

M. Byelikova

*Candidate of Historical Sciences,
Lecturer at the Department of International Tourism,
Zaporizhzhia National Technical University*

S. Hres-Yevreinova

*Candidate of Economic Sciences,
Lecturer at the Department of International Tourism,
Zaporizhzhia National Technical University*

QUALITY OF SERVICE OF TECHNOLOGY MUSEUMS OF THE CITY OF ZAPORIZHZHIA

The article is dedicated to analysis of the quality of service of technology museums of the city of Zaporizhzhia. The Bohuslaev Technology Museum is students- and pupils-friendly establishment, which is why the entrance fee is low. When the entrance was free in 2013, the attendance increased to 53 thousands of visitors, after the introduction of the entrance fee and aggravation of political and economic situation in country, the attendance decreased to 20.9 thousands (by 31%). The attendance of the Museum of antiquarian cars "Phaeton" is depended on tourist flow, so the cost of service is oriented on tourists. The students and pupils think that the cost is high. The quality of museum service is highly appreciated by students,

but they are not satisfied because of cost. After aggravation of situation in Ukraine in 2014, the attendance of museum decreased from 42 to 36 thousand people (by 15%). The management of the quality of service is a constant process for satisfaction of visitors' needs. The decisive significance in providing service is ability of museum staff to satisfy the visitors. Constant increase of the quality of service is a long-term contribution to the cause of guarantee of the loyalty of clientele. It is concluded that the management of service quality is a factor increasing the attendance of museums. Our further researches will be dedicated to the museum marketing within social media as the factor of increase of museum attendance.