



International Conference on Applied Sciences and Innovation (ICASIN'2025)

November 27-29, 2025

Faculty of Sciences, Ibn Tofail University of Kenitra, Morocco



Workshop on Smart Tourism and Smart Traditional Crafts

Workshop Overview:

We are pleased to introduce the inaugural International Workshop on Smart Tourism and Smart Traditional Crafts (STSTC'25), where educators, researchers, and innovators will converge to delve into the possibilities offered by digital transformation. The primary objective of STSTC is to emphasize the potential benefits and consequences of integrating artificial intelligence for the cross-border marketing and management of intelligent tourism and traditional crafts in Morocco.

Handicrafts and tourism are two closely linked economic sectors that play a crucial role in the economy of Morocco. Harnessing new technologies for the manufacturing and promotion of services related to these domains is a one of the strategies adopted by the kingdom. This workshop aligns with this goal by bringing together stakeholders from both sectors and scientific researchers, providing a significant opportunity for the sharing of knowledge and the promotion of increased competitiveness.

The achievement of the defined objectives for this workshop requires multidisciplinary expertise, encompassing areas such as artificial intelligence, Big Data, the Internet of Things, computer vision, etc. The anticipated outcomes of STSTC'25 are diverse.

On the technological and socio-economic front, several aspects are emphasized, including the transformation of the Medina from an initially non-intelligent entity into an intelligent one. This involves utilizing new technology services for the benefit of various stakeholders in the Medina, providing real-time data on the entire SmartMedina ecosystem, enabling consumers to verify the authenticity of products in real-time to ensure a positive tourist reputation. Additionally, the implementation of a visitor complaint management system aims to develop the sector by incorporating improvements based on visitor feedback. Finally, the management of guides will have a significant impact on enhancing tourism in Morocco, given the crucial role they play in the industry.

From a scientific perspective, we highlight openness to the socio-economic world and the strengthening of potential collaborations. Addressing research topics related to STSTC'25 will help define a roadmap for industry stakeholders and acquire expertise in this field. Moreover, participants can leverage the recommendations and results as a platform for the complete digitization of this sector.

STSTC'25 & ALKHAWARIZMI Project:

STSTC'25 is also part of the project "SmartMedina_Artificial Intelligence and Big Data in the service of the ancient Medina of Fes, a world heritage site", supported by the National Center for Scientific and Technical Research of Morocco, identified by the following number: [Alkhawarizmi/2020/28](#).

Topics:

Topics to be included, but are not limited to:

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| ⇒ IA to Personalization of the Touristic Experience | ⇒ Computer Vision for Handicrafts and Smart Tourism |
| ⇒ Recommendation Systems for Artisanal Smart Tourism | ⇒ Material Tracking: Utilization of IoT sensors to monitor the supply of raw materials. |
| ⇒ Intelligent Artisanal Products / Systems | ⇒ Quality and Sustainability: Integration of sensors to assess the quality of artisanal products and ensure their sustainability. |
| ⇒ Security and Authentication of Artisanal Products | ⇒ Energy Management: Optimization of energy consumption in artisanal workshops through IoT. |
| ⇒ Intelligent Management Systems for Touristic Sites | ⇒ PLM and Supply Chain Monitoring: Enhancement of the traceability of artisanal products through IoT technology. |
| ⇒ Big Data analytics and Analysis of Artisanal Trends | |
| ⇒ Optimization of Touristic Itineraries | |
| ⇒ Smart Tourist Guide | |
| ⇒ Personalization of the Touristic Experience | |

Publication Opportunity:

Articles that are accepted and presented at STSTC'25 will be included in the conference proceedings, which are indexed by Scopus. Moreover, authors of the most outstanding articles will receive invitations to submit revised versions for potential publication in specialized journals.

Submission Guidelines:

We invite contributions in various forms:

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| ⇒ Research Papers | ⇒ Panel Discussions | ⇒ Innovations |
| ⇒ Demos and Prototypes | ⇒ Case Studies | ⇒ Poster Presentations |

Prospective authors are encouraged to review the conference guidelines for manuscript submissions available at [http://www.XXXXXXX](#). These guidelines offer comprehensive details on formatting, length requirements, and other essential considerations for submitting contributions.

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