



Exploratory Research in the Tertiary Sector: Romanian Preferences for Cultural Services

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Abstract

Performing, cultural and recreational activities have significant importance for the population, since more and more cities of the world improve urban image, attract tourists and investors, and stimulate development by promoting cultural organizations. This paper is a research on cultural consumption in Romania, resulting in the attendance of cultural products by the Romanian public and its preferences. Also, as a result of the information gathered from the survey, the authors propose perspectives for the development of the cultural services sector in Romania. Thus, the main purpose of the paper is to investigate the perception of the public regarding the level of development of cultural services in Romania and, as a secondary goal, to find ways to improve the solutions of the problems that the Romanian cultural system is currently facing.

Key words Recreation, services, preferences, performances, books, libraries

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1. Introduction and literature review

The tertiary sector is the most dynamic sector of the economy, the services experiencing considerable development both from a conceptual point of view and from the perspective of the value they bring to the world economy (World Trade Organization, 2018).

Most people frequently use a lot of services such as phone calls, using public transport, withdrawing cash at the ATM, and many of these services are already part of our daily routine. Because of this habit of using the services, we only notice them when something does not go according to our expectations. There are also services to which we attach greater importance. For example, booking a place on a cruise for future holidays, using medical services, or enrolling in a university can be decisions that will change a person's life (Bullock *et al.*, 2018; Lovelock and Wirtz, 2011).

The word "service" was initially associated with the work done by servants for their masters, which, over time, would be attributed to a wider meaning, becoming "the act of serving, helping or doing a good thing; leading to the welfare of another person"(Marin-Pantelescu, 2009). Subsequently, more and more specialists have tried to give this term a proper definition of the essential characteristics of the services, most of them using the differences between goods and services (Gustafsson and Johnson, 2003, Zaharia, 2005, Nankervis, 2005, Ionciță, 2006, Normann, 2007; Corboș and Popescu, 2013; Winthrop, 2014).

Lovelock and Wirtz (2011) adopt a different perspective on services, defining them distinctly, leaving away their relationship with material goods. Thus, services are economic activities provided by one party to another. Often conditioned by the moment of delivery, services are performance that leads to changes on objects or goods, changes that have as objective the result desired by the buyer. In exchange for money,

time and effort, the buyer expects to benefit from the goods, labor, professional skills, facilities and service provider systems, but without any ownership transfer of any physical element involved in the process (Stalhammar and Pedersen, 2017; Nath *et al.*, 2018). Zhou *et al.* (2018) believes that what consumers' value is the desired experiences and solutions for which they are also willing to pay.

2. Purpose and objectives of the research

The purpose of the research is to find out the needs, intentions, preferences and interests of Romanian consumers of cultural services, but also to find out why the potential Romanian consumers of these services are not yet interested in the services offered on the market.

Objectives of the research: identifying the needs, the purchasing intentions and the preferences of Romanian consumers and assessing the satisfaction of Romanian consumers about the cultural services existing on the market.

3. Methodology of research

The questionnaire includes two major categories of closed questions. Through the first category, consisting of 15 questions, is gathered information about the respondents' preferences, about their attendance rate and their views on the main cultural institutions, about cultural events, national cultural heritage elements and domestic cultural consumption. Through the second category, consisting of 7 questions, the collected data are about the respondents, such as the environment of origin, income or level of education and, in this way, are formed groups of respondents that can offer an overview of the sample.

The sample consists of 210 respondents, both in the rural and urban areas, which form the categories of respondents with different incomes, levels of education, family situations and occupations. Most respondents contacted the survey tool with the help of the Internet, the questionnaire being transformed into an easy-to-use electronic document through social networks. To gather information from people that live in rural areas that do not have access to the Internet or who we could not contact in this way, we personally distributed the physical questionnaire to a total of 62 respondents.

The demographic characteristics of the research were as follows: background, gender, age, income, level of education, family situation and occupation.

Thus, as far as the respondents' background is concerned, 71% of them come from urban areas and 29% of them come from rural areas, as shown in Table 1.

Table 1. Answers to Question 16 of the Questionnaire

Variants of response	Number of responses	Percent
1.Rural	62	29%
2.Urban	148	71%

The gender of the respondents was 64% female and 36% male, according to the results centralized in table 2. Practically, women were willing to answer the questionnaire in a larger proportion.

