CUBA’s CULTURAL POLICY

**Programs**

The programs for cultural development implemented in Cuba constitute proof of the Cuban cultural policy and of the principles on which such policy is based.

These are the main management tools in our field, which define strategies based on surveys of each reality in which they act and the instrument needed to evaluate the results.

Traditionally, the time period for the implementation of these programs ranges between three to five years.

In the implementation and development of the programs various entities, agencies and organizations participate, for their scope goes beyond the cultural entities and involves wide economic and social sectors.

**National Program**

In the Cuban social model, culture represents an indispensable instrument for the transmission of ethical values that play an important role in human development. The fundamental principles of the Cuban cultural policy, endorsed in our program have had a concrete outlet in multiple cultural actions, both from cultural institutions and from the agencies that assemble Cuban artists and (Union of Writers and Artists of Cuba and Asociación Hermanos Saíz), as well as through the joint work developed with other agencies and organizations.

In a world dominated by a fierce neoliberal globalization, in which a world power is trying to impose its hegemony, the monopoly of information and communications with messages of mediocre and meaningless consumption, aimed at influencing large sections of the planet’s population with a certain specific way of thinking and of behavior, turning such masses into a passive, acritical addressee. Therefore, it is ever more critical to cultivate the respect for the national cultural values, from the viewpoint of a deeply humanistic ethics, through which the human being, as critical protagonist and participant, can establish a truly creative dialogue with contemporary culture and face any kind of manipulations.

Culture, as a universal value, is the most legitimate way to purge and exalt human creative aspirations. Thus, it becomes vital to stimulate the contemporary vision of our *raison d'être* as a nation, with a more comprehensive projection that will help us to identify ourselves more and more, with what is really ours, with our culture.

In the historic conditions in which we live, the challenge posed on Cuban culture i.e. making our people one of the most cult in he world in the next few years as a revolutionary, humanistic and dialogue alternative against spiritual poverty, against globalized skepticism and against an imposed nonsense, backed and spread by the most powerful technology. This implies a colossal effort on the part of all the potential sectors in the country, of the agencies, artists, intellectuals, promoters, instructors, researchers, academics, specialists.

**Principles**

The historic origins of Cuban culture and its present development make possible a future projection starting from the understanding of the social commitment and of liberation contained in culture, of its Latin American and Universal scope and of the possibilities of its dynamic and integrating development.
These principles are permanently applicable, because they are inherent to the essence of our social model, they include the history, the thought and the culture of the country and they preserve in a dynamic manner their correspondence with the current socio-economic and political-economic conditions of the country. These principles are:

- Reaffirmation and development of the national identity and of the universal and deeply Latin American and Caribbean vocation of the national culture.
- Conservation and publication of the cultural heritage.
- Recognition of the cultural diversity.
- Fostering and promotion of artistic and literary creativity.
- Respect and support to the protagonism and creativity of communities in the implementation of their socio-cultural processes.
- Recognition of the role played by culture in fostering and directing socio-economic processes.

**Strategies**

The strategies defined in the National Cultural to implement these policies have become, in the different regions of the country a source of guidelines for the programs and projects of territorial and branch development programs, which have, in turn, been important instruments for management, more and more organized of cultural institutions in their relationship with creators and the people.

The results achieved in their application have been attained with the efforts of all the persons involved in the cultural development in all these years.

The endeavors and tasks, in the light of this policy, by cultural national and territorial institutions in the past years show a discrete development. Those have aimed essentially at maintaining, organizing, extending and perfecting its offers to the people, as well as the dialogue and support to artists and writers, and have been carried out in the midst of very difficult physical and material conditions, sometimes even critical conditions.

Our artists, as well as promoters and workers in general, have been working in complex technical and material conditions in their efforts to promote art and literature and have continued their creative work in spite of everything with the objective of improving the quality of life of the people.

Though the efforts made towards this are considerable, the results are still not enough and the use of the resources available has neither been the optimum, according to the opinions expressed by beneficiaries, participants and executors. The hardships we have had to face, those overcome and those we still have to cope with show the road to follow, as all the persons implied in the full implementation of culture are aware of.

**About the activities developed**

Activities developed in the various cultural manifestations in the last years show a serious contraction first and then a slow recovery in recent years, which corresponds with the general economic situation in the country.

On the other hand, the research carried out aimed at an approach to the tendencies of the cultural consumption of the people, showed the need of a more effective action in terms of the promotion of a wider and more diverse cultural offer, as well as a greater integration within schools, the media and other social actors, with the purpose of training the audiences for a more diverse cultural expression.

These years have shown the knowledge, the preparation, and the capacities our workers, artists, writers and people in general have to increase the levels of their participation in the decision making, in cultural activities and in human development.
When taking cultural actions at present, it must be taken into account that the economic reforms adopted conditions, besides a discreet and progressive national economic growth, new forms of distribution among the population for these increases, with its consequent social restructuring. The internal reality also demands new processions in the cultural policy expressing its continuity and the new roads to take.

