

## SUMMARY

**Subject matter:** Improving exhibition management at the municipal level.

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**Information about customer organization:** The Pyatigorsk Museum of Local Lore.

**Topicality of the research:** The modern period of the development of socio-cultural activity is characterized and determined by fundamental changes of organization of exhibition activity. The importance of exhibitions has grown.

Nevertheless, there is the problem of low efficiency of exhibition management in museums and other institutions of the socio-cultural sphere. In addition, there are no theoretical and practical studies and methodologies focused on understanding the essence of modern exhibition activity as an auxiliary socio-cultural tool in the system of strategic management of institutions and products of the socio-cultural sphere.

The **objective** is to develop mechanisms for improving the management of exhibition activity at the municipal level on the basis of studying of modern approaches to the organization of exhibition activity.

**Tasks** of the research:

1. To explore the concepts, functions and classifications of exhibition in the socio-cultural sphere.
2. To determine the systematic basis for the organization of exhibition activity in the socio-cultural sphere.
3. To consider the experience of the formation and development of exhibition activity abroad.
4. To consider the features of the development of exhibition activity in Russia.
5. To analyze the features and prospects of the development of the exhibition management process in the museums of the Stavropol Region on the example of the State Budgetary Educational Institution of Culture of the Pyatigorsk Museum of Local Lore.
6. To develop guidelines for improving the management of the exhibition activity in the State Budgetary Educational Institution of Culture Pyatigorsk Museum of Local Lore.

**Object of research** is an exhibition activity in the institutions of socio-cultural sphere.

**Subject of research:** is the management of exhibition activity in museums as institutions of the socio-cultural sphere.

**Theoretical and practical significance of the research.**

The theoretical significance of the study lies in the study and synthesis of materials on the problems of organizing and managing exhibition activity in the socio-

cultural sphere. The presented research material can be used to improve the process of managing exhibition activity in museums at the municipal level.

The practical significance of the study is to develop recommendations for improving the management of exhibition activity in museums, in particular, in the State Budgetary Educational Institution of Culture Pyatigorsk Museum of Local Lore. These developments can be used in other social and cultural institutions engaged in exhibition activities, which will favorably affect the development of the socio-cultural environment of the region.

**Results of the research:**

Discusses the concepts, functions and classification of exhibition activity as part of the socio-cultural sphere; identified a systematic basis and modern approaches to the organization of exhibition activities; describes the experience of the formation and features of the development of exhibition activity abroad and in Russia; The analysis of the exhibition management system in the museums of the Stavropol Territory was carried out on the example of the State Budgetary Educational Institution of Culture Pyatigorsk Regional Museum proposed ways to improve the process of managing exhibition activity in the State Budgetary Educational Institution of Culture Pyatigorsk Museum of Local Lore.

**Recommendations:**

1. Study the weaknesses of the organization of exhibition activity at each stage with the help of a checklist on the organization and verification of the effectiveness of exhibition activity in the museum.
2. Drawing up and introducing a form of distribution of duties between museum staff in the process of implementing exhibition activities.
3. Introduction and approbation of methods for analyzing the attendance of exhibitions at the museum, as well as evaluating the reaction of visitors to the proposed service.
4. Determination on an empirical basis of the list of exhibitions and expositions that will be of interest to the target audience.
5. Presentation of a plan to expand the target audience of exhibition activity in the museum.