

## Special Issue

# Artificial Intelligence and Sustainable Cultural & Heritage Tourism Experience

### 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.

---

### Guest Editors

Dr. Yeongbae Choe

Dr. Lawrence Hoc Nang Fong

Prof. Dr. Chulmo Koo

---

### Deadline for manuscript submissions

closed (30 June 2021)



## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 8.9



[mdpi.com/si/51123](https://mdpi.com/si/51123)

*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

[mdpi.com/journal/  
sustainability](https://mdpi.com/journal/sustainability)





## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 8.9



[mdpi.com/journal/  
sustainability](https://mdpi.com/journal/sustainability)



# About the Journal

## Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

---

## Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,  
Columbus, OH 43210, USA

---

## Author Benefits

### Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

### High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPlus / SciFinder, and other databases.

### Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1  
(Geography, Planning and Development)