

ARCHAEOLOGICAL SITES MUSEUMIFICATION WORLD EXPERIENCE

The article deals with the principles of research and careful preservation of unique archaeological monuments in the world. A number of recommendations which the monument must conform to is set; Classical approaches to the creation of open-air museums, as well as some innovative techniques are analyzed. The features of the functioning of open-air museums are examined. The analysis of a number of world popular historical and archaeological parks and ethnographic museums in Ukraine is held. Necessarily of a future research relevance is substantiated

Key words: archaeological site, museumification, skansen, ethnocultural heritage, open-air museum.

Анна Соколенко. СВІТОВИЙ ДОСВІД МУЗЕЄФІКАЦІЇ АРХЕОЛОГІЧНИХ ПАМ'ЯТОК. У роботі розглянуті принципи дослідження і об'єктивного збереження унікальних пам'яток археології у всьому світі. Вказано ряд рекомендацій, яким повинен відповідати пам'ятник; проаналізовані класичні підходи до створення музеїв під відкритим небом, а також деякі інноваційні прийоми. Розглянуто особливості функціонування музеїв під відкритим небом. Проведено аналіз ряду популярних історико-археологічних парків світу і подібних етнографічних музеїв в Україні. Обґрунтовано актуальність дослідження даного питання в майбутньому.

Ключові слова: археологічні розкопки, музеєфікація, скансен, етнокультурна спадщина, музей під відкритим небом.

Анна Соколенко. МИРОВОЙ ОПЫТ МУЗЕЕФИКАЦИИ ПАМЯТНИКОВ АРХЕОЛОГИИ. В работе рассмотрены принципы исследования и бережного сохранения уникальных памятников археологии во всем мире. Указан ряд рекомендаций, которым должен соответствовать памятник; проанализированы классические подходы к созданию музеев под открытым небом, а также некоторые инновационные приемы. Рассмотрены особенности функционирования музеев под открытым небом. Проведен анализ ряда популярных историко-археологических парков мира и подобных этнографических музеев в Украине. Обоснована актуальность исследования данного вопроса в будущем.

Ключевые слова: археологические раскопки, музеификация, скансен, этнокультурное наследие, музей под открытым небом.

Significance of the study. With the historical and cultural point of view Ukraine is a unique world region; here was discovered and investigated about 100 thousand different archaeological sites that testifies area's deep ancient roots. tolerant attitude to cultural heritage and awareness of the need of its protection in Ukraine had come up a hard way: not only due to external factors (such as war or revolution) that affect familiar environment, but gradual awareness of the need to preserve internal sites, as reminders of the past. The current state of economic, social, political, social and cultural development of society determines the necessity of a careful attitude to historical and cultural heritage. Unfortunately, during the study of archeological monument is destroyed and some selected materials enter scientific funds or museum institutions.

Literature review. The research of archaeological heritage preservation was and remains the focus of attention of many science professionals around the world. Problems of sites museumification in Ukraine and abroad are studied by Alekseev V. [2], Afanasyev O. [3], Danyluk A. [5], Kich T. [7], Kirpan A. [8], Ahrens C. [1], Hudson K. [13].

The purpose of the study is to show mission of establishment and maintenance of open-air museums, general principles of world museumification experience, to investigate characteristics of archaeological sites museumification methods in different countries and explore some Ukrainian museums.

Main body. Museum tourism is a specific activity in the field of cognitive tourism related with production and sale of museum-natured tourist products (exhibitions, internal and external excursions, museum shops, etc.) and tourism cycle (accommodation, supply, transfer, information, etc.). Museum's innovative form is

skansen.

Skansen is a common form of ethnographic museums that are created on the basis of representative pieces of ethnic and landscape environment and non-material ethnocultural heritage [11]. It's a kind of architectural and ethnographic open-air complex of mini-museums in separate buildings. Museumification is a museum activity, lies in converting historical, cultural or natural objects into museum exposure to maximize the preservation and identification of historical, cultural, scientific and artistic value [6].

As the 19th century was a period of great change throughout Europe, and Sweden was no exception. Many feared that the country's many traditional customs and occupations might be lost. Although the idea of an open-air museum first appeared in 1790 in Denmark, the first open-air museum was founded in 1881 in Sweden by Artur Hazelius. After extensive travelling, Hazelius bought around 150 houses from all over the country (as well as one structure from Telemarkin Norway) and had them shipped piece by piece to the museum, where they were rebuilt to provide a unique picture of traditional Sweden.

