**Project title:** Theory aspects of gadget implementation into museum excursion services.

**Author:** Olga Gachkova, [olga\_gachkova@mail.ru](mailto:olga_gachkova@mail.ru), Higher School of Economics, St.Petersburg School of Economics and Management, Master Program “Experience Economy: Tourism and Hospitality Management”.

**Introduction:** Latest technologies adoption to all spheres of life in XXI century has formed a new consumer. This process became a challenge for all cultural institutions. Paradigm change in museums – from conservative and reserved storage of cultural heritage it turns to an open to communication global space – thrown most museums into a dilemma: to implement modern technologies into everyday museum activities, or to remain a reserved establishment where a visitor is only a passive observer. The second scenario inevitably leads the museums which prefer not to open to general audience and involve visitors into active communication with cultural heritage to lose popularity, visitors and government support.

Nowadays we can examine the ways how museums “struggle for visitors”. Once they attracted a visitor they have to hold him while developing strong communication “museum-visitor”.

One of the main mediators of such modern communication is gadgets. Their development is quite spotty and non-homogenous due to different reasons. However a lot of cases all over the world and even a bigger number of scientific research show that such technological innovation creates better communication between museums and their visitor. So, there is a consequent question: why some museums prefer to stand apart of than progress?

The field investigation (30 museums of St. Petersburg) which was carried out December, 2013, showed that museum personnel involved in solution-making process sometimes even has no idea of museum gadgets. Therefore the main aim of the article is to reveal main theoretical aspects of gadget-culture in museums, find different approaches and definitions and classifications of museum gadgets because it is impossible to change the technological development policy of each museum without full awareness of all opportunities the gadgets can offer.

**Aim and Objectives**

To reveal main theoretical basis of museum excursion technologies and gadgets: give definitions of “gadget”, different classifications and scientific approaches.

**Methodology and data**

Research part includes analysis of Russian and foreign scientific sources, such as articles, case-studies, and etc.

**(Expected) Results**

The result of the research is systematized knowledge of museum gadgets and development of existing and new classifications of gadgets.

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