Title: Improving Engagement in Sacred Sites Through Smart Technology Solutions

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Abstract: Sacred sites are the destinations of pilgrims and visitors alike because of their significant cultural, spiritual, and historical value. On the other hand, traditional techniques of visitor involvement frequently fail to live up to the standards that contemporary tourists have set for themselves. This chapter investigates how intelligent technological solutions, such as augmented reality (AR), mobile applications, artificial intelligence-driven guides, and Internet of Things-based systems, can improve tourists' experience while protecting the holiness and authenticity of hallowed locations. This chapter discusses the issues associated with technological intrusion, data privacy, and community acceptability. We look at case studies from various sacred places worldwide to highlight successful implementations and lessons gained. The findings highlight the potential for technology to convert holy tourism into a more interactive, inclusive, and meaningful journey for a wide variety of people worldwide.

Key words: Business Science Reference ,Marketing and Consumer Behavior , Media & Communications ,Virtual Communities & Virtual Reality

https://www.irma-international.org/chapter/improving-engagement-in-sacred-sites-through-smart-technology-solutions/403691/