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**THE FORMATIVE POTENTIAL OF MUSEUM EDUCATION  
EXPLOITED IN HIGHER EDUCATION INSTITUTIONS**

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The following article represents a theoretical and practical study which emphasizes the importance of formative potential of museum education, which contributes to improvement of moral, cultural, civic and professional profile of students. In this article are analyzed briefly the studies of some scientists regarding current domain and are provides some recommendation regarding the museum education of students in perspective of promoting national and universal heritage. Also are described some aspects that would favor the increasing of formative potential of museum education implemented in higher education schools.

**Keywords:** *museum, museum education, values, museum heritage, students, higher education institutions.*