Table 2. Answers to Question 17 of the Questionnaire

Variants of response	Number of responses	Percent
1.Female	134	64%
2.Male	76	36%

The respondents' age, another important demographic indicator, was allocated as follows, according to table no. 3: Most interviewed respondents are young people between the ages of 18 and 25, followed by those aged between 26 and 30 years old. 18% of respondents are between the ages of 36 and 45, and 10% of them are aged between 46 and 55 years. The category of over 56 is the smallest, with only 4 respondents.

Table 3. Answers to question 18 of the questionnaire

Variants of response	Number of responses	Percent
1. Between 18 and 25 years	82	39%
2. Between 26 and 35 years	66	31%
3. Between 36 and 45 years	37	18%
4. Between 46 and 55 years	21	10%
5. More than 56 years	4	2%

Income distribution of respondents is less defined than the demographic characteristics analysed so far, with a significant number of people for each level of income. Thus, 21% of the respondents have low incomes, less than 1000 lei, 33% have revenues between 1000 and 2000 lei, 20% of the respondents have average incomes, ranging between 2000 and 3000 lei, while 25% raised, over 3000 lei. The largest category is those who earn between 1000 and 2000 lei.

Table 4. Answers to question 19 of the questionnaire

Variants of response	Number of responses	Percent
1. Less than 1000 lei	45	21%
2. Between 1000 and 2000 lei	69	33%
3. Between 2000 and 3000 lei	43	20%
4. Between 3000 and 4000 lei	31	15%
5. More than 4000 lei	22	11%

49% of the interviewed persons have graduated the undergraduate degree, while 24% have graduated from a master's degree, and the same number are those who obtained the last diploma baccalaureate. Seven respondents, 3%, continued their studies after the masters.

Table 5. Answers to question 20 of the questionnaire

Variants of response	Number of responses	Percent
1. High school	50	24%
2. Faculty/license	103	49%
3. Faculty/master	50	24%
4. Postgraduate studies	7	3%

Regarding the family situation, half of the respondents are married, while 29% are married and have at least one child, and 3% divorced, as shown in the following table.

Table 6. Answers to Question 21 of the Questionnaire

Variants of response	Number of responses	Percent
1. Non-married	105	50%
2. Married	38	18%
3. Married with child/children	61	29%
4. Widower	0	0%
5. Divorced	6	3%

As for the occupation, more than half of the respondents are employed, while 25% are students, 7% are self-employed, 2% are retired and 2% are unemployed.

Table 7. The answers given to the question in the questionnaire 22

Variants of response	Number of responses	Percent
1. Student	52	25%
2. Employee	134	64%
3. Freelance	15	7%
4. Pensioner	4	2%
5. Unemployed	5	2%

4. Results of the investigation

In order to analyse the results obtained, each variation of the response was coded with an Arabic number, starting with one, so that the responses could be centralized in a homogeneous manner. Coding has been established since the beginning of the investigation, due to the nature of the questions that does not allow subjects to provide other variants of answers than those set out.

In the following ranks, the answers for each question are analysed, each result being accompanied by a graphical representation.

Question number one in the research was: *How often did you go to the following cultural institutions /events in the last 12 months?*

The first question of the questionnaire is to find the degree of attendance of the main institutions or cultural events by the public in Romania. The percentage values assigned to each cultural service, depending on the frequency of consumption, are centralized in table 8.

Table 8. Percentage of answers to question number 1 of the questionnaire

Period Institution	1.Weekly	2.Monthly	3.Every 2-3 months	4.Every 4-6 months	5.Once a year	6.Never
Library	9,52%	10,48%	14,29%	16,67%	11,90%	37,14%
Cinema	11,90%	27,14%	31,43%	13,81%	10,95%	4,76%
Theatre	2,86%	4,76%	15,71%	22,38%	29,05%	25,24%
Opera/Operetta	1,43%	1,43%	4,29%	8,57%	22,38%	61,90%
Philharmonic	0,00%	0,00%	2,38%	4,76%	14,29%	78,57%
Festivals/Concerts	2,38%	7,62%	16,19%	36,67%	27,62%	9,52%
Local holidays	3,81%	2,38%	10,00%	20,95%	46,19%	16,67%
Museums and public collections	2,86%	2,86%	15,24%	18,57%	39,05%	21,43%
Fairs and exhibitions	3,81%	7,14%	21,90%	28,10%	29,52%	9,52%
Sport competitions	3,81%	5,24%	7,62%	10,48%	30,95%	41,90%
Book launches	0,95%	1,43%	5,24%	9,05%	18,57%	64,76%