**Development of a general integrated policy**

Currently the Government is striving for the attainment of a comprehensive program for the development of a general and integrated culture involving wider sectors of the society and for which considerable resources are allocated.

**A few obvious examples are:**

- Development and access to new technologies, with the introduction of information science in the educational system from early ages
- Opening of Information Science clubs for children, teenagers and young people
- Allocation of computers in every Municipal Cultural Division with e-mail services and Internet access
- Assigning TV sets and VCRs to every school in the country, even those schools located in remote places, for the implementation of an audiovisual program, apart from the allocation of computers
- Use of the media, especially television as a privileged space for the promotion of important cultural topics en particular, with the opening of a TV channel for educational programs
- Creation of new schools to train art instructors in the country and also new schools for visual arts all around the country
- A new venue for the National School of Ballet
- Reopening the Amadeo Roldán Theater and the national Museum of Fine Arts

**Priorities in the cultural policy**

On the other hand, the Congresses of the Union of Artists and Writers of Cuba, (UNEAC), of the Association Hermanos Saíz, (AHS) and of the Union of Workers in the Cultural Sector; the meetings between artists, intellectuals and municipal directors of culture and the country’s leadership, together with the accumulated and systematized experience in all our institutions, agencies and organizations and the assessment of the results obtained in the implementation of the cultural policy have made possible the elaboration of a projection which, in a more flexible and contextualized manner, becomes the starting point for the formulation of strategies for cultural development of the said institutions and levels of direction in the next years.

Based on this, the following priorities for the cultural policy of our country are established for the period 2000/2005:

- Recovery and preservation of the Cuban cultural heritage.
- Development of the relationship institution-creator.
- Extension of the programs and development of a national strategy for the promotion of the Cuban cultural expressions both at the national and the international levels.
- Integration of common strategies with several agencies and social sectors, with a particular emphasis in the relationship between the educational system, the media and culture.
- Strengthening of the system of cultural institutions with a particular emphasis in the municipal level.
- Development of the human resources involved in artistic and cultural activities.
- Use of new technologies and information science applied to the cultural processes.
- Consolidation and development of the economic, financial, technological, industrial, entrepreneurial bases of culture.

**Strategic objectives**

To implement the priorities defined, the following strategic objectives will be taken into account:

- Facilitate the development of artistic and literary creativity strengthening the relationship between institutions, artists and intellectuals.
- Favor the promotion of Cuban cultural expressions, both at the national and international levels and conform a hierarchical, diverse and coherent image of Cuban artistic and cultural expressions.
- Promote the recovery, preservation and protection of the Cuban cultural heritage with a particular emphasis in the defense of the most significant values of the national identity.
- Promote the development of research projects that meet the present needs of socio-cultural and artistic processes, of Cuban thought and of Martí’s ideals, with a multidisciplinary and integrated conception.
- Promote the development of the socio-cultural development of our people by means of its active participation in the diverse processes of the creative appropriation and expression.
- Strengthen the role of leadership and the management capacity of the Ministry of Culture in the implementation of the cultural policy of the country.
- Perfect the formation and training of the human resources needed for the cultural development.
- Perfect the process of human resources management within the system of culture.
- Promote an efficient use of new information and communication technologies in the processes of cultural creation, promotion and publicizing.
- Strengthen the economic capacities of the cultural institutional system to expand the material and financial basis of cultural management to meet in a better manner the cultural needs of the Cuban society.
- Facilitate the development of cultural industries and the extension of the offer of cultural goods to meet the growing demands of the Cuban cultural product both in the national and international markets.

Each one of these objectives will be accompanied by the necessary elements to ensure its implementation and evaluation.

The Program also includes a reference to the special programs developed because of economic and social interest: education, tourism, and mountain areas in the country, all of them cultural priorities within the cultural policy.

**Branch Programs**

Branch Programs are developed according and respond to specific lines of development within artistic creation (music, literature, visual arts, performing arts, film), heritage, research, information science in culture and others.

They start from a survey on the condition or level of development in which these factors are, from current trends, from the challenges to face and the strategies to develop to attain such programs.
Programs are implemented by means of a group of actions, but particularly through specific projects in institutions and provincial agencies, whose mission is to project and control the implementation of the policy in each area of art and culture.

However, they are not restricted to the internal management of the specialized institution only, but they also include the projection of development for each specific area to meet the needs and aspirations of all those involved in the implementation and of the receivers of the action.

The highest authorities within the Ministry of Culture approve such Programs.

**Territorial Programs**

These express the cultural policy taking into account the peculiarities of each location or area.

