

DIGITALNA TRANSFORMACIJA MUZEJA

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Rezime: *Primena novih tehnologija u oblasti očuvanja kulturno-istorijskog blaga je odavno prepoznata kao jedna od prioriternih oblasti u istraživanju u svetu. Digitalizacija kulturne baštine doprinosi demokratizaciji pristupa kulturnim sadržajima, razvoju informacionog društva i svetske zajednice znanja, a savremene tehnologije omogućavaju veoma efikasno organizovanje i čuvanje podataka. Digitalizacija i omogućavanje onlajn pristupa kulturnim sadržajima, kao i dugotrajno čuvanje digitalnih sadržaja od suštinskog su značaja za promociju, isticanje i vrednovanje kulturne baštine. Ovaj projekat predstavlja značajan doprinos primeni novih tehnologija u procesu digitalizacije i očuvanja kulturno-istorijskog blaga u Bugarskoj i Srbiji, početak procesa digitalizacije kulturno-istorijskog blaga, kao i uključivanje u svetske trendove približavanja kulturno-istorijskog nasleđa širokom krugu građana.*

Cljučne reči: *informacione tehnologije, digitalna transformacija, kulturno-istorijsko nasleđe, muzej*

DIGITAL TRANSFORMATIONS OF THE MUSEUM

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Abstract: *The usage of the new technologies in the field of preserving the world cultural and historical heritage has been recognized as the one of the priority areas of research. Digitization of cultural heritage contributes to the democratization of access to cultural content, the development of the information society and the global knowledge community. In the same time, modern technologies enable a very efficient organization and storage of data. One of the basic achievements of digitization activities is to ensure spread access to cultural and historical content over the Internet. Long-term preservation of digital content is crucial for promotion with emphasis and evaluation of cultural heritage. Using modern technologies in the process of digitization, this project would significantly contribute to the preservation of cultural and historical treasures in Bulgaria and Serbia. The results of the*

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project would be represent the beginning of the process of digitization of cultural and historical heritage as well as participation in the world trends of approaching cultural and historical heritage to citizens.

Key words: *information technologies, digital transformation, cultural and historical heritage, museu*