Source: Authors' Findings

In the sample, 37.14% of respondents said that they do not go to the library at all, they are the largest category. About 17% of those surveyed said that they go to the library once every 4-6 months, and 12% go once a year. The remaining 34.29% of respondents go weekly, monthly or 3-4 times a year to the library. Thus, the degree of attendance of this institution is low.

The situation is different in the case of cinema attendees, most respondents, respectively 31.43%, saying that they go to 2-3 months to view a movie, followed by those who go on a monthly basis, in a proportion of 27.14%. A significant percentage says they go to the cinema weekly, or 11.90%. Only 4.76% of people surveyed said that they do not go to cinema at all, most of them in rural areas, where access to such services is limited.

Regarding theatre, most people, 29.05%, said that they go once a year, while 25.24% of respondents do not go at all. The institution is attended weekly by about 3% of the interviewed persons and 5% of them monthly. Similarly, in the case of opera and philharmonic, most of the answers go to the last variant, 61.90% and 78.57% of the respondents saying they do not go to such institutions at all. They are followed by those who go once a year, about 22% and 14% respectively, with much lower percentage being those who go at least twice a year. The attendance of these institutions depends greatly on the background and the education received within the family, the material situation and the age of the respondents. Young people, the main age group of respondents aged 18-25, are inclined to entertain, to the detriment of educational activities and those forms of culture that require a high degree of seriousness and refinement. To prove this, attendance at local concerts and festivals is much higher, 36.67% and 20.95% of the respondents attending such events 2-3 times a year. About 10% of respondents said that they do not go to festivals and concerts, and 17% do not go to local holidays, the rest attending such events at least once a year.

Museums and public collections are visited once a year by 39% of respondents, 2-3 times a year by 18.57% of them and by no 21.43% at all. There are also a very small number of people who visit such institutions weekly or monthly, representing about 6%.

Sports competitions and book launches are part of the category of cultural events that are not attended by most of the questioners in about 42% and 65%. However, 31% of people go once a year to sports competitions and almost 17% go once a year to a book launch.

There is a tendency of the Romanian population to cultural events and institutions where they can relax and which imply a certain level of entertainment, such as concerts and cinemas, to the detriment of the educational ones.

Question number 2 of the research questionnaire was: *How many books do you read on average over a year?*

Despite the low attendance of libraries, 25% of respondents say they read over 10 books in a year, and the same percentage are those who read between 5 and 10 books in a year. 24% said that they read between 3 and 5 books, 20% of people read a book or two, and 6% do not read at all. So a first half of the sample reads over 5 books and the other half under 5 books or not, which reflects a rather low concern for this cultural activity.

Regarding question number 3 of the questionnaire: *What kind of book do you prefer to read?*, the order of respondents' preferences for the type of book is the following: 54.29% prefer to read fiction, 44.29% opt for personal development and health books, 34.76 read magazines, and 27.62% prefer books specialty, which helps them in their career. The lowest percentages are recorded by books on religion and philosophy, poetry and dramaturgy books, and science fiction. The question allowed multiple variants to be ticked.

On the market, there are currently many personal development books that can help you to transform and discover your strengths, but also the issues that can keep you going forward. Most respondents were sensitive to this category of books just after fiction. This shows the Romanians' preoccupation for overcoming the conditions and the preoccupations for a better living with a career perspective.