They are drafted based on a survey which takes into account the historic-cultural background of the location, its traditions, the specific social, economic and cultural characteristics in general.

After this preliminary stage and bearing in mind the strengths, weaknesses, potentialities and aspirations, priorities, strategies, actions to be adopted and resources needed are then defined.

A system for a systematic evaluation is designed, which allows an assessment of the programs as they are implemented, so that the programs can be updated and decisions can be made.

In each territory, the Programs of Cultural Development are discussed by all those persons involved in one way or another in its implementation, and are then approved by the corresponding Government Bodies, as their actions go beyond cultural institutions and involve wide sectors of the population.

The projection of cultural development in each territory aims at, among other aspects, to promote and stimulate artistic and literary creation, the conservation and preservation of cultural heritage, contributing to a greater social dimension of culture with the participation of social sectors or groups of the most varied composition and origin, and to ensure the training and upgrading of the human resources needed for the cultural work in all spheres of it, particularly in schools and communities.

**Special Programs**

The Program for Cultural Development includes also a reference to the special programs that are implemented, and they respond to the social and economic interests and priorities: education, tourism, the projects in the mountains, which in turn, respond to the priorities of the cultural policy.

Some examples are:

- **National Program for Culture**
- **Program on Martí Studies**
- **National Program for Cultural Heritage**
- **National Program for Reading**
- **Program of Culture and Tourism**
- **Program for the Development of Information Science and Communications**
- **Program for the Education of Aesthetics in Cuban Schools**
- **Program of University Cultural Extension**
- **Program for the Cultural Development in remote and difficult access areas (known as Plan Turquino)**
National Program for Culture

Justification

The turn of the new millennium has been diminished by a fierce neoliberal globalization that aims, among other things, at monopolizing information and communications with messages of a supposed “unique” culture, mediocre and consumption driven. All these one-direction messages are designed to ensure an ever more wider and tighter control, of the planet’s population with a certain way of thinking and acting, thus turning it into a passive and acritical addressee.

In view of this situation, the main form of fighting against it is to foster and respect national and local cultural values, based on a humanistic ethics, by means of which an audience with a spirit of protagonism is shaped, that participates critically, and an audience who could establish a truly creative dialogue with contemporary culture.

All this turns the need of designing a National Program of Culture, in view of the historic conditions in which we live today, into an urgent issue, much more taking into account the challenge of Cuban culture: making the Cuban people one of the most cult peoples in the next 10 years as a revolutionary alternative, humanistic and with a dialogue against spiritual poverty, globalized skepticism, and an imposed meaningless life, all these promoted and spread by the most powerful technology.

The historic roots of Cuban culture and its present development enable an analysis of its future projection based on an understanding of a social commitment and of liberation contained in it, on its Latin American and universal vision and on the possibilities of a dynamic and integrating behavior.

In the Cuban social model, culture is an irreplaceable instrument for the transmission of ethic values that intervene in human development. At the beginning of the Revolution, priority was given to the democratization of culture. At present, in view of the threat of globalization we must move to a massification of culture, which implies a different style of actions, in which culture contributes to the quality of human life.

The Cultural Program implemented since 1995 presented, in its corpus, a synthesis of the cultural policy of our State. The fundamental principles of the Cuban cultural policy endorsed in it have had a concrete outlet in multiple cultural actions, originated both from the cultural institutions as from the agencies that gather Cuban writers and artists (UNEAC and Asociación Hermanos Saíz) as well as from the people itself, active participant in cultural processes.

These principles are still valid, because they are inherent to the essence of our social model, they breathe on the history, the thought and the culture of the country, and preserve in a dynamic way their correspondence with current socio-economic and political-ideological on the one hand, and on the other have become a source for the orientation of programs and projects for territorial and branch development as an ever better organized and important management tool of cultural institutions and their strategies of cultural work, more encompassing and with a better defined and clearer orientation.

The results of the implementation of the cultural policy in this first national program are obvious. The tasks undertaken, in the light of this policy, by national and territorial cultural institutions in the last years indicate a discreet though steady sustained development. They have been directed at essentially maintaining, organizing, expanding and perfecting their offers to the people, and the dialogue with the artists and writers as well as the support to them in spite of the fact of being undertaken in extremely difficult material conditions, sometimes even critical conditions. Though the efforts made to carry out these tasks are undoubted, the results are still insufficient and
the best use of the resources has not either been optimum according to the opinion of the beneficiaries, participants and executors.

The activities developed in the various cultural expressions, reveal, during the very first years of the past five-year period a severe contraction and then the beginning of a slow recovery in the last years of the period, a trend that matches with the general economic recovery of the country.

