



Artificial Intelligence and Sustainable Cultural & Heritage Tourism Experience

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Message from the Guest Editors

The concept of heritage is multifaceted and includes not only tangible objects, such as private possessions, but also public places and intangible things, such as history. These determine how people engage with heritage, and how people's experiences in popular sites unfold and affect them. Heritage includes a substantial amount of information related to the history of a site.

Artificial intelligence (AI), which has infiltrated the field of tourism and the way we experience heritage. The emergence of AR/VR equipped with AI-based technology has been introduced into our cultural and heritage tourism experience to assist our travel and leisure activities and has increasingly penetrated sites, places, and spaces to facilitate experience creation and service automation in old towns, museums, theme parks, festivals and events, etc. As a result, AI and smart tourism are rapidly changing the way they engage with travellers, while enabling travellers to produce their own personal experience by selectively matching the information gained from personal knowledge and past experience.





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