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Research and protection of cultural heritage is a particularly relevant field for international tourism. The problem offers multiple topics for scientific investigation, which still expects researchers to be tempted to examine changes in culture as a whole, in various historical periods, and especially, for the Republic of Moldova's case, in the Soviet period, as well as their effects on the entire contemporary society. The interdependence of sustainable marketing with other sciences, the heterogeneity of economic and social processes and phenomens that shape its area of research is the framework for this young economic science, to manifest itself as a multidisciplinary science, with an open character, which also ensures its universality. By appealing to the field of arts, marketing generates a chain of reactions for visualizing the strategies for promoting the national cultural heritage. The aims of the study are to present how art is known in our time, to emphasize not only its embodiment of beauty, which performs both educational and aesthetic functions, but also the process of integrating a brand into a work of art. This problem is important according to the management process in the field of public relations because it creates not just a trend in society, it also contributes to the sale of goods at a more favorable price for the customer.