These years have also evidenced the knowledge, the skills and the capacity of our workers, artists, writers and people in general with an increase in the level of participation in the decision making process, both in culture and human development. In the socio-political and economic arena in which cultural actions are undertaken at present, it must be taken into account that the economic reform under way conditions, besides a discreet though progressive and steady national economic growth, new forms of distribution of these increases among the population, with the resulting social and ideological restructuring. The internal reality also demands new precisions in the cultural policy that would express its continuity and are concretized in a new development program.

The Program as an expression of the Cultural Policy

The evaluation of the results attained in the implementation of the cultural policy in the previous program, together with the experience accumulated and systematized in all of our institutions, levels of direction and organizations of artists and writers, allow the drafting of this new projection, which in a flexible and contextualized manner would become the starting point for the formulation of the strategies for cultural development of those same institutions and structures of direction within the next three to five years.

Then, as essential priorities of the cultural policy for the future years are defined the following:

- Massification of Culture
- Defense and development of the national identity and the universal and deeply Latin American and Caribbean vocation of the national culture.
- Promotion of the artistic and literary creation.
- Promotion of a wider specialized critic and extension of its influence.
- Conservation, diffusion and development of the cultural heritage.
- Strengthening of the system of cultural institutions.
- Application of new technologies and information science softwares to all cultural processes.
- Consolidation of economic, financial, technological, industrial, and entrepreneurial bases of culture.
- Perfecting the training and educational processes for the human resources involved in cultural processes.

Program of Studies on José Martí

The National Program of Studies on José Martí coordinates the efforts of all cultural, scientific and social agencies, organizations and institutions in the country, with the aim of publishing and promoting the thought, the life and the work of José Martí, both in Cuba and abroad, thus carrying into effect the stipulations of the agreement by the Council of States of the Republic of Cuba, published by the Gaceta Oficial on April 9, 1997.

Objectives:
1. To promote the study on the life, and the work of José Martí and their relationship with the origins and foundations of Cuban thought and their
connections with the highest representatives of the thought and creative actions of Latin America, the Caribbean and the rest of the world.

2. To contribute the strengthening of the socialist ideal both at the national and international level, based on ethical, solidarian and anti-imperialist thought.

3. To develop scientific research aimed at systematizing the knowledge of the relationship existing between Martí’s thought, the ideals of the Cuban Revolution and the most advanced thought and creativity at the universal level.

4. To contribute to the recovery and conservation of the legacy of José Martí both in Cuba and abroad.

5. Increase and expand the spreading of José Martí’s thought in Cuba, America and the rest of the world.

6. To contribute to the fulfillment of the objectives and tasks drafted by the National Commission for the Commemoration of the 150th Anniversary of José Martí’s birth.

Within the group of projects and actions that are part of the National Program on José Martí Studies there are programs developed by the Ministry of Culture, UNEAC, and the Association Hermanos Saíz. Their objectives are:

1. To contribute, by publishing José Martí’s thought, the creation of values in children, teenagers and young people.

2. To help each sector of society to understand the foundations of José Martí’s thought, and to favor the reflection and recognition of their validity in our times to achieve a high social awareness.

3. To promote those principles presented by José Martí, which are essential contributions to reaffirm our identity, based on a deep knowledge of the formation of our nationality.

4. To encourage artists, cultural institutions and territories in the creation and promotion of works on this subject.

5. To contribute to outline within the spaces available for cultural information in the media, the contents of artistic works related to the theme of Martí.

National Heritage Program

Justification

The Development Program of the National Council of Cultural Heritage of Cuba is the instrument for the fulfillment of its mission and for decision-making in this field.

In the implementation of the program both the national Council of Cultural Heritage and the corresponding institutional structure, owner of the entire cultural heritage in the country are involved.

Especially important is the role played by the national Registry of Cultural Heritage Goods and the National Center for Restoration, Conservation and Museology, (CENCREM), in the implementation of these tasks, the latter in the methodological work, in training, and in the services rendered to the museums, monuments, national and international institutions and agencies whose objective is the preservation of cultural heritage.

To implement all these actions aimed at the preservation of the natural and cultural heritage of the country, the active participation of the community is required, as well as the relationship with teaching, scientific institutions, state and other agencies and mobilization of the social sectors to raise their awareness regarding the need of safeguarding the heritage which identifies us and gives us a sense of belonging as a nation.
One of the functions of the national Council of Cultural Heritage is to stimulate a deep study and the revitalization of the popular traditional cultural expressions in each location, aimed at developing the sense of belonging and identity of the people and to strengthen its more authentic expressions, which constitute the intangible heritage.

The Program is to be implemented in the whole country and for that, each part of the committed structure will draft its own strategy and will define its objectives.

**Objectives**

The main objective of the Program, and at the same time of the National Council of Cultural Heritage, is to favor the protection and the valuation of the natural and cultural heritage of the nation.

