

# Impact of the COVID-19 Crisis in the Cultural and Creative Sectors – Three Perspectives: International, National and the Cultural Entity

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## ABSTRACT

This article presents the issues related to the impact of the COVID-19 crisis on the activities of the cultural and creative sectors. The description of the situation faced by the entities of these sectors comprises both the international and national perspectives. Special attention is paid to the analysis and evaluation of a specific example of the Castle Museum in Pszczyna. The studies and research of available literature, papers and statistical data for 2019–2020 allowed for diagnoses at the general level, i.e. the level of a specific field of activity, which is the activity of museums, and at the level of a given entity. The presented statistical data from 2020 compared to 2019 (normal year of operation) indicate a drastic deterioration of the financial situation and the scope of conducted activity of the surveyed entities. When looking for an antidote to emerging problems, many of them reorganized their activities and transferred their operation to the Internet. It seems that new forms of building relationships with consumers have become a routine and will be continued in an improved form in the future. This article presents a critical review of domestic and foreign literature, as well as Internet sources. The presented assessments and conclusions are justified by the analysis of statistical data contained in the documents of Główny Urząd Statystyczny (GUS) (the Central Statistical Office), Organisation for Economic Co-operation and Development (OECD), international reports and information provided by the Castle Museum in Pszczyna.

## KEY WORDS

Pandemic, crisis, cultural and creative sectors, museum, Castle Museum in Pszczyna

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