

## **CULTURAL HERITAGE GOODS AND SERVICES. QUALITY EVALUATION CRITERIA AS A BASIS FOR ENTREPRENEURSHIP PROMOTING**

*PhD. Professor VALENTINA VASILE<sup>1</sup>*

### **Abstract**

*The problem of the value of cultural heritage (CH) goods and services represents one of the most challenging domains of multidisciplinary approach of sustainable development at regional, national, European and international levels based on heritage entrepreneurship strategies and tools. The paper offer an attempt to construct a composed multicriterial system of CH valuation (assessment) which involves the selection criteria to meet the need of simplicity, suitability for international comparability and transparency, affordability and appropriate coverage. A set of indicators and subindicators of quantitative and qualitative nature is set up for the following valuation criteria: subject matter and assets knowledge; asset significance and interpretation; product accessibility; social values; management objectives; inclusiveness; audiences, implementation media choice; intellectual property rights (copyright law); contribution to local development. All the above mentioned criteria are be tested in the framework of South East European Sagittarius Project co-funded by European Union.*

---

<sup>1</sup> Institute of National Economy