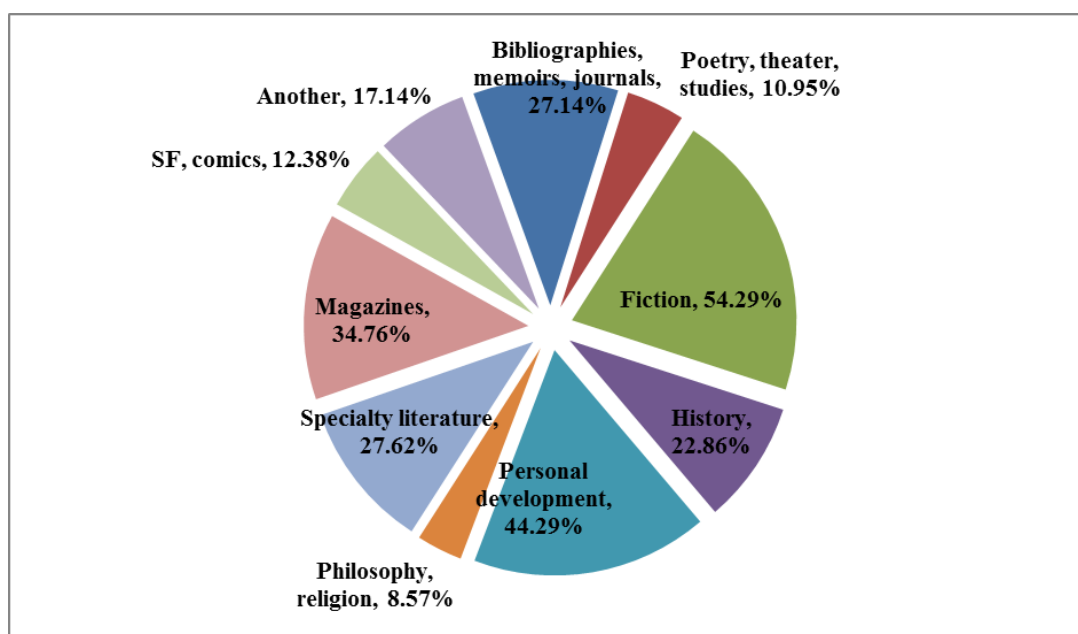


Figure 1. Literary preferences of the respondents

Source: Authors' findings

Question number 4 of the questionnaire: *What is the environment that you prefer for viewing a movie?*, aimed to see what the Romanians choose between self-service (watching a home movie) and cultural services on the market (viewing a film in the cinema). The responses were as follows: Traditional

cinemas are no longer among consumers' preferences, with only 10% of the 210 respondents saying they prefer them to view a movie projection. Most prefer cinemas in shopping centres, 49%, which are modern and offer the possibility of doing more activities in the same place. Moreover, 41% of those surveyed prefer to watch movies at home. Thus, the development of the economy and of the infrastructure leaves its mark on the cultural preferences of the population.

Question 5: *What preferences do you have with the arts of the show?* Has researched the Romanians' preferences for theatre, performances, and musical concerts.

4.1. Theatre

Table 9. Theatre Preferences

Variants of response	Number of responses	Percent
1.Classic theatre	60	29%
2.Contemporary theatre	30	14%
3.Comedy theatre	118	56%
4.Puppet theatre	2	1%

Source: Authors' findings

The theatre public is more conservative, preferring comedies in a proportion of 56% and classical theatre in a proportion of 29%. 14% of the audience opted for contemporary theatre, while only 2 respondents are loyal to the puppet theatre, which is becoming less and less practiced.

4.2. Shows

Table 10. Preferences on performances

Variants of response	Number of responses	Percent
1.Circus	15	7%
2.Dance/Ballet	83	40%
3.Stand-up comedy	88	42%
4.Magic show	24	11%

Source: Authors' findings

If about 20 years ago, Doru Octavian Dumitru was one of the most respected artists on the comedy, in current stand-up comedy terms, nowadays this art show has expanded and there are many respected comedians who are not actors at the same time. In terms of performances, the public prefers this form in a proportion of 42%. Also, 40% of respondents opt for dance or ballet performances, 11% for magic shows and only 7% for circus audiences.

5.3. Music Concerts

Table 11. Preferences for concerts

Variants of response	Number of responses	Percent
1.Pop/dance music	72	34%
2.Contemporary music	41	20%
3.Jazz/Blues	24	11%
4.Opera/Operetta	13	6%
5.Classical music	19	9%
6.Folklore	9	4%
7.Rock	22	11%
8.Something else	10	5%

Source: Authors' Findings

Musical preferences of the individuals surveyed sequence is as follows: 34% prefer pop/dance, contemporary music 20% preferred 11% preferred jazz and blues, and so is rock music. Classical music,

opera and operetta, folklore, are among the less popular musical genres, a reason for this finding and the predominance in the survey of those under the age of 46.

