



Cultural Heritage Digitization and Visitor Experience in Namibian Museums: A Qualitative Study,

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Abstract

This study explores cultural heritage digitization efforts in Namibian museums, focusing on visitor experiences. A qualitative research approach was employed, including interviews with museum staff and visitors, and observations at selected museums in Namibia. Visitor feedback indicated a significant preference for interactive digital exhibits over traditional displays, suggesting an evolving interest towards more engaging technological experiences within the museum setting. The study highlights the importance of incorporating visitor preferences into digitization strategies to enhance engagement and understanding of cultural heritage. Museums should consider integrating more interactive digital components in their exhibits to better engage visitors, thereby promoting deeper appreciation for Namibian culture.

Keywords: *Namibia, Heritage Digitization, Museum Studies, Visitor Experience, Qualitative Research, Cultural Preservation, Ethnography*

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