

DEVELOPMENT AND PROMOTION OF CULTURAL SERVICES

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Abstract

The accession of our country to the European Union presupposes the adoption, understanding and enforcement by Romanian citizens of a new set of values among which tolerance, human rights and minority rights are accounted. These have as purpose to put to good use economically the cultural heritage from libraries, museums, and collections, but also rendering efficient the connection between the contemporary knowledge and artistic values creator and the beneficiary and consumer of such products in shops, exhibitions and theatre rooms. Therefore, it was stated that for Europe the cultural patrimony is a strategic resource with the purpose of increasing labour productivity in realising products and services based on improving access (velocity and area) to these; to this end information tools were created for assisting their change and functioning in a manner similar to the one of industrial organisations or services' ones.

Key words: cultural services, cultural heritage, contemporary knowledge.

Jel Classification: Z10.

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