**Call for Papers: KrAST at the 3rd World Conference on Smart Tourism**

We are pleased to announce the **KrAST Track** at the 3rd World Conference on Smart Tourism (WCST 2025), to be held December 17–20, 2025, in Macau, China. This session will focus on South Korea’s advanced integration of ICT, AI, and public data into tourism policy and services.

South Korea is a global pioneer in smart cities and smart tourism. Major cities such as Seoul, Busan, and Jeonju are implementing AI-based tourism platforms, IoT-enabled signage, crowd prediction systems, and real-time public data services. The government supports these efforts through national strategies for Smart Tourism Cities and Tourism Data Labs. Korea’s experience offers valuable insights into integrating digital infrastructure with sustainable and inclusive tourism.

We welcome submissions in English on smart tourism, AI-based visitor management, digital transformation, immersive technology (VR/AR), location-based services, and sustainable destination management in Korea. The deadline for full paper submissions (1,000 words) is August 31, 2025.

For practitioners participating in the Korean Track, it is possible to submit presentation slides instead of a full or short paper. In such cases, submission of an abstract and slides will be sufficient to apply for a presentation at the conference.

Outstanding full papers presented in the Korean Track will also be invited for publication in a special issue of the ***Journal of Smart Tourism*** (Theme: Smart Tourism in Korean, scheduled for publication in 2026).

For more details and submission guidelines, please visit the official WCST 2025 website:

🔗 https://astworld.org/conference/call-for-paper.php

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