



DEVELOPMENT OF AUDIO GUIDE FOR THE TOURIST ROUTE «TOP DESIRES COME TRUE», SHKOTOVSKY DISTRICT, PRIMORSKY REGION

Abstract:

Vladivostok market of excursion services don't use the audioguide. Audioguide - track used for self-acquaintance with the exposition, exhibition areas, and the device for playback. Their use is due to three main reasons. Firstly, the tourist gets qualitative information, liberated from "free verbiage" guide. Second, the economy: it's not necessary to pay salaries to audioguide. Third, using the audio guide can serve tourists from different countries in their own language. This project is aimed at travel agencies in Vladivostok, which will be responsible for promoting and selling audioguides, as well as transport companies, carriers, which today are the customers of the audioguide along the route "Top desires come true", The project is also aimed primarily at tourists coming to Vladivostok (Russian as well as foreigners).

Key words:

audioguide, excursion, tourists, foreigners.

- Description of choice food concept: the market excursion services in Vladivostok do not use the audio guide. Audioguide - track used for self-acquaintance with the exposition, exhibition areas, and the device for playback. Their use is due to three main reasons. Firstly, the tourist gets qualitative information, liberated from "free verbiage" guide. Second, the savings: audio guide is not necessary to pay salaries. Third, using the audio guide can serve tourists from different countries in their own language.
- Consumer Strategy: This project is aimed at travel agencies in Vladivostok, which will be responsible for promoting and selling audio guide, as well as transport companies, carriers, which today are the customers of the audio guide along the route Vladivostok-Nakhodka. The project is also aimed primarily at tourists coming to Vladivostok (Russian as well as foreigners).
- Marketing Strategy: Audio guides are widely distributed abroad, more and

in the absence of competition and offers completely new services for our market. Subsequently, when the

- If we consider the pricing policy, the actual use of pricing strategies "cream-skimming", as it is possible

tourist audio guide rental company:

audio guide for your mobile phone, PDA or any portable device via the Internet or use the service, taking in the city, should be able to continually receive information that they have the opportunity to download an

- Sales Organization: Measure attract consumers will be primarily advertising. Foreigners who come to

there are no competitors in the market.

have given the opportunity to hear a unique excursion with fashion historian. That is a whole at the moment solo tour to the recorder, and then worked with this material, brushed sound and everyone who wants to personal insight and exhibition Alexander Vasilyev managed a few. Organizers decided to record his debut - an audio guide to the project "City and fashion" with fashion historian Alexandre Vassiliev. As to hear a at the museum to them. VK Arsenyev. In 2010, residents and visitors to the city of Vladivostok new service Vilnius. In Vladivostok, this service is not common, however, was already an attempt to use the audio guide museums of Moscow, St. Petersburg, cities such as New York, Chicago, Prague, Venice, Florence, Berlin, "IDDK" and company "IC". At the beginning of 2011 they published more than 30 guides to the sights and developed and produces audio guides. In Russia, the independent developers audio guides are publishing of a GPS-based audio guide is a project Toozla.com. RFID technology uses the company Infotouch, which the position of the listener or the object that he is interested in and reproduce the desired area. An example

- Great perspective have audio guides using GPS technology and RFID, which automatically determine

to Internet sites), and the free (receiving advertising revenue).

for a fee. Independent developers distribute audio guides on a fee basis (in the form of discs or paid services Museum and others. For museum audio guides are one of the services to the public and are usually available audio guides (audio guide) can be found in museums such as the Hermitage, the Tretyakov Gallery, Pushkin more they appear in Russia. They are created as a museum, and independent developers. In Russia, the

DEVELOPMENT OF AUDIO GUIDE FOR THE TOURIST ROUTE «TOP DESIRES COME TRUE», SHKOTOVSKY DISTRICT, PRIMORSKY REGION

market will be saturated and there will be peer products, you will need to go to the decline in prices.

- Evaluation of the project

Indicator of efficiency	Value
Net present value - NPV, rub	1895488,6
Profitability index - PI	2,3
Payback period -PB, months	18

Thus, the evaluation of the project showed that the payback will come in 18 months.

