



Julia Gerda

Digital Cultural Heritage: Perspectives and Challenges for Museums

Cultural heritage and memory institutions have been applying digital technologies to preserve and present the museum's collections for several years now. Application of digital technologies in the museum sector has caused a dynamic new approach of engaging people with the institution. At the same time, it has provoked urgent questions about the main challenges for museums. What are visitors' needs and motivation behind the museum visit? How do they react, communicate and interact with new technologies? How digital technologies can improve the visitor experience? Therefore, this project aims to address the main challenges connected to the application of digital technologies, to indicate the visitor behaviour in the museum and to detect visitor needs. With this, the research will propose possibilities for personalization of museum visit. Methodologically, the posed questions will apply qualitative ethnological methods and usability methods. Hence, this project contributes to digital studies, ethnological and museum studies. Additionally, the results of this paper will serve as the ground for digital development in heritage institutions.