From this main objective, the following objectives derive:

- To make a priority of the reclaim, the protection, the conservation and the restoration of all the cultural heritage of the nation.
- To encourage learning and knowledge about the protection of the natural heritage together with other entities.
- To promote the reclaim of intangible cultural heritage as part of our national identity.
- To foster and promote a greater knowledge of the laws for the protection of our national cultural heritage and to work on their updating and perfecting.
- To achieve a greater development of the scientific and technological research related to cultural heritage.
- Training and upgrading the staff that works related to cultural heritage matters.
- To ensure registration of all cultural heritage goods that have been inscribed as cultural heritage of the nation.
- To apply information science techniques to the process of control and diffusion of the Cultural Heritage.
- To perfect the system of events related to research, in search of the required rationality and coherence and based on the needs of Museum Studies, Conservation and Restoration, as well as the initiatives of private persons and institutions related to cultural and natural heritage matters.
- To promote knowledge and learning of all the aspects of cultural heritage, together with the mobilization of the masses in relation to the safeguarding of it.
- To activate the system of national relationships of the National Council of Cultural Heritage.
- To maintain links and relationships with UNESCO agencies, especially with the World Heritage Council, as well as with other government and non-government organizations directly related with cultural heritage.
- To allocate funds in hard currency for the conservation and restoration of the cultural heritage. The National Council of Cultural Heritage will control such funds.
- To ensure the implementation and the systematic control of all the plans for the physical protection and defense in all the institutions which posses cultural heritage goods (disaster plans).
- To create a network of specialized stores in museums to sell articles that reflect the profile of each.

**National Reading Program**
General Principles
The National Reading Program is a group of strategic actions designed for the long-term development and with the full participation of the Cuban society and wide impact on it.

The purpose of the Program is to coordinate the efforts of all agencies, institutions, sectors of the population and public in general who are interested in promoting books and reading in general among the people. The principles on which the work of the Program is based are the following:

Historic background: Experiences of similar programs and campaigns carried out both in our country and abroad will be taken into account, as well as the rich experience collected by institutions and persons connected to the universe of education, culture and literary promotion.

Objectiveness: It will be based on the objective knowledge of the concrete current situation in our society in relation to the promotion of reading, production, and diffusion of books, impact of new technologies, the media, conditions of the network of public and school libraries, and real motivations of children and teenagers.

Contextualization: Actions will be organized and undertaken according to the unique characteristics of each territory, and of the social groups to which campaigns are addressed.

Scientific features: Actions will be planned based on the contributions of other branches of social or pure sciences that would be deemed necessary, bearing in mind the wide variety of research projects undertaken in the field of reading in our country and at the same time promoting new ones.

Diversity: Actions will be organized in three main lines of work, either those aimed to the formation of reading habits and skills, or to the reorientation of reading, or its thematic diversification.

Economic conditioning of the social use of books: Due to the limitations of our editorial and printing industry and the scarce economic possibilities to import volumes which are considered updated, the development of strategies will significantly be made based on the social use of books, strengthening the role of libraries and other community institutions; at the same time, a rational use must be made of the human and material resources available or allocated.

Categorization of responsibilities: The Ministries in charge or responsible for the Program will be the Ministry of Culture and the Ministry of Education, and as agencies coordinating and executing the actions the group integrated by:

- National Library José Martí
- Cuban Book Institute (ICL)
- Cuban Society of the Friends of Books (SCAL)
- Cuban Institute of Radio and Television (ICRT)
- National Council of Houses of Culture
- Group for the Socio-cultural Development of the Ministry of Culture
- Division for the Training of the pedagogical staff in the Ministry of Education.
- Division in charge of Information Sciences and School Libraries in the Ministry of Education.

A large group of other agencies and institutions are called to participate in the Program, namely:

- Organization of Pioneers José Martí (OPJM)
- Union of Communist Youth (UJC)
- University Students Federation (FEU)
- Ministry of Higher Education (MES)
- Cuban Institute of Radio and Television (ICRT)
- Union of Writers and Artists of Cuba (UNEAC)
- Cuban Association of Pedagogues
Cuban Association of Librarians (ASCUBI)
Office for the José Martí Program
Central Association of Cuban Workers (CTC)
National Association of Small Farmers (ANAP)
Cuban Women’s Federation (FMC)
Revolutionary Armed Forces (FAR)
Ministry of the Interior (MININT)
Association Hermanos Saíz (AHS)
National Association of Blind and Sight Impaired (ANCI)
Cuban Association of Deaf and Hearing Impaired (ANSOC)
Cuban Association of Physically Disabled (ACLIFIM)
Ministry of the Sugar Industry (MINAZ)
National Library on Science and Technology
Society on Science and Technology (SOCIT)
National Library on Medical Sciences
Cuban Society of Friends of the Country
Committees for the Defense of the Revolution (CDR)
Union of Journalists, Reporters and Writers of Cuba (UPEC)

Stages of the actions. Formation, reorientation and diversification of reading habits have been thought as projects organized in stages. Interdisciplinary. The objectives of the program could only be obtained by means of the involvement of specialists in the various disciplines of the social and pure sciences.

