This thesis focuses on the utilization of 3D technologies in the field of heritage conservation. The theoretical part is dedicated to a brief introduction to the topic of heritage conservation and the world of innovative technologies, specifically 3D scanning and softwares, which are used to create models, with an emphasis on photogrammetry. Drawing upon this knowledge, it introduces the basic methodological procedures for 3D scanning and the processing of the acquired data in respective softwares. The practical part applies these steps to a specific historical building and its historical context. Furthermore, the thesis explores the various approaches for the use of 3D models. Subsequently, it presents their contribution to the public, education and further research of historical reality. Accordingly, the thesis also presents the potential usages of virtual reality (VR), augmented reality (AR), 3D printing and virtual exhibitions.