

**DIGITAL TRANSFORMATION AND CULTURAL HERITAGE:
NEW OPPORTUNITIES AND CHALLENGES**

Introduction. The modern world is changing rapidly, giving rise to new types of markets and societies before our eyes. One of the main drivers of these changes is digital transformation.

Digital transformation entails the overhaul of a business through the revision of its business or digital strategy, models, operations, products, marketing approach, goals, etc., through the adoption of digital technologies [1]. It involves considering how products, processes, and organizations can be transformed through the use of new digital technologies. While the adoption of digital technologies can bring business benefits, some corporate cultures may struggle with the changes required by digital transformation [2].

Cultural heritage comprises a collection of cultural values inherited by contemporaries from preceding generations. It encompasses architectural and monumental structures, art and similar archaeological and historical artifacts, as well as natural objects associated with them. Additionally, it includes various places of interest, manuscripts, books, and archival materials.

The purpose of the study is to investigate the interaction between digital transformation and cultural heritage in order to identify new opportunities and challenges arising from this interaction.

In today's world, digital transformation and cultural heritage interact, presenting both new opportunities and facing challenges.

Virtual museums and online exhibitions.

The creation of virtual museums allows people to visit museum exhibitions and cultural sites directly via the Internet. This means that you can explore and engage with fascinating content online without even leaving your

home. Such virtual museums enhance accessibility to cultural values for people from anywhere, allowing them to interact with the exhibits, learn interesting facts, and even leave your comments. This accessibility is important because it makes cultural knowledge more accessible and interesting to different people.

Digital archiving and preservation.

Digital archiving is a method of electronically storing various important things, such as old photos, documents, or historical records. It helps to preserve these values to prevent their loss over time [4].

This archiving encompasses tangible objects, such as photographs or old letters, as well as intangible entities that have no physical form, such as traditions, stories, or music. By mastering this technique, we can ensure that history and cultural heritage remain accessible to future generations, even if the originals are lost over time.

Challenges.

When we use digital technologies to showcase and preserve various cultural artifacts, ethical issues inevitably arise. These concerns revolve around how we handle these technologies and information they contain, including issues such as privacy, accessibility, authenticity.

When dealing with digital information regarding cultural heritage, security and privacy become paramount. It is imperative to handle and store this digital data with caution to prevent it from falling into the wrong hands or being lost. By understanding these security and privacy issues, we can take steps to protect digital data related to cultural heritage and keep it safe.

Conclusion. In conclusion, it is crucial to emphasize that digital transformation in the realm of cultural heritage presents both new opportunities and challenges. The development of virtual museums, digital archiving, and other technological initiatives enables the enhancement of accessibility and interactivity of cultural assets for a global audience. However, it is essential to address ethical issues, security, and privacy throughout this process. Safeguarding privacy, ensuring authenticity, and understanding the impact of

digital technologies on different user groups are critical aspects that require attention and resolution. Striving for a balance between expanding access to cultural heritage through digital tools and maintaining a high standard of ethics, security and privacy is essential. Only through this approach we can make digital transformation effective and respectful of cultural diversity and values.

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