The word 'Skansen' from Swedish means the area, pitted with trenches, which was adapted in Stockholm to create the world's first open-air museum. Skansen became the model for other early open-air museums in Scandinavia and later ones elsewhere [11].

In the late nineteenth century, a whole network of similar museums called 'skansen' gained general meaning as a synonym for 'open-air museum', and the first open-air museum was founded just in the middle of the XX century on the site of archaeological excavations [13]. The main objective and mission of establishment and maintenance of open-air museums are as follows:

to preserve the most interesting authentic monuments;

to create proper conditions for free access to these buildings for people at large;

to raise their cultural level;

to exhibit folk culture and architecture, national objects, tools and crafts in a complex, to wit a model of landscape and environment;

to help to revive folk crafts and folk festivals;

to promote the tourism industry;

to solve scientific problems related to searching, collecting, studying and restoration of exhibits.

Skansens perform a number of functions, such as compensatory, recreational, cultural, educational, communicative, ecological, social, economic and others.

Despite the diversity of existing archaeological parks, however, there are some common features, which suggest formed standards in the development and operation of archaeological parks. In particular this applies to the current state monuments and the potential to turn it into a museum. Thus archaeological monument recommended for museumification must meet the following conditions:

be opened during archaeological excavations, and include historical sites, which can reconstruct the history of human society;

to have a sufficient degree of containment;

to have a convenient location [9].

Wide experience of other countries, despite the variety of approaches, allows some general principles:

1) the leading one is the principle of preservation: means of area sequencing should not held direct or indirect threat to archaeological sites;

2) priority for maintenance of natural and cultural landscape: museumification facility is one of the main elements of the natural and cultural landscape;

3) the principle of veracity involves objects to match the level of science-based information concerning the original look;

4) marked imaging principle: the most voluminous elements of planning structure should be indicated mainly symbolic (earth mound - over remains of a stone wall; pillars - in place of the eastern gate, etc.) with the help of creating information exhibition facilities that do not violate natural and cultural landscape integrity;

5) integrity principle: museumification should cover not be a separate period of time, but the elements with most compelling scientific reasons and interest for visitors;

6) reversibility and functionality principle: all elements and technologies used when the occasion requires, should be able to be removed without damage to original form of the complex;

7) 'multi-layerness' principle: object contains multiple layers of the information that open to a visitor according to his request and level of interest [10].

The process of creating such museums has its peculiarities. Objects discovered during excavations are usually presented within the exhibition halls - such approach creates a feeling of presence, acquaintance with the real historical environment. Monument is tried to fit into the natural landscape as organically as possible. In

places where human presence is given in signs (in the village within the city area, etc.) non-trivial solutions are used: for example, to exhibit archaeological objects underground in the subways, in public buildings or in traditionally-styled pavilion shelters [12].

The second important point is a technology of preserving the monument. There is no single approach to preserving and exhibiting archaeological excavations in archaeological restoration. In each case, chosen method depends on how we want to introduce visitors to the object, and how we can submit and materialize scientific knowledge. To date, three traditional methods of preserving were tested in archeology [9], but in the context of matter under inquire we want to consider modern alternative methods of preservation, which become available due to development of technologies.

Archaeological excavations allow confirming the initial assumptions, to test the hypothesis and get a good experience, but more detailed and scientific work on the study is possible using non-destructive methods of detection: aerial photography, geographic information systems (GIS), magnetometry, geolocation [12]. Unfortunately, it requires significant investments in science. Therefore, according to the author, we should look for a less costly alternative. In particular, involvement of computer technologies becomes increasingly popular.

Currently virtual reconstruction method is a common tool used for visualization of architectural monuments, groups of buildings and urban landscapes. Multimedia technologies used in creation of contemporary expositions, dramatically expanding the scope of the museum space and offer visitors new, previously inaccessible opportunities, including spatial structure of architectural structures, as well as address issues of restoration and broadly simulate the processes of architectural space. 3D modeling technology is used in architecture for almost 15 years [2].

