


# Chapter 6

## Web Technologies for Cultural Heritage: Digital Storytelling and Participatory Platforms

**Azamat Ali**

 <https://orcid.org/0000-0003-2931-2166>

*Lovely Professional University, Punjab, India*

**Ankit Dixit**

*Lovely Professional University, Punjab, India*

### **ABSTRACT**

*Web technologies have taken over as they are instrumental to cultural heritage preservation and promotion. This chapter discusses the uses of digital storytelling and participatory platforms to be engaged with communities, to share historical knowledge, and to promote cultural expression. It searches the tools and approaches of developing interactive and immersive environments that help users to become connected to heritage content. The chapter also talks of the benefits of participatory platform where users can come with their stories, pictures and share their local history and therefore preserving the culture is a collaborative and participatory process. Examples of good practice in the digital humanities are found at case studies in museums, archives and grassroots initiatives. The problem of digital access, content authenticity, and long term preservation is also touched upon. Finally, the strategies are proposed on how it is possible to develop culturally sensitive, user friendly, and sustainable digital heritage projects through the usage of web technologies.*

DOI: 10.4018/979-8-3373-5167-4.ch006

## 1. INTRODUCTION

Cultural heritage is a significant aspect of a human being and a collective memory. It consists of material things, including monuments, artefacts, and landscapes, and non-material things, including traditions, languages, rituals. Maintaining this heritage assists in individuals being aware of their past, beliefs and culture. New technologies are altering the way cultural heritage is recorded, stored and made available to other people in the digital age (Masciotta et al., 2023). The emergence of the internet and the web technologies has altered the way we interact, learn and communicate with information. These technologies have become an important part of preservation and promotion of cultural heritage. Previously, the preservation of heritage was predominantly the work of professionals such as historians, archivists and museum professionals. In the modern world, communities and individuals can participate in this process with the help of digital tools. They are able to tell stories, post photographs and contribute to the history of the place online (Roued et al., 2023).

The availability of cultural heritage to individuals worldwide is enhanced by the web technologies. The ability to access collections and acquire knowledge about various cultures in the comfort of one's home can be made by websites, digital archives, and multimedia platforms (Kaur and Rai, 2024). Europeana, Wikimedia Commons, and Historypin are all good examples of platforms. They encourage the nation to share photos, documents and stories and heritage has become more participatory and involving. This aids in the preservation of local knowledge and voices those communities that were usually disregarded in the official accounts. One of the most efficient methods of promoting cultural heritage is with the help of digital stories. It is a combination of text, pictures, sound, and video to make interesting stories (Privitera et al., 2024). StoryMapJS and TimelineJS are web tools that allow the user to create an interactive story about a historical event, place, or personal memory. These narratives can be posted on internet and this will reach individuals in various parts of the world. As an example, a community may use a web site to communicate its oral traditions, festivals or migration history. This forms a good linkage between the past and the present and assists in preserving the cultural traditions.

Also, web technologies enable immersive experiences. Online exhibitions, 3D models and virtual museums enable people to access heritage sites in a different manner. Virtual reality (VR) and augmented reality (AR) products have the potential to make past buildings or events so real, giving learners interactive experiences (Paulauskas et al., 2023). These applications are useful, particularly when a travel to the physical location is infeasible because of distance, money or security issues. They also render the study of history interesting and significant to students and to the masses in general. Conservation of cultural heritage conserves the culture to the

26 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/web-technologies-for-cultural-heritage/399891](http://www.igi-global.com/chapter/web-technologies-for-cultural-heritage/399891)

## Related Content

---

### The Digital Transformation of Companies: An Opportunity to Co-Create Value With the Consumer

Miryam Ben Aliand Chokri El Fidha (2021). *Handbook of Research on IoT, Digital Transformation, and the Future of Global Marketing* (pp. 27-43).

[www.irma-international.org/chapter/the-digital-transformation-of-companies/286268](http://www.irma-international.org/chapter/the-digital-transformation-of-companies/286268)

### Change Management in the Digital Economy: Model Proposal

Nuno Geada (2020). *International Journal of Innovation in the Digital Economy* (pp. 37-51).

[www.irma-international.org/article/change-management-in-the-digital-economy/256152](http://www.irma-international.org/article/change-management-in-the-digital-economy/256152)

### The Future of Smart Hotels and Digital Transformation in the Hospitality Industry

Bhola Chourasia (2025). *Transforming the Service Sector With New Technology* (pp. 533-540).

[www.irma-international.org/chapter/the-future-of-smart-hotels-and-digital-transformation-in-the-hospitality-industry/378732](http://www.irma-international.org/chapter/the-future-of-smart-hotels-and-digital-transformation-in-the-hospitality-industry/378732)

### Experimenting Language Identification for Sentiment Analysis of English Punjabi Code Mixed Social Media Text

Neetika Bansal, Vishal Goyal and Simpel Rani (2020). *International Journal of E-Adoption* (pp. 52-62).

[www.irma-international.org/article/experimenting-language-identification-for-sentiment-analysis-of-english-punjabi-code-mixed-social-media-text/250303](http://www.irma-international.org/article/experimenting-language-identification-for-sentiment-analysis-of-english-punjabi-code-mixed-social-media-text/250303)

### Are ICT/Web 2.0 Tools Influencing Civic Engagement in Modern Democracies?: An Exploratory Analysis from India

Indu Nair, Bardo Fraunholz and Chandana Unnithan (2012). *International Journal of E-Adoption* (pp. 70-85).

[www.irma-international.org/article/ict-web-tools-influencing-civic/74819](http://www.irma-international.org/article/ict-web-tools-influencing-civic/74819)