



ARTIFICIAL INTELLIGENCE AND THE PROTECTION OF CULTURAL HERITAGE: HUMAN RIGHTS AND THE ROLE OF INTERNATIONAL LAW IN ADDRESSING FUTURE ETHICAL DILEMMAS

This article examines the convergence of international law, human rights, and artificial intelligence in the safeguarding of cultural heritage. The integration of AI enhances preservation and accessibility via digitisation and virtual reality; however, it also introduces concerns regarding bias, distortion, and the potential for digital dispossession. The current tools, such as the UNESCO guidelines and the EU AI Act, fall short, providing only broad principles without specific protections for heritage and memory. The study argues that a human rights-based approach is necessary to guarantee that AI promotes, rather than diminishes, cultural diversity and participation. It calls for the recognition of a universal right to memory as an essential legislative reform to safeguard dignity, identity, and cultural continuity in the digital era.