In addition, it has already become possible to create a reconstruction of the events in their historical environment with the introduction of virtual characters script programs. For example, DI-Guy program which is tactical simulator with virtual characters which can be added as crowds of civilians, or a small army. Each character has liminal artificial intelligence that allows to coordinate them with some events and 'cooperate' with other characters within the script [22]. Of course, at the present stage of virtual reconstruction technology development some difficulties are exist [8].

Comparative characteristics of archaeological sites museumification methods are presented in a table 1.

Finally, the third factor, which is related to the established archaeological monument operation field, concerns tourist attracting and servicing. Each archaeological park has parking lots (often more than one); a visitors center (large parks may have more than one visit-center - main and additional). The integral part of the archaeological park are lecture halls and classrooms, where visitors can try their hand in activities of people that inhabited this territory during the period, which archaeological park is dedicated, such as pottery or making fire. In some parks, visitors also have the opportunity to take part in archaeological excavations conducted in the park [12].

In those museums where a comprehensive reconstruction of the past is conducted, historic buildings are not just individual exhibits, but form an interconnected complex. These are so-called 'live museums' with rich historic environment animation programs, where tourists are attracted with not only buildings and antiquity, but professional animators, whose classes reflect the way of

life, behavior, material and spiritual culture of past eras; they reveal traditional crafts and activities specific to the appropriate location and time, such as job of a miller, a weaver, a blacksmith, a potter, a carpenter, a distiller, a beekeeper and many others. And most often museum visitors are invited to try their hand under the guidance of a specialist.

Table 1

Comparative characteristics of archaeological sites museumification methods

Tame of the method	General characteristics	Advantages	Shortcomings
'Cap' method	Archaeological objects are exhibited indoors, erected over the excavated objects. In some cases – over displaced and re-mounted monument. Most often used in museumification of ancient settlements and burials	1) Academicism and traditional character of the method; 2) ability to access the monument at any time of the year; 3) the ability to save both valuable and fragile structures.	1) Infringement of adjacent cultural layer and visual communication with the environment; 2) the need for careful study of museumified objects; 3) architectural forms, sizes and building materials for future pavilions should also be carefully planned.
Method of natural conservation	The opened architectural monument is brought few changes, then the object is fixed with physico-chemical means of conservation for long term to show the viewers	1) The object is exhibited with insignificant changes; 2) the ability to save single parts.	1) Harmfulness of preserving materials, which leads to destruction of the object; 2) non-universality of the method due to vulnerability of individual objects.
Reconstructive and archaeological layout	Lost, but reconstructed from surviving detail object is restored in its place. The oldest parts preserved are overlapped in the trenches and cellars	1) The opportunity to reproduce a dilapidated object; 2) object reproduction with analogous material using the stored items and additional information (descriptions, drawings).	Resource- and labor-intensive method.
Virtual reconstruction	According to the results of archaeological excavations three-dimensional visualization of the simulation is carried out. Such reconstruction may be used for movable and immovable monuments, architectural ensembles, individual buildings and interiors and layouts of images or texts	1) Stagniness and visibility; 2) the opportunity to provide a complete view of the model or remodel it partly, based only on reliable sources; 3) the possibility of individual reconstruction of lost or partially damaged facilities, unrealized projects; 4) the ability to manipulate the scale.	1) Insufficient elaboration in terms of standardization; 2) lack of opportunity to track the level of scientific approaches and to separate facts from speculation; 3) fragmentation of existing descriptions (pictorial and scientific); 4) inability to verify the result with the primary sources; 5) resource-intensive method.

Skansens differ from conventional museums, above all, with the spectacular presence of an element. Their specificity is that they have opportunities of informal communication (while organizing performances, fairs, performances by folk groups), which, however, is one of the reasons for the popularity of these museums among different population groups. Some museums also remodel transport architecture of yesteryear. Historic transport in an open air museum acts utilitarian transport function, because museum area could be large. An integral part of skansen is traditional cuisine. Everything is prepared 'in sight' of visitors, and sometimes even with their help, which gives the dishes a greater coloring.

Among other things, European archaeological

parks regularly host various events of historical reconstruction and permanently - daily lives of its residents [13].

An example of a successful and rational organization functioning of archaeological site is conservation program of the British settlements. The program covers more than 2,000 fortified settlements of different chronological periods. Main purpose of the program is settlement landscape rehabilitation.

