Leaders' Conference

(Draft) Detailed Plan & Agenda Items

as of August 21, 2025

Executive Summary

The Leaders' Conference is a decisive session for high-level officials to address the dual themes of digital and green transformation in tourism. This roundtable serves as a strategic platform to assess the challenges and opportunities for TPO members, share proven international cooperation models, and establish a clear path forward.

Digital and green transformations are an integrated strategy for building a more resilient, competitive, and inclusive tourism sector. Digital tools can enhance visitor experiences and optimize management, while green transformation ensures socio-economic viability, community empowerment, and profitability. The goal is to find practical, financially viable ways to achieve these goals at the local level.

The discussion acknowledges that a one-size-fits-all approach to sustainability is impractical. For some cities, the challenge is managing overtourism, while for others, it's attracting more visitors to combat undertourism. These differing realities, along with fragmented industry structures and gaps in data collection and technical skills, present the primary challenges. However, they also create opportunities to leverage technology for personalized experiences, diversify tourism offerings, and create new jobs.

The agenda proposes focused discussion topics and outlines a provisional Ho Chi Minh City Declaration, emphasizing mutual commitments and practical actions. It also supports enhancing TPO's capacity to provide policy-relevant insights and technical resources to members.

1. Outline

○ Date & Time: 4 September 2025, 15:00 ~ 16:30 (90 minutes)

○ Venue: Ballroom, 3rd Floor, Sheraton Grand Opera Saigon Hotel

○ Theme: **Next-Gen Smart Cities: Cross-border Cooperation for Smart & Green Tourism**

○ Participants: Mayors, Governors, Chairpersons, TPO Member Representatives, high-level delegates and guests invited by the host

○ Chair: Chairman of Ho Chi Minh City

○ Moderator: Department of Tourism of Ho Chi Minh City

○ Format: Closed-door Roundtable Discussion

○ Length of Presentation: 3-5 minutes per representative covering all topics

○ Working Language: English (with Vietnamese interpretation)

2. Format & Seating Arrangement

○ Arrangement: Participants seated alphabetically by organization name in concentric circle to facilitate inclusive dialogue

○ Speaking Protocol: Systematic rotation beginning with the Chair, proceeding clockwise

○ Time Management: 3-5 minutes maximum per intervention all topics to ensure balanced participation

○ Ho Chi Minh City Declaration: To be refined during the discussions and formally adopted through signature at the Leaders' Conference.

3. Draft Agenda Items

Each representative is encouraged to share insights and/or examples related to the following discussion points:

a. Digital Transformation in Urban Tourism
- Share successful case studies and best practices from your city, including:
    - Innovative digital solutions implemented for destination management and tourist engagement (e.g., AI, IoT, digital twin platforms, data dashboards)

- Successful strategies for overcoming implementation challenges such as the digital divide, skills gaps, and scaling digital innovation in diverse urban settings

b. Green and Sustainable Tourism Strategies

- Present policy measures for carbon neutrality, eco-certification, or renewable energy adoption in tourism operations
- Share strategies to address both overtourism and undertourism through community-based tourism, visitor dispersal, or sustainable tourism marketing

c. TPO Green Horizon Platform Initiative (Attachment 2)

- Present their cities' perspectives and engage in substantive discussions on a new strategic initiative proposed by the host city, Ho Chi Minh City: the establishment of the TPO Green Horizon Platform. Please refer to Attachment 2 for detailed information.

TPO Green Horizon — Implementation Plan (2026-2028)

1. Title

TPO Green Horizon — Technology Partner: Huuk.ai

2. Executive Summary

TPO Green Horizon is an initiative aimed at accelerating the transition of member cities towards sustainable, low-emission, inclusive, and highly adaptive tourism.

The program will develop a Shared Digital Platform, designed and operated by Huuk.ai, to jointly promote green destinations and sustainable tourism products among member cities, while optimizing socio-economic efficiency.

3. Governance Structure

The project applies a lean governance model ensuring accountability, agility, and inclusivity:

- Program Steering Committee: Representatives from member cities, the TPO Secretariat, and independent experts; responsible for strategic direction, plan approval, and progress oversight.

- Technical Advisory Group (TAG): Experts in sustainable tourism, technology, environment, and green finance; Huuk.ai plays a central role in technology consulting and implementation.

- Executive Office: Responsible for daily coordination, operation of the Huuk.ai platform, and implementation of AI-powered campaigns.

4. Key features of the Shared Digital Platform

- Exhibition of recognized green destinations from TPO member cities

- Trip planner / Green itinerary builder: AI recommendations tailored to travelers' schedules and preferences.

- Green initiatives models

- Image gallery

5. Criteria & Process for Green Destination Recognition

Core Criteria for Member Cities:

a. Clear political commitment and strategic plan for green tourism development.

b. Infrastructure and services meeting environmental protection standards.

c. Resource management programs for nature and biodiversity conservation.

d. Local community engagement and consensus.

e. Transparent and periodic monitoring and reporting mechanisms.

Recognition Process:

- Step 1: Online application (with AI-assisted preliminary assessment).

- Step 2: Detailed review and evaluation by TAG.

- Step 3: Official recognition and inclusion in the Shared Digital Platform.

- Step 4: Re-evaluation and renewal every two years.

6. Implementation Roadmap (First 3 Years)

Year 1 – Q1 to Q4/2026: Launch & Foundation Building

- Launch of the Huuk.ai Shared Digital Platform.

- Connect data from 10–15 pioneer provinces/cities (priority given to 6 centrally governed cities and provinces with strong green tourism potential).

- Train local officials on green criteria and AI operational skills.

Year 2 – 2027: Expansion & Optimization

- Expand connections to 25–30 provinces/cities within the TPO network.

- In Vietnam: Cover all 34 provinces/cities after administrative restructuring.

- Integrate the interactive green tourism map, AI demand forecasting, and personalized marketing support.

Year 3 – 2028: Consolidation & Replication

- Full TPO network: 40+ green cities with real-time synchronized data.

- In Vietnam: All 34 provinces/cities with green destination profiles and AI-generated economic–environmental impact reports.

- Publish the Annual Vietnam Green Tourism Report to inform policy-making.

7. Value Proposition of Huuk.ai in the Project

a