museum visitor of artifacts describing the relevant economic, cultural, and social environment. Tourism also performs a similar function.

In the process of cognition, museum visitors synthesize a complex of representations and mental models of reality, to which the artifacts presented in museums belong, which allows us to talk about the ontological function of the museum and tourism.

The ideological function of museums finds expression in the fact that museum visitors change their worldview based on the knowledge stored in museum exhibits. This leads to the formation of a larger-scale and holistic picture of the world among museum visitors. A similar process occurs during a tourist trip.

The axiological function of museums is that in the process of getting acquainted with artifacts, museum visitors experience a rethinking of values, which suggests that the modern museum business performs the task of synthesizing and analyzing the values of production and life processes. A similar process can occur as a result of a tourist seeing the reality of a new country or region for him.

At the same time, in the process of studying artifacts and the associated process of mental activity, in particular, comparative analysis of artifacts and their analogs from modernity or

other cultures and production systems, the most important function of the museum business can also be formed.

Comparison of artifacts with modern analogs makes it possible to determine the directions of human progress within the predictive function of the museum business.

The proximity of many functions of museum business and tourism creates the basis for the integration of their services into a single comprehensive service.

The museum business also has a prestigious (brand, image) function, within which: firstly, museum visitors increase their self-esteem as a cultural layer of their nation; secondly, the most important museums, such as the Louvre (Paris, France), the Hermitage (St. Petersburg, Russia) and others they have become brands that create the image of the cities in which they are located. The prestigious (image, brand) function of tourism and museum business at the same time can include, for example, paleontological tourism, which is considered brand-forming tourism of Yakutia ([Gogoleva, 2019](#)).

The analysis shows that the roles of the museum business can be considered:

- (i) realization of the human right to freely receive and transmit information, the satisfaction of human needs for self-expression and cultural development of the individual;
- (ii) maintenance and development of social communications and connections in society during the functioning of museums;
- (iii) development of the economy and maintenance of employment in the regions through the employment of skilled labor in museums and more.

The development of a new scientific discipline - museum serviology can increase the efficiency of museum activities. At the same time, museum serviology can also be considered a structural element of the modern science of service (serviology), the general theory of science.

Museum serviology is proposed to be considered a scientific discipline dedicated to the synthesis of scientific knowledge and technology, which covers philosophy, ideology, law, the whole complex of scientific problems, politics, motives, methods, methods, tools, and technologies for designing innovative services, technologies of museum activity.

From the point of view of the theory of cognition (epistemology), museum serviology is a methodology of theoretical and applied research, and management of methods for solving scientific problems facing the modern museum industry, economy, and society in the field of museum service ([Glushchenko, 2022](#)).

The scientific method in museum serviology will be called a system of research principles and techniques by which objective knowledge of scientific processes and socio-economic results of a system design of a complex of services and technologies for their implementation in the museum industry is achieved.

The economic and social role (significance) of museum serviology is related to the effectiveness of performing the functions of this serviology. At the same time, it should be taken into account that this is part of the service sector, which is aimed at meeting the needs of science, the economy, society, and a particular person in museum services.

The formation of the conceptual apparatus, the theoretical foundations of scientific museum research and the methodology of research in the field of museum services, individual services, phenomena, and processes, the formulation of laws and categories of museum serviology, the development of tools for managing the life cycle of museum services can be attributed to the methodological function of museum serviology.

The cognitive function of museum servicology includes the processes of accumulation, description, the study of the facts of reality in the field of museum service, its scientific research, and innovations in this field of service.

The regulatory (instrumental) function of museum servicology includes the development of methods and tools for managing scientific research in this part of the service sector; management of innovative projects in this service sector; development of practical recommendations for government agencies, research organizations, organizations of this service sector (museums); preliminary assessment of the effectiveness of such services and their modernization projects.

The legislative function of museum servicology covers the justification of the need to develop new legal norms in the interests of the development of museum services, innovations in this part of the service sector, and forms of responsibility in the provision of such services.

The optimization function of museum servicology includes the synthesis and/or selection of the best ways to achieve safe and environmental conditions and the consequences of the functioning of the sphere of museum services, technologies, methods, and techniques for the implementation of museum services in the economy and social development.

The prognostic function of museum servicology includes an assessment of the state of the museum services sector as part of the economy and society in the future from the point of view of the possibility of developing certain areas and parts of the museum services sector in the future, taking into account the ongoing changes under the influence of scientific and technological progress in the fields of science, technology, technology.

The preventive function of museum servicology includes the development and implementation of proactive and preventive measures in the museum business based on the results of the forecast of the development of science and technology, taking into account the possibility of the development of technical and economic crises in the field of museum services, the prevention of crises and other types of negative phenomena.

