

From Ancient Walls to Virtual Halls: Digital Tools Shaping Cultural Tourism in Serbia

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Abstract:

The tourism industry is changing rapidly due to digital innovations, which present new chances to strike a balance between the expansion of ecotourism and the conservation of cultural heritage. Digital technologies including digital platforms, augmented reality (AR), and virtual tourism are becoming essential instruments for promoting sustainable tourist practices and safeguarding heritage sites in Serbia, a nation rich in natural and cultural variety. This study looks at how these technologies are being used in Serbia to protect cultural resources, increase accessibility, and promote visitor engagement. The study examines case studies of significant projects and efforts, including the use of digital platforms like "My Serbia" to promote lesser-known ecotourism locations, AR-enhanced experiences like the Golubac Fortress, and virtual tours of UNESCO World Heritage Sites like Studenica Monastery. By enabling immersive storytelling, these technologies lessen the environmental effect of in-person trips while providing visitors with a deeper grasp of Serbia's rich cultural histories. Additionally, the study assesses how digital platforms help local communities to engage with tourists, promote sustainable behaviors, and boost economic growth in underserved and rural areas. Issues including the necessity for public-private cooperation, digital literacy, and the constraints of technology infrastructure are also covered. The results demonstrate the double advantages of digital advances in Serbia: they help in preserving delicate historical sites while also providing tourists with interesting, easily accessible experiences. In order to fully realize the potential of digital innovations in sustainable tourism, the study ends with suggestions for expanding such projects, highlighting the significance of funding, education, and legislative frameworks. This study adds to the larger conversation about the digital transformation of tourism by providing insightful insights from Serbia for international initiatives in cultural heritage preservation.

Keywords:

Digital tourism innovation, Cultural heritage conservation, Augmented reality tourism, Sustainable tourism technology, Serbia.