Abstract

This bachelor's thesis deals with the transformation of the concept of cultural heritage in the digital environment, both on the side of the presenting institution and the visitor and mapping the experience of learning about cultural heritage in the digital environment.

In the theoretical part, the basic terms related to the focus of the bachelor's thesis are defined and they introduce the reader to its issues. It also presents legislation related to the presentation and interpretation of cultural heritage and four selected projects presenting cultural heritage objects in a digital environment. These are compared with each other and evaluated on the basis of features, thanks to which the most suitable platform is subsequently recommended. This section also presents significant theoretical works of the authors related to the topic of the work.

The practical part consists of a case study of the Polabské Museum. The study evaluates the current state of the museum, its collections and the process of digitization and digital presentation of the institution. The research is based on qualitative semi-structured interviews with museum staff and potential visitors of the "digital museum". The obtained data is processed using the SWOT analysis method, which identifies the strengths and weaknesses of the museum, as well as its opportunities and possible threats. A number of recommendations follow from this analysis. The author reflects on further possible developments in the field of transformation of cultural heritage into the digital environment. The case study is devoted to one specific museum, however the conclusions should be applicable to other similar institutions.

Keywords

cultural heritage, digitalization, interpretation, museum, presentation, demonstration, participation, platform, qualitative research, semi-structured interview, legislation, INDIHU, Europeana, eSbírky, Gulag.cz, SWOT analysis, Polabské muzeum, digital presentation, museum visitor, museum worker, digital environment, web platform, virtual exhibition, virtual tour, online catalogue