The psychological function of museum servicology covers: explaining to the public the need for financial and other costs for the continuous development of scientific and innovative activities in this field of museum services; positive perception of the acceleration of scientific and technological progress in the provision of museum services; orientation of society to the sustainable nature and effective management of scientific and innovative resources; positive perception by the society of the economy of technological progress in the field of museum services.

The function of socialization of knowledge in the field of museum servicology covers dissemination of knowledge about the role and importance of modern science, technology, technology for the modern sphere of museum services; formation of methods for assessing the impact of culture, science, the infrastructure of the state and society on socio-economic progress; justification of the need for effective measures to develop scientific support for the development of museum services among the broad strata population.

The system-forming function of museum servicology consists of the following: registration and accumulation of knowledge in the interests of comprehensive servicing of consumers of these services; ensuring the creation of adequate management systems for scientific and innovative processes in the field of museum services, including planning, organization, motivation, and control of the results of scientific and innovative processes in the field of museum services.

The roles of museum servicology are the formation of the cultural status of the country; optimization of the processes of development of scientific support in the field of museum

services; increasing the efficiency of innovative development of the museum sector; reducing the risks of damage and negative deviations of results in the process of development of the museum sector. in the field of museum services; individualization of scientific research in the implementation of innovative projects in this area; improvement of financial results in the field of museum services and more.

The laws of museum servicology can be called stable cause-and-effect relationships between methods of scientific research and the implementation of innovative projects in the field of museum services; observed financial results and technologies of functioning of the field of museum services; stable logical connections in the interaction of parts and relationships arising in the field of museum services; relations of the processes of development of the field of museum activities.

The following can be attributed to the laws of museum servicology:

- (i) Museum service can be considered as a subsystem, part of the economy, science, culture, and social life at the same time;
- (ii) The reasons for the accelerated development of the museum service sphere are the growing need for geopolitical and cultural self-identification and positioning of national economies and societies in the context of globalization and global crisis at the same time;
- (iii) Increasing the number of types (differentiation) and continuing further specialization of museum services (service) it is explained by the increasing complexity of cultural, scientific, economic, and social processes;
- (iv) The sources of designing new museum services are an adaptation to the rapid change in conditions and the increase in the directions of growth of the cultural, scientific, economic, and social spheres;
- (v) Models and criteria for the effectiveness of museum services should include cultural, economic, social, and time indicators at the same time, as well as reflect the safety of these services;
- (vi) Due to the continuation of the trend of the increasing complexity of financial and economic activities and the mobility of the population in the context of the global crisis, the importance of the museum service sphere may increase in the future;
- (vii) A further increase in the complexity of financial and economic activities and public life may lead to the need for a systematic approach and increased complexity in the provision of museum services;
- (viii) Museum artifacts can be considered one of the key types of non-monetary assets during the global crisis.

The study of similarities and differences, and the interrelationships of tourism and museum business allows us to proceed to the synthesis of the methodology of their integration.

The methodology of integrating tourism and museum business can be explained by examples. As an example of the integration of tourism and museum business within the prestigious function of tourism and museum business, for example, paleontological tourism, which is considered as the brand-forming tourism of Yakutia. But, this is a vivid special case of such integration. A certain methodological basis is necessary for the systematic integration of tourism and the museum business.

The four-level service model can be used to synthesize the methodology of integrating tourism and museum business. Integration of tourist and museum services (and business) is possible by systematically combining them in the interests of creating a comprehensive tourist and museum product (service). Such a product does not coincide (due to the emergence effect) in its properties and qualities with either tourism or the museum business.

The emergence of a comprehensive service provides synergy-the effect of a disproportionately large increase in the socio-economic effect of using an integrated product.

The methodology for integrating museum and tourism services may include several steps:

- (i) The four-level model of the tourist service is determined. This model includes the following levels: the main purpose of buying a tourist service (the first level); the properties of this service (the second level); a service with reinforcement (factors contributing to the purchase of the service) –at the third level of the model; assessment of the long-term impact of the tourist service on social and economic relations (the fourth level of the service). All these characteristics of the service model are collectively considered as an incentive to purchase a tourist trip.
- (ii) A historical or cultural factor is determined (one of the properties of a tourist service) that can enhance the effect, the probability of achieving the desired effect, in the structure of the motive of the trip or create conditions for the easier achievement of the main purpose of the trip.
- (iii) A set of four-level models of the museum service is being developed, including the main purpose of the museum service (the first level of the model); the properties of the museum service (the second level); factors facilitating the receipt of this service (the third level); assessment of the long-term impact of the museum service on the state and culture of relationships (the fourth level of the service).
- (iv) Based on a logical comparative analysis of the required properties of the museum service and the real properties of museum services existing in a given area, the museum service is chosen that is most harmoniously suitable for this tourist service.
- (v) If, as a result of the analysis according to paragraph 4 of this methodology, it turns out that the necessary museum service is missing, it means that a promising entrepreneurial need has been discovered in the museum business, which will be aimed at integrating tourism and the museum business.
- (vi) If, as a result of the analysis according to paragraph 4 of this methodology, it is determined that there is a branded museum service for which there is no tourist service that includes it, then this may signal that a promising entrepreneurial need in tourism is likely to be discovered, contributing to the integration of tourism and museum business.