Depending on the scientific part of the program and funding, the cultural layer of the settlement (including slopes and shafts) could be either investigated or completely preserved. In this regard an absolutely specific system of restrictions and prohibitions exists:

- 1) it is forbidden to build at the attic or in the 'body' of the hill any construction;
- 2) it is prohibited to carry out earthworks, even slightly alter the natural geomorphological characteristics of a hill (except excavation and backfill excavation);
- 3) it is prohibited exclude settlement of the routes visiting mass [1].

Existing archaeological parks are very manifold in parameters. First of all, it concerns the area occupied by each park. For example, Esinohari historical park in Japan covers an area of over 100 hectares and Parkyna archaeological park in the US is only 8 hectares. In addition, parks differ by the number of archaeological sites located within the territory [7] (Table 2).

Table 2

World most famous historical and archaeological parks

Characteristic	Infrastructure	Culture and entertainment
Museum of Barbarian Times - Museum & Visitor Centre of Marle, France		
The park was created in 1991 on the results of excavations of the great Merovingian necropolis, ongoing since 1981. There are: a large necropolis (VI-VII century.), reconstructed frank settlement and a farm.	The exhibition is housed in the completely renovated medieval mill of XII century. Besides reconstructed cemetery farm and settlement, there is an 'archaeological city' where typical for Merovingian era crops are grown, and the pet zone. Own infrastructure is almost nonexistent. Most of facilities are in Marla.	'Alive History Festival,' all year round different thematic historical reconstruction are performed. Every day for park visitors life of Merovingian era is illustrated
Yosynohari Historical Park, Japan		
The first Yayoi era (III C.E. - III B.C.E.) study conducted In 1986. The park was opened to the public In 2001. In 2009 the park area made up 73.7 hectares and total area - 117 hectares.	The territory is divided into three main parts. A mini-theater and a restaurant are situated in the 'Entrance area'. 'Moat surrounded' area contains reconstructed ancient residence of the rulers of the state cult center. 'Ancient field zone' is given for different types of leisure. In 'Ancient Forest Zone' is planned to reproduce a forest that existed here in the Yayoi era.	There are fire extraction workshop, stone and bone jewelry manufacture, ceramic flutes manufacture, etc. In addition, volunteers from local residents hold a special historical reconstruction program 'Become an inhabitants of Yayoi settlement'
European Archaeological Park of Bliesbruck-Reinheim		
The park is a joint Franco-German project, which includes the archaeological excavation, reconstruction and the exposure of the Celtic and Roman cultures objects. It was opened in 1989 on the results of archaeological works on both sides of the Franco-German border. Archeological searches showed continuous settlement existence at this place for ten thousand years - from the Mesolithic to the era of the Great Migration	In the German part of the park there is a museum, which exhibits some of the findings from whole park territory. Except the museum, there are reconstructed Celtic Princess burial and Roman Villa. In the French part of the park there are partly reconstructed Gallo-Roman baths, and Roman road. In addition to reconstructed facilities in the park are cultivated plants that were in use in the Gallo-Romans. Park infrastructure includes exposition center, bus and car parking, canteens, two picnic sites, two areas for animated performances. About 40 thousand tourists visit park every year. The park square is about 70 hectares.	Beginning from 2004 a group of local residents in collaboration with scientists and park workers hold annual renovation of the early La Tène culture life (475-370 B.C.E.), including a crafts demonstration from weaving to blacksmithing. In 2011 more than 10 historical reconstructions were held.
Parkin Archaeological Park, USA		
The park is located on the northern outskirts of Parkin city, Arkansas, USA. It is about 8 hectares. Was founded on the site of a big Indian settlement of the X - XVI centuries.	There are: a visit center, two parking, berth for boats and a playground for a picnic in the park. In the Visitors' center a lecture hall, souvenir shop and an archaeological laboratory are organized.	Together with the park an archaeological research station was established, where long excavations and researches are hold. Visitors can observe the excavation process.