2. Research and analysis of an audio tour in Russia and abroad

The world's first audio guide was developed by Philipps and appeared in 1952 at the exhibition in the Amsterdam Museum Stedelijk. Interestingly, the first audio guides work on the principle of radio - close to modern radiogidam. Moreover, the first models of audio guides were originally developed as a device to help people with disabilities.

In 2012, the audioguide is celebrating its 60th anniversary. Worldwide audio guides are widely used not only for museum and exhibition tours, but also in the field of tourism, as well as for a variety of presentations.

Currently, audio guides are widespread abroad. Examples are audio guides for the UK, the largest city in Europe, specialized project for iPod and mobile phones. The market leader in information technology for museums and exhibition centers is the company Espro Information Technologies Ltd, which produces equipment for audio guide. Equipment of this alliance works in museums around the world, including the National Gallery (Washington, DC), the Museum of Modern Art (New York), the National Portrait Gallery (London), Kunsthistorisches Museum (Vienna), the Musée d'Orsay (Paris), Museum of Fine Arts (Brussels) and others.

In Russia, the creation of audio guides Audiogid engaged in publishing "Bestseller". At

the moment, this project created nine routes: Arbat; Zamoskvoreche; Subway and train stations of St. Petersburg; Moscow Kremlin; The Moscow Metro; Peterhof; Peter and Paul Fortress; Tsarskoye Selo; Nevsky Prospect.

In Russia, the audio guides (audio guide) can be found mostly in museums.

Audio guides for museums is one of the services to the public and are available for a fee. Independent developers distribute audio guides on a fee basis (in the form of discs or paid services to Internet sites), and the free-getting advertising revenue.


The museums of Russia audio guides are available in the form of a special device, which is a vandal-proof portable digital audio player. There were audio guides of the second generation, based on a PDA - they not only allow to listen to a soundtrack, but also to obtain additional on-screen text-graphical information.

Great perspective have audio guides using GPS technology and RFID, which automatically determine the position of the listener or the object that he is interested in and reproduce the desired area. An example of a GPS-based audio guide is a project Tooza.com. RFID technology uses the company InfoTouch, which developed and produces audio guides. In Russia, the independent developers audio guides are publishing "IDDK" and company "IC". At the beginning of 2011 they published more than 30 guides to the sights and museums of Moscow, St. Petersburg, cities (New York, Chicago, Prague, Venice, Florence, Berlin, Vilnius). Since 2010, audio guides, focused on the original GPS-technology issues "Around the World".


The most successful project is the production of audio guide player company "SPb Audio." These have the ability to play audiology text tours more than 30 languages to 950 passages in each language. When recording information may use music and different sounds, voices of famous actors and writers.

Presented in Table audio guides are divided into two types: manual and automatic. Manual audio guide has a lower cost and therefore more common. When using it, the tourist chooses the record that he needs to listen.

The system works with it divided into several steps. Firstly, the museum staff is



DEVELOPMENT OF AUDIO GUIDE FOR THE TOURIST ROUTE
«TOP DESIRES COME TRUE», SHKOTOVSKY DISTRICT,
PRIMORSKY REGION



necessary to prepare texts messages about the museum exhibits located. Then the texts are translated into the desired number of languages and are written with a special multi-function device for audio guides. Apparatus for recording information is the same, and for charging rechargeable batteries, built-in audio guide. Acquired such a device complete with audio guides. Then the museum staff on the exhibits exhibited signs with numbers corresponding to exhibit entries. After that the system is ready for use audioguide. Tourist gets tuned to its own language audio guide and listen to the desired information by clicking on it figures that he sees on the exhibits. Audioguide has the ability to repeat

information, stop the playback information, adjust volume, listening tour through the mono headset or through the built-in speaker.

Audio guides are available for download on the Internet. Table 10 presents online resources where possible a link to download the necessary audio guide.

In conclusion, it should be noted that a variety of audio guides on the market today is small, but, nevertheless, the popularity of this project is already known throughout the world. Russia took over the European experience and has developed its own version of audio guides are increasingly used in museums and exhibition centers.