In Example no 1, this study is developing a four-level model of business tourism services. The first level of business tourism services (the main purpose or benefit) is the conclusion of contracts with local business circles.

The second level of business tourism services consists of the properties of this service: the cost of the trip; the duration of the trip; the hotel service included in the tour; the museum service included in the tour and more.

The third level of a business tourism service (a service with reinforcement) consists of factors that facilitate the acquisition and increase the consumer properties of this service: the possibility of crediting a trip; tourist insurance, an additional or more comfortable transfer of a tourist on a trip, and more.

The fourth level of business tourism services (strategic and environmental impact services) includes a description of factors contributing to the maintenance of strategic business contacts, and agreements between countries, residents of which are businessmen entering into a partnership through such tourism, etc.

Based on the purpose of the trip, the museum service of the local history museum can be considered the most suitable for integration with such tourism. When visiting such a museum,

a tourist (businessman) will be acquainted with the history and peculiarities of business and production development in the area of his tourist stay, and business customs. This can facilitate negotiations between a businessman who came as a tourist and representatives of local business circles. This can make it possible to conclude a contract more quickly, with lower costs, and reduce the risks of subsequent business relationships.

The four-level model of the museum service includes the following elements. The first level of the museum service model reflects its main purpose: the preservation of artifacts and information, and the familiarization of visitors with the history of the development of this area, including the peculiarities of production and business in this area.

The second level of the museum service model describes the main properties of this service; the price of the excursion; the period of the museum's work and excursions; the set of topics of guided tours; the depth of consideration of the topics of excursions; the qualifications of guides, etc.

The third level of the museum service model (reinforcement service) describes the factors that increase the accessibility (inclusiveness) of the service and increase its quality. This level includes the ability to pay for services with a bank card; the ability to provide services on credit; the ability to book services, etc.

The fourth level of the museum service model reflects its strategic impact on the state of culture of economic relations between representatives of the two countries, etc.

After that, by comparing the properties of the tourist and museum services, it is possible to establish the possibility of combining these separate services into one comprehensive service.

The creation of a mechanism for the integration of tourism and museum business services is as follows:

- (i) highlighting certain customer needs that can be met with the help of a comprehensive tourist and museum service;
- (ii) description of methods and tools that allow combining individual tourist and/or museum services into a single integrated product;
- (iii) determination of motivation factors for customers buying a comprehensive tourist and museum product;
- (iv) analysis of the possibility of combining tourist and museum services into a single integrated product;
- (v) deciding on the introduction of a comprehensive tourist and museum product to the market.

As a result of the research conducted in the article, it is established that the proximity of the social and economic functions of these types of services, namely tourism and museum business, can be considered as a necessary condition that creates an opportunity for their integration and the emergence of a new quality of these types of services.

The new quality of these services lies in the fact that tourism becomes a way of spreading (socializing) historical and cultural knowledge about the tourist's temporary stay area, which creates a certain cultural and business image of this area and promotes the development of economic ties. At the same time, the museum business (service) becomes a tool for eliminating uncertainty in the knowledge of business partners, a tool for creating an atmosphere of trust in their relations, then the museum business contributes to the expansion of economic ties of the region hosting tourists.

At the same time, the potential for the integration of tourism and museum business is realized not "automatically", but by designing, and evaluating the main purpose of the

properties and qualities of two types of services using a four-level model of tourism and museum services.

The example given in the article confirms the effectiveness of the proposed methodology for creating a mechanism for integrating tourism and museum services and can be used to open new business segments (entrepreneurial niches) in the tourism and museum business.

4. CONCLUSION

The article develops methodological foundations for the formation of a mechanism for the integration of tourism and museum business, describes the functions of tourism and museum business, and conducts a comparative analysis of these functions. This analysis showed the proximity of the functions of tourism and museum business. It is proved that this (proximity of functions) opens up opportunities for the integration of tourism and museum business at the level of their functions.

The article develops four-level models of tourist and museum services. At the same time, it is shown that the presence of similar properties of tourist and museum services makes it possible to integrate a museum service into a tourist service. The four-level models of tourist and museum services developed in the article allow for designing and evaluating their quality based on structuring and evaluating their properties. The paper proposes a methodology for the formation of a mechanism for the integration of tourism and museum business. The results of the article can contribute to the creation of a synergistic effect when selling complex tourist and museum products.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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