Continuation of Table 2

Дывноhir'ya, Russia		
The medieval IX-X century's fort, located near Divnohir'ya village in Voronezh region. Founded in 1988, it received the reserve status in 1991. Park area is 1100 hectares.	Varied monuments of federal and local importance: 17th century chalk churches; archaeological complex of monuments of the XI - XVII centuries (a small fortress, village, craft center and a cemetery), Bronze Age settlement	Research and sightseeing activities, museum and educational work, great attention is paid to the development of ecological and event tourism
Pirogovo National Museum of Folk Architecture and Life, Ukraine		
Arranged in 1969 at the territory of Pirogovo suburban village of Kyiv region, one of the biggest open air museums in the world. The territory covers 150 hectares.	Displays landscape, architecture and rural life in different regions of Ukraine (Middle Dnieper, Poltava and Sloboda, Polesie, skirts, Carpathian Mountains). More than 300 wooden buildings of the XVII-XX centuries are presented. Churches and homes were brought from various parts of the country. The compositional center of the complex is a group of windmills. Landscape is supplemented with wooden church, the oldest among them is Naddryprianska (1742)	Costumed holidays of folk handicrafts are hold; Sunday's concerts involve folk groups. Also you can visit the existing inn and tavern.

Parks differ by status of the creation initiators - the most developed archaeological parks almost always are created on the public authorities' initiative usually in face of the Ministry of Culture of countries where data are parks. At the same time, there are much more modest in scale archaeological parks, arising largely on the initiative of individuals supported by municipal authorities [4].

In Ukraine today there are seven large and medium-sized museums welcome visitors. By the scale of

activity (on administrative and territorial basis) Ukrainian skansens could be divided into (tab.3). In the future is planned to establish regional open air museums in Kamenetz-Podolsky, Ternopil and Korosten (Zhytomyr region). There are also plans to create a museum in Kharkiv, where to show more Slobozhanshchina architecture; in Dnipropetrovsk - to reveal the richness of the material culture of the Lower Dnieper, and a Seaside Skansen in Odessa [3].

Table 3

Ukrainian open-air museums

Allukrainian	Regional	District
Museum of Folk Architecture and Life in Kiev.	Pereyaslav-Khmelnitsky museum of architecture and life of the Middle Dnieper; Museum of Folk Architecture and Rural Life 'Shevchenko's Grove'; Skansen in Chernivtsi.	Zakarpatsky Museum of folk architecture in Uzhgorod; Museum of Folk Architecture and Rural Life in the Carpathian village Krylos, Ivano-Frankivsk region; Museum of the History of Agriculture in Volyn, p. Rokyni.

Placement of Skansen in Ukraine and projects of new museums are presented in the figure 1.

Conclusion. We can reasonably assert that Skansen is a new direction of museum tourism, which is at the stage of its development; a unique social and cultural system aimed at providing recreational, educational, aesthetic potential of leisure. The main purpose of Skansen is to convey the unique architecture, life and traditions of our ancestors to future generations in conditions as close to natural as possible.

Ethnographic Skansen offers visitors to use so-called 'time machine' and to learn many interesting things about the past and timeless in real. The role of a museum is to preserve cultural traditions and historical context generations is hard to overemphasize. Skansen provides a holistic view of the various spheres of national life and gives answers to many questions. In the scientific understanding materials of a complex is an excellent model for study of antiquities, so it is important to preserve the historical and cultural heritage for future research and promotion.