Objectives
The general objectives of the National Program for Reading are the fundamental strategic goals aimed at by means of a group of concrete actions in the whole Cuban society and which are broken up, each of them, into a series of partial objectives, though as important as the general objectives. The partial or total fulfillment of those objectives must be expressed in visible transformations of the current situation in the country in relation to the promotion of books and literature.

Institutions and agencies participating in the Program, as a reference point to draft the partial objectives, and to decide the terms or periods in which the objectives must be achieved must use the general objectives.

The general objectives of the National Program for Reading are:

1. To maximize the humanistic and cultural values and the social significance of books and reading should have both in the Cuban society both at present and in the future.
2. To foster a liking for reading and the pleasure of it from early ages in children, teenagers and young people.
3. To help the Cuban reader, who is already trained, in finding books and book-related services that can satisfy more and more their expectations.
4. To strengthen the role and the place of schools, libraries, and other social institutions related to the promotion of books and reading in the life of the nation.
5. To introduce new technologies that would not compete against, but on the contrary contribute to the promotion and the liking for reading.
6. To achieve an active and creative involvement of the community and the family in all the actions of the Program.
7. To facilitate the active and creative participation of the media in the development of the National Program for Reading.
8. To train participants and promoters of the national Program for Reading in advanced techniques and approaches to facilitate the achievement of the proposed tasks.
9. To coordinate and develop projects of social research to evaluate and enrich the advance of the Program.
10. To coordinate and rationally use the resources available in the country for the development of the current Program.

Program for Culture and Tourism

General Concepts

Cuban culture is essential for our tourism. For its unique character, rich expressions and color, its role is of great importance to identify, differentiate and promote tourist products and offers in reference to other products in the region.

The basic concept that has ruled and still rules this inter relationship, argues that it is not possible to design or carry out a culture only for tourism, nor to develop a successful tourist industry or consolidate it without the organic presence of the national and local culture as a significant part of the tourist attraction.

During the last years, tourism has strengthened its growing importance for the economic development of the country, a situation which will continue in the future; at the same time, its role as a radiating platform of Cuban culture and as an important source of funding for it has been acknowledged, while it has been reaffirming its role in the creation of a tourist product and in the motivation of tourists to chose Cuba as a tourist destination.

Our cultural policy defines as premise define that marketing of cultural products and services does not admit ethical concessions that might attempt against the absolute defense of heritage values. The preservation of cultural heritage is a duty we in the present share with the future and the boom of Cuban tourism, far from being against this purpose, will continue contributing to it.

The Cuban reality places the country in a privileged position so that this dynamic relationship between culture and tourism would be positive for both sectors. In many countries, such integration is very difficult to convert into concrete expressions, a situation which forces us to make the maximum possible benefit from this our reality, which is very different from others.

We must not forget, within this context that tourism, because of its characteristics, is permanently subject to foreign and denaturalizing expressions typical of capitalist globalization. These tend to become evident in many varied and subtle ways. However, this danger should not either lead to narrow nationalistic tourist practices only accepting those values that are convenient for Cuban tourism. In short, the objective is to achieve a sensible balance, always with a preference for Cuban traditions and expressions. The practical management of this demands a solid intellectual foundation and a consistent functional application.

Because of its mass characteristics and varied effects, present day tourism is part of contemporary culture; is a communications exercise between persons, peoples and cultures.

Such communication exercise is also, in our case, an action of solidarity. Varied motivations of an extra tourist origin are present in choosing Cuba as a tourist destination: curiosity in from of the unexpected or novel, the attraction of knowing the small country which resists the assault of the Yankee imperialism and of almost all the communication machinery of the Western world, and the friendly desire of many visitors of taking a close look to our social experience.

The Cuban cultural panorama is one of the attractions for tourism, one of the most valuable things because of its history and the character of its social system.
A tourist in Cuba is a human being who comes to our country to aggrandize his/her life through the contact with our climate, our geography, our social reality, our history, our culture and our people. Making it happen is the responsibility of the tourist sector in the first place, but it goes beyond that, it involves the whole society and commits in particular the cultural sector, including the creators (artists) themselves.

Main Lines of Work

- Insert tourism in the daily cultural life of the country
- Presence of the artistic-cultural expressions in tourism.
- Characterization of tourism as an expression of the Cuban culture and of its identity.