Question 6 of the questionnaire: *What are your preferences about the venue?*

The preferred venue for shows, chosen by 62% of respondents, is outdoors, a medium different from the regular showrooms, for which only 30% opted for. At the same time, there are more bars and cafés hosting concerts, especially jazz or blues, theatre performances, this type of attraction attracting 7% of people.

Question number 7: *What is the main source of information from which you learn about the performance of a particular show?*

The Internet is the main source of information, of which 59% of respondents learn about the conduct of a particular cultural event. 12% of them learn from friends about a show, while 8% find out on television, and 7% from advertising posters and flyers. Only 1% of respondents are in possession of cultural events magazines, their number has fallen dramatically in recent years, and 5% are in the press. Most young people up to 25 years of age learn about cultural events on the Internet (77.78%) and friends (12.35%), and those aged between 26 and 35 years have the same main sources of information. People over the age of 36 give greater importance to television and radio, press and advertising posters. The elderly are faithful to cultural events magazines (66.67%) and radio commercials (33.33%).

Table 12. Differences in information sources about events by age of respondents 1

Institution	1.Between 18 and 25 years	2.Between 26 and 35 years	3.Between 36 and 45 years	4.Between 46 and 55 years	5.Over 56 years
1.Press	1,23%	4,48%	11,11%	13,04%	0,00%
2.TV	2,47%	7,46%	19,44%	21,74%	0,00%
3.Radio	1,23%	4,48%	13,89%	17,39%	33,33%
4.Internet	77,78%	61,19%	27,78%	21,74%	0,00%
5.Magazines of cultural events	1,23%	1,49%	0,00%	0,00%	66,67%
6.Friends	12,35%	11,94%	16,67%	4,35%	0,00%
7.Flyers/Advertising posters	1,23%	5,97%	8,33%	21,74%	0,00%
8.Other sources	2,47%	2,99%	2,78%	0,00%	0,00%
Total	100,00%	100,00%	100,00%	100,00%	100,00%

Source: Authors' findings

The results reflect the low level of promotion of events outside the online environment and the lack of predictability of cultural products. The public cannot know the schedule of these events in the long run, with very few official sources.

Question number 8: *What do you think is the factor that could increase the attendance of performing arts?*

Respondents appreciate that lack of free time is the main reason why the attendance of performing arts is so low, 22% of them claiming this. The next factor for the lack of public presence in such events is insufficient promotion, 21% of people agree that promotion could attract the public and 17% say that improving the quality of information and the existence of more sources of information could help. 15% support the diversification of the types of shows and the venues and 12% of them want promotional subscriptions. Knowledge of the long-term program would also be useful for 7% of the respondents.

This question: "What do you think is the factor that could increase the attendance of performing arts?" Highlighted the importance of each factor for the respondents. Thus, many weaknesses of cultural services, which can be developed and improved, are highlighted in order to attract the public.

At question number 9: What is the most valued cultural heritage, the respondents appreciate 37% of castles and palaces, following parks and botanical gardens with a percentage 20%. Museums amount to 25%, the most popular ones being art. Rural homes, archaeological sites and monuments are the cultural heritage objectives that are of the least importance to the interrogated public.

