Digital transformation in the offer of cultural consumption services - digitization and best practices

The EU supports these objectives through the Creative Europe programme, as well as through a series of policy actions set out in successive work plans for culture (most recently covering the periods 2015-2018 and 2019-2022), but also through digitization and access programs easy access to IT resources and increasing digital competitiveness.

Information technology has meant a number of transformations, some of them of great amplitude, with an essential impact on our daily lives. The new business models are a response of organizations to the changes generated by technology in the economic, but also social plan. Technological progress has also seriously influenced the coordination and management mechanisms within organizations and gainful activities, placing a special emphasis on the use of the potential of human resources and the formation of skills. Specialists in the field are of the opinion that the transformation process is a generator of the permanent redefinition of the economy. The promotion of access to culture through digital means was achieved following the implementation of some policies and strategies for the development of the audience of the consuming public in the cultural sector. Digital technologies have changed the way people access, produce and use cultural content.

The stage of centralized computing by means of mainframe computers represents the period when a computer with a large processing and storage capacity could be used by several users simultaneously. The personal computer stage emerged with the mass production and marketing of affordable personal computers. The main characteristic of the information systems specific to this period is the access, use and processing of information resources by a single user through the personal computer, an aspect that led to the decentralization of processing power. The current stage, that of information ubiquity, differs from the first two in that several information systems simultaneously serve the needs of one or more users, at any time and in any place. Advances in areas such as information technology and telecommunications have led to the interconnection of information systems with multiple and different functions, such as cloud computing, big data and artificial intelligence, ensuring the creation of a ubiquitous information environment.

When we refer to digital transformations and the transformative role of digitization, we also refer to the changes they generate. That is why we need to analyze the technological trends that cause changes and sometimes even ruptures (disruptive effects) in various fields. Currently, the meaning of digitization is "the conversion of analog information of any type, be it text, photography, audio recordings, into digital form with the help of electronic devices, so that the information will be processed, stored and transmitted by means of digital circuits, equipment and networks . Thus, there are several scientific opinions that present the phenomenon of digitization in the tourism field, as a process that involves the transformation from analog form to digital form, the description and representation of heritage objects and the documentation related to it, processing, ensuring access to the digitized content and preservation long-term[1].

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[1] Calimera Guidelines: cultural applications; Local Institutions Mediating Electronic Resources. Digitalisation. http://www.calimera.org/Lists/Guidelines/Digitalisation.htm