Program for the development of information science and communications in the cultural sector

The Center for Information Science in Culture, is the institution of the Ministry of Culture of the Republic of Cuba, in charge of designing, directing and controlling the national policy on information and communication technologies for the cultural sector; to provide all the e-mail and Internet services, as well as all the other applications in the optimization of the work within the system; to organize all the information generated by cultural institutions for the virtual dissemination of that information and to develop tools to facilitate access to it; to produce cultural digital goods and; to watch for the integrity and safety of the network.

Objectives of the Program:

The Program for the Development of Information and Communications Sciences in the sector of Culture 2002-2005, poses new challenges and commitments that place the application of information science among the top priorities of the Ministry, with a special emphasis in the development of policies for the capture, processing and dissemination of information, the development of the management, economy and resources and of the promotion of culture, as well as the expansion of the Cubarte network and the inclusion of new services that strengthen it as a virtual community.

Its objectives are focused in the following main lines of work:

- To help all creators, researchers, teachers and students of the system of artistic education, leaders and specialists in general achieve a culture on information science and work in computer networks; to apply and develop information technologies and; to contribute in the automation of teaching, artistic and literary creation, cultural production and marketing processes of cultural goods, as well as in their promotion and publication both at the national and international level.
- To promote the training and systematic upgrading of students, creators, researchers, professors, specialists and cadre in general in the Sector, as well as of the information science people and staff related to the cultural sector in general, in works related, in the knowledge, use and development of information technologies, aimed at increasing the efficiency and the quality of their endeavor. To this end, training courses, workshops, training programs, postgraduate courses, master’s courses, specialized courses, diploma courses etc., will be implemented, both in direct education and in distance education.
- To contribute to meet the demand, both at the national and international levels of the cultural information (from Cuba and the rest of the world) improving the levels of cultural information and documentation in the Cubarte network, extending the access of the staff in the cultural sector to both national and foreign information resources, turning at the same time, the national and
territorial agencies of the system of the national culture in agencies generating automated products and services with a high cultural content.

- To ensure the technological basis to enable the use of information technologies and to turn it into a critical tool for the fulfillment of the mission of every cultural level, especially in the achievement of a greater efficiency.
- To continue extending the network to all cultural institutions that are not still benefiting from it and to develop the services of information technologies to the whole system.
- To promote, establish, maintain, control and publish the principles, regulations and requirements of information safety, particularly those related with the measures to protect information and technology from computer viruses, so that these actions ensure the confidentiality and integrity of the information that has to be exchanged, reproduced and preserved.
- To manage in a planned and sustained way, the necessary financial and human resources, to guarantee fulfillment of the needs of the National Program and the respective institutional and territorial programs until the year 2005.

To implement this Program, we have determined some essential aspects which we have named Areas of key Results, namely:

**Information Technology Policy**

**Objective:**

1. To achieve a culture on information science and computer networks in the cultural sector, which would contribute to the implementation and development of information technologies in the automation of teaching processes, literary and artistic creation, management, cultural production and marketing of cultural goods, as well as its promotion and diffusion at the national and international level.

**Formation, Training and Upgrading**

**Objective:**

2. To promote the formation and systematic education of the human resources in the sector, in the knowledge, use and development of information technologies aimed at increasing the efficiency and quality of the performance of such human resources, for which all the modalities of education will be provided, both direct and distance.

**Information technologies (contents of the information)**

**Objective:**

3. To contribute to the satisfaction of the national and international demand regarding cultural information (both Cuban and from the rest of the world) by increasing the levels of information and documentation in the Cubarte network and the expansion of the access by the human resources in the cultural sector to information resources, both national and from abroad. To help all the national and territorial agencies of the cultural system become generators of automated products and services with a high cultural content.

**Information technologies (technological hardware)**

**Objectives:**

4. To ensure the access to all technologies that would allow to turn the use of information technologies into the fundamental tool for the fulfillment of the mission of each cultural agency, especially to have a higher efficiency.

5. To continue expanding the network to those cultural institutions that are not integrated yet, and to develop the services of information technologies so as to integrate them in the whole system.
Information safety
Objective:
6. To establish, control and publish the principles, regulations and requirements of information safety, in particular in those aspects related to the measures for the protection of the information and the technology, so that these actions ensure the confidentiality and integrity of the information that has to be exchanged, reproduced and preserve.

Human and financial resources
Objective:
7. To manage in a planned and sustained way the human and financial resources required that would ensure satisfaction of the needs of the National Program as well as those included in the respective institutional and territorial programs.