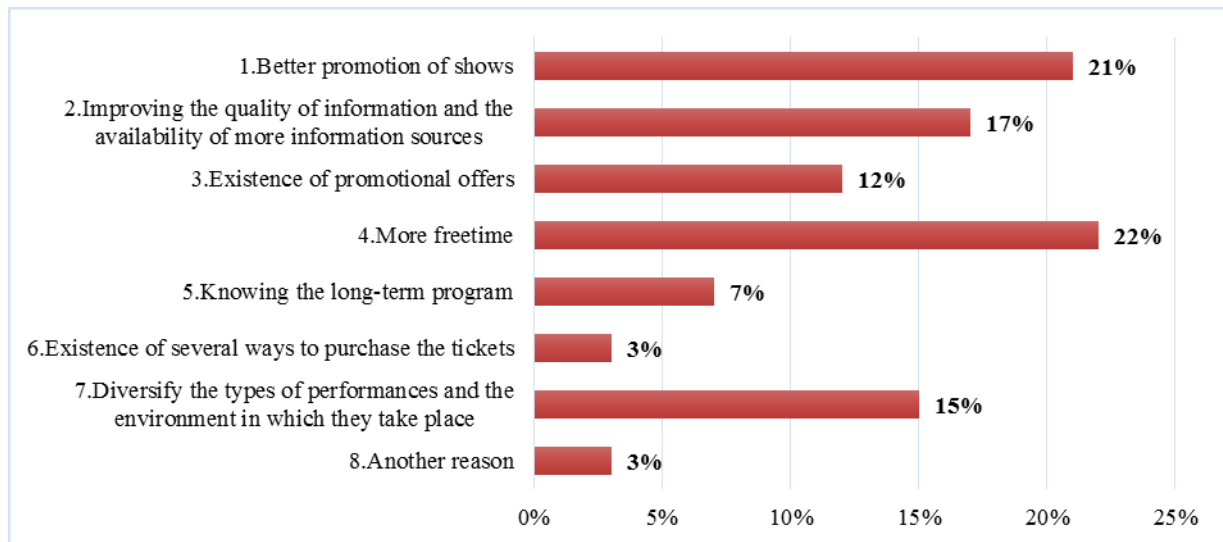


Figure 2. The main factors that increase the attendance of performing arts

Source: Authors' findings

Question 10: *What is the state in which you appreciate the following elements of cultural heritage?* aimed to assess the state of the main elements of the national cultural heritage from the perspective of the respondents. The museums and castles are most appreciated in a good state, 60.48% and 61.90% of the respondents have this opinion. Moreover, 14.29% of respondents claim that Romania's palaces are in a very good condition, this being the highest percentage obtained by an element of the patrimony in this category. The ranking continues with botanical gardens and parks, which are estimated to be in a good state of 51.90% of those questioned and in a very good state of about 12% of them. On the opposite side there are the fortresses, 38.10% of the visitors saying they are in a poor state, the monuments, which have 35.71% in the same category, followed by the rural houses by 33.81%.

Question 11: *What other domestic cultural activities do you do daily?*

Apart from reading, there are other ways that people can enter the cultural world through music, television, the internet, radio, movie viewing, and more. 43% of respondents claim to be listening to daily music, 19% are watching movies or series, and watching TV at the same rate. Only 4% of those surveyed do not carry out such activities on a daily basis. The question allowed multiple variants to be ticked.

Question 12: *What kind of TV show do you prefer?*

Most respondents, 23%, say they watch TV shows about science, education, or life in general, and 21% of them are watching entertainment for entertainment only. In important percentages, the actualities of general interest and sports shows are also viewed. Literary, cultural and art programs do not enjoy a large number of viewers, with only 7% of them chosen. The answers highlight the fact that television is more considered a tool of entertainment, relaxation or information about new events and less an educational element. Thus, promoting important cultural events in entertainment shows that enjoy a large number of viewers can have a positive effect.

Question 13: *What amount of money do you consider to be allocated monthly for cultural activities?*

Most respondents, 36% of the total sample, think they allocate on average less than 50 lei per month for cultural activities and 6% of them do not allocate any money for such activities. We believe that the percentage obtained for this category of people is too high, resulting in the fact that cultural services are not exploited according to their true potential. Higher consumption of such services requires stronger use. 29% of respondents consume monthly cultural services worth 50-100 lei, and 19% of them provide these services between 100 and 150 lei. A share of 10% of the sample spends more than 150 lei per month on cultural services, this being the category of the faithful audience of cultural arts. There is a direct link between the income of the respondents and the costs of cultural services, which is visible in the following table.

Table 13. Differences in cultural services expenses based on respondents' income

	1. Less than 1000 lei	2. Between 1000 and 2000 lei	3. Between 2000 and 3000 lei	4. Between 3000 and 4000 lei	5. Over 4000 lei
1. Over 150 lei	4,35%	8,70%	9,52%	12,90%	27,27%
2. Between 100 and 150 lei	23,91%	20,29%	14,29%	9,68%	27,27%
3. Between 100 and 50 lei	19,57%	26,09%	30,95%	54,84%	18,18%
4. Less than 50 lei	47,83%	36,23%	42,86%	19,35%	18,18%
5. I do not have cultural activities	4,35%	8,70%	2,38%	3,23%	9,09%
Total	100,00%	100,00%	100,00%	100,00%	100,00%

Source: Authors' findings

According to the results, most people with less than 1000 lei income have monthly expenses, on average, less than 50 lei, but it is worth mentioning that almost 24% of them have expenditures between 100 and 150 lei. At the same time, most respondents who have incomes between 1000 and 2000 lei and between 2000 and 3000 lei pay monthly for cultural services less than 50 lei. Respondents with incomes over 3000 lei have expenses higher than 100 lei per month for these activities.