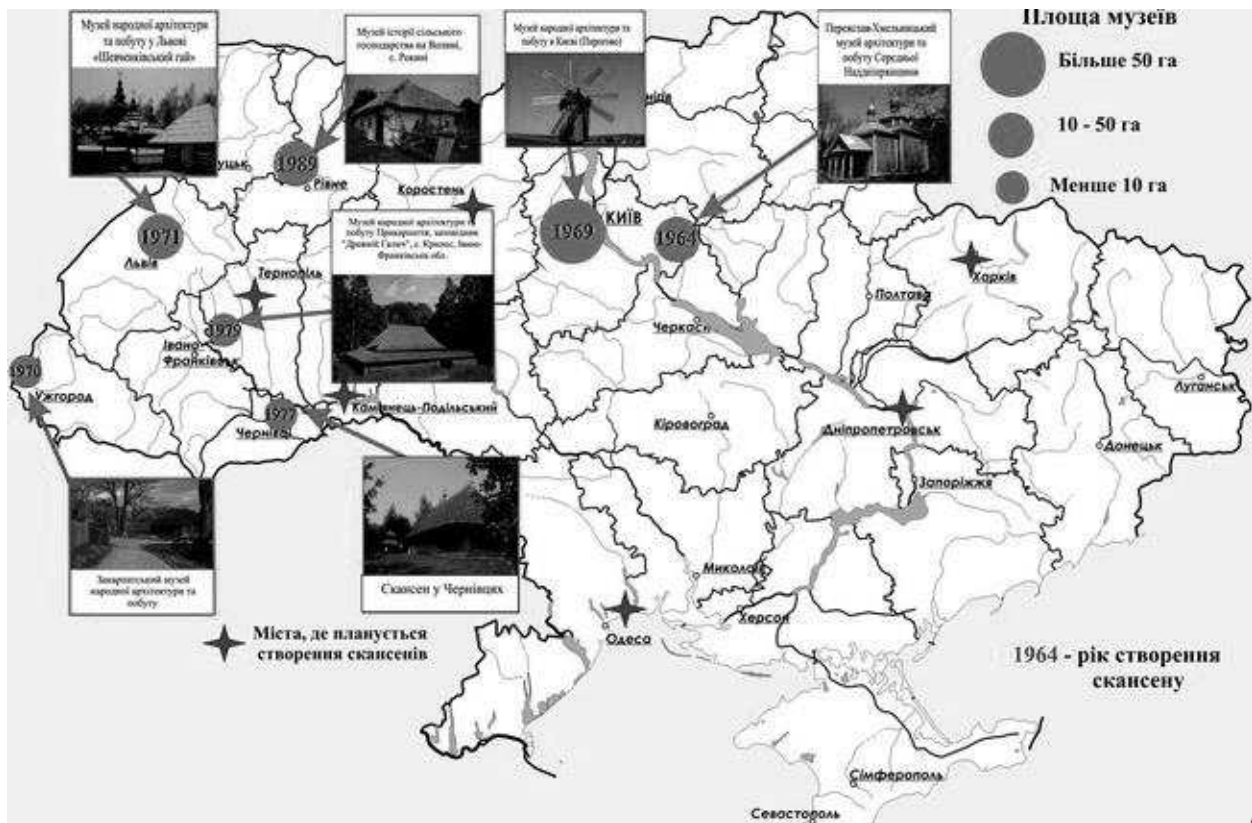


Fig.1. Ukrainian open-air museum (Skansen) [from 3]

The experience of different countries in the creation of open-air museums is not only cognitive interest, but also helps to preserve cultural heritage of Ukraine and especially archaeological sites.

The author believes that employing such methods

will bring the future to historical and cultural heritage of the country. It is also important to attract all possible archaeological sites to the tourist network. It is advisable to combine local history, archeology and tourism.

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Summary

Anna Sokolenko. ARCHAEOLOGICAL SITES MUSEUMIFICATION WORLD EXPERIENCE.

The lack of an integrated approach to tourism development in the region leads to the fact that the tourist potential is not used to full capacity. Ukraine has unique archaeological and ethnographical resources which could disappear without proper and careful attitude. Meanwhile, the problem of preservation of cultural and intangible heritage in Europe has been decided in the 19th century through the establishment of skansens. Skansen is an open-air ethnographic museum that is created on the basis of archaeological sites museumification, containing collections of historic structures. Skansens differ from conventional museums, above all, with the spectacular presence of an element. The main purpose of Skansen convey to future generations the unique architecture, life and traditions of our ancestors in conditions as close to natural as possible. Skansens have unique opportunities of informal communication (while organizing performances, fairs, performances by folk groups) so gives a wide field for recreation, cultural education, communication, scientific research and of course tourist attraction. Despite the diversity of existing archaeological parks, however, there are some common features and general functioning principles which are disclosed in the article. Process of creating of a scansen has its peculiarities: researchers employ both classical and innovative techniques as 'cap', natural conservation, reconstructive and archaeological layout and virtual reconstruction methods. There are a lot of scansens nowadays in Europe but only seven open-air ethnographical museums in Ukraine. The experience of different countries will help to combine our history, archeology and tourism using the most optimal method.

Key words: archaeological site, museumification, scansen, ethnocultural heritage, open-air museum.