Program for the Aesthetic Education in Cuban Schools
The most important objective of the Cuban educational system aims at the integrated, overall, humanistic formation of the students. Therefore, it is important to promote in this critical period of their lives, the processes of appreciation and evaluation of art, through which culture in its widest concept is expressed, as well as the creativity of the students through varied pedagogical and cultural ways. Thus, children and teenagers will be formed a personality rich in creating truly cult generations, knowledgeable and defenders of their origins, of their identity; at favoring the appropriation of knowledge and human values; at participating actively as promoters, creators and viewers in the cultural expressions within schools or communities; at training creative, reflexive, able citizens, capable of interpreting the most general social processes and to understand their pace and their role within those processes and to insert their dynamics in a transforming manner so as to create men and women who are sensitive in front of the cultural fact, also makers of their own artistic creations.

Aesthetic education should be seen as an essential part of the pedagogic and methodologies of education, which will help our schools, become interesting and attractive places.

A careful analysis, together with the reflections in relation to the background and the history of Artistic Education in Cuba, as well as a survey of the current situation made it possible to draft the principles, design the guidelines and the actions towards which the joint efforts of the Ministries of Education and Culture should aim to face the great challenge of making our country one of the most cult in the world.

To carry out this Program, we have drafted guidelines, namely:

- To achieve the proper formation and training of teachers and the preparation of the future teachers.
- To strengthen the local commissions on education and culture that will be part of the National Commission and the Provincial Commissions of socio-cultural development.
- To make the school the most important cultural center in the community.
- To promote and foster reading habits.
- To encourage in the students in all levels and types of education, the identification with the national heritage, the appreciation and aesthetic enjoyment, creativeness and communication through various artistic languages and the participation in the local cultural life.
- To strengthen the cultural and educational level in the media.
Everything included in this strategy should be implemented in the various levels of education, taking into account as critical factor the specific needs of each school, the characteristics of the community and the potential of the cultural institutions.

To face these new challenges, it is necessary to strengthen the role of education and culture as fundamental pillars in the formation of the future generations, who would build the future of our country land.

**Program of University Cultural Extension**

University Cultural Extension is defined as the group of interactions between university and society, by means of communications and activities both curricular and extracurricular, aimed at the university community and the people in general.

To this aim, the main objective is to turn universities into institutions of cultural development and to expand their influence and interaction towards the community to preserve, develop, promote and publish culture in its wider sense, humanistic, scientific and technical, professional among others.

The Program has two main strategic lines: intra-university and extra-university and among its main lines of actions are:

- To continue strengthening the role of universities as the avant-garde of José Martí’s anti-imperialist thought in our nation.
- To promote and monitor the publication, and diffusion of the most relevant results in Higher Education, everyday university life and the extension actions of the university towards the community.
- To encourage the interaction university-society in the different cultural manifestations, based on the coordination with the rest of the institutions in the territories, approaching the artists and intellectuals who develop their work outside the universities, of the cultural potential developed in universities and cultural community projects jointly established, aimed at enriching the social and cultural life of the community.
- To promote the work of information and research of José Martí’s ideals and its relationship with our national identity, our history and our culture.
- To create the “Honorary Chairs” and watch their adequate functioning for the study and publication of specific themes and/or the lives of relevant personalities in Cuba, Latin America and the rest of the world.
- To create cultural university institutions which are identified as artistic units (theater groups, music bands, dance groups, choirs and others) or as locations for the promotion of art (libraries, art galleries, museums, theaters, history halls, video and cinema theaters among others), and to ensure their adequate systematic functioning.
- To diversify and increase cultural options for the development of cultural activities among university people and communities.
- To strengthen in a qualitative way the movement of amateur artists, as well as their presentations in different levels.

**Program for the Cultural Development in remote and difficult access areas (known as Plan Turquino)**

The so-called Plan Turquino was first implemented in 1987, aimed at fostering and promoting the overall, integrated development of the mountain areas in the country. It is conceived as an inter-sector program in which all the central agencies of the government and the nation are related directly or indirectly with the development of the mountain areas. It is being implemented in nine provinces and 48 municipalities, distributed among the four main mountain ranges and in the Zapata Swamp.

The main objectives of the Program for the Cultural Development of Mountain Areas are:
• To raise the living standards and the quality of life of the people living in mountain areas based on their participation in different cultural expressions.
• To develop a sense of belonging in the individuals with respect to their communities by means of their active incorporation to the social, economic and cultural life, emphasizing the incorporation of children, teenagers and young people

Other objectives of these programs aim at:
• Achieving high levels of development and promotion of popular and traditional expressions and to recover those with a high cultural significance.
• Development an aesthetic appreciation towards the cultural environment in the mountains.
• Using art and literature to contribute to the elimination of socially disrupted behaviors and, on the other hand, to insert physically disabled persons in the life of the community.
• Deepening the study of social and cultural characteristics of the community in their development processes and of the needs of the community to make the cultural work more concrete.

For the achievement of these objectives, it will be necessary a high level of relationships that would include the participation of all the agencies involved, which will in turn encourage a greater participation of people living in mountain areas in the enjoyment of literary and artistic creation, as well as in their cultural development.