Question number 14: *Have you been practicing cultural activities in a country other than Romania in the past 12 months?* If so, how do you rate the status of the institution/target visited or the event you attended?

Most of the respondents, 61% of them, did not practice cultural activities in the last 12 months, but those who have practiced claim that the experiences gained in the respective countries are superior to those in Romania, namely, 33% of them 5% say that the experience was similar to those experienced in the country and only 1% of the respondents had less enjoyable activities than indigenous ones. We believe that such results should alert all cultural institutions and make them act to improve the services they offer. Several elaborated surveys and comparisons could determine the true weaknesses of the Romanian cultural system.

With regard to the countries visited by approximately 40% of respondents, Italy was preferred by most visitors, followed by England, Spain and Greece and by 12 other countries.

Question 15: *What arts do you practice or practice as a hobby/craft?*

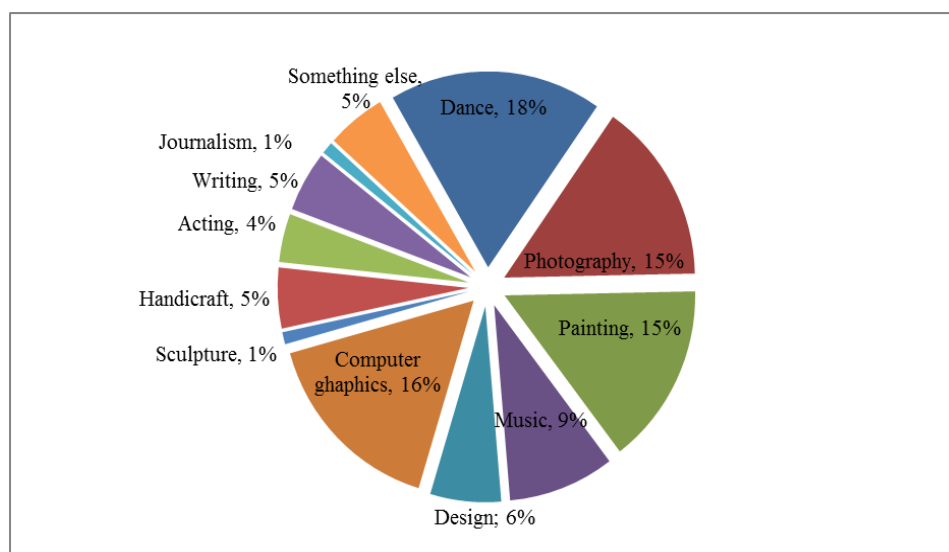


Figure 3. Practicing cultural activities like hobby

Source: Authors' findings

The last question in the questionnaire relates to the extent to which people practice certain activities that have artistic or creative content as a way of spending leisure time. Thus, the inclinations towards such activities, to art and to culture can be found. The most common option is dancing, with 18% of people practicing this hobby. Computer Graphics is the second choice of Romanians in terms of the hobby practiced, and the third place is played by photography and drawing/painting (equal to 15%). Activities such as acting, creative writing, crafts have lower percentages of 5%, and journalism and sculpture have a 1% reduction in the activities practiced by Romanians as a hobby.

5. Discussions

According to the research results, a large number of respondents argue that the lack of promotion and low quality of information is the key factor for the low consumption of cultural services. At the same time, most subjects find out about a particular cultural event on the Internet, where, most of the time, knowing about organizing it requires a prior search for events in general or a category of events in particular. We believe that cultural services should also be promoted in sources that do not involve such a prior search, but appear to the potential consumer in the form of television advertisements, advertising posters, flyers, banners or radio ads, with the Internet user looking for then the information it needs. At the same time, social networks are important sources of information, but a degree of distribution of the highest message needs to be ensured. Also, cultural events magazines and guides can be very important, as consumer segments such as elderly people who do not access the Internet in as high a proportion as young people can be informed. The promotional policy should target all potential consumers, making use of all the information and promotion methods.

Another factor considered by those questioned responsible for the low consumption of cultural services is the lack of diversity of performances and venues. The audience is attracted to everything new and seeks new leisure and recreational methods. Thus, a large number of respondents opted for outdoor performances, for viewing movies in shopping centers, not in traditional cinemas. As a result of the public's preferences, we believe that the phenomenon of street theater and other artistic performances should be extended in summer, not only in the key locations of the country, but in as many localities as possible. In the capital of the country, cultural services begin to diversify, one of the festivals being B-Fit in the Street, with street performances specific to this event. In this way, artists are approaching the public and not the other way around, as is normally the case. This phenomenon should be extended to the whole country.

As far as cultural heritage is concerned, we consider it to be sustained and maintained at all times. Museums should include interactive activities such as museums in developed countries, documentation screenings, various games and buttons that can provide meaningful information to visitors. They should have their own marketing mix, organize events that allow visitors to come back, or even allow them to spend more time in specially designed rooms to relax or read. For example, a nature museum can have several theme rooms where visitors can relax among tropical plants or read through the representations of planets, constellations, and other elements in the galaxy.

Monuments, fortresses, archaeological sites require important funds for preservation and rehabilitation, so that they can be national pride and objectives for tourists. Important changes are needed to change the Romanians' perception of domestic cultural resources compared to those from abroad, changes that lead a Romanian tourist to say that the qualitative level of cultural activities carried out in his country is superior to the level of activities carried out in the visited country.

Despite all these needs, less money is available to fund cultural institutions in Romania.

6. Conclusions

Currently, the service sector dominates the economic world, being in a continuous development and with a dynamic that the industrial sector has not reached. Services are part of the life of every citizen, they are manifested in a variety of areas and there is a diversity of categories.

As national economies develop, there are important changes in the labor force attribution of the three sectors: primary, secondary and tertiary, but also in terms of their productivity. Thus, in developed and developing countries, services are the most dynamic component, bringing the economy to more than two-thirds of the gross domestic product and creating jobs to the same extent. Specific to this sector is the

intangibility and simultaneity of production with consumption, requiring buyer involvement. Due to these attributes, the services market is characterized by a high degree of complexity, numerous transformations and innovations that increase productivity and the economy in general.

Romania is in the process of modernizing the cultural infrastructure, the population of the country rediscovering from 2010 until now the pleasure to take advantage of the performing arts, being inclined towards modern forms of culture and technology. People change their lifestyles, want to use their time in a healthier and more pleasant way, are attracted to modern cultural forms and prefer to go to the cinema, to the detriment of the theatre. They borrow fewer volumes of libraries, but they increase the cost of buying new books.

By examining in detail the cultural preferences of the public in Romania, it was noticed the need of the consumers of these services to have more sources of information and better promotion of the performances. The online environment is widely used to inform the public, but promotion to other sources is limited, making access to information difficult for some categories of people who do not use the Internet. By making a correlation between the sources of information and the age of respondents, it turns out that only young people access the internet to get information about an event, while the elderly prefer classical methods, such as cultural events magazines or radio commercials.

The audience also wants to diversify the types of shows and venues, most of the respondents want events to take place in the open air and be entertaining shows, where they can relax and forget about everyday worries. Concerning spending on cultural services, we think they are very low. Among the respondents, there are low-income people who still spend more on these services than those with high incomes, showing that family education and the principles of each individual guides the degree of attendance of cultural institutions.

Another important aspect of the research is related to the population's perspective towards the heritage objectives of the country, the respondents considering that there are many elements that need to be improved, upgraded, and rehabilitated. It is relevant that only two out of 210 people said that the experience resulting from a cultural activity outside the country had a qualitatively lower level than those in Romania. Most respondents say that cultural services abroad, whether they are visiting some places or participating in certain performances abroad, are superior to those in the country.

Thus, in order to increase cultural consumption, major changes are needed both in the cultural infrastructure and at the level of youth education and the promotion of these elements by all possible means. The increase in cultural consumption reflects the rise in living standards and improves the image of an urban and, implicitly, country. The capital's participation in the competition for the title of "Cultural Capital" in 2021 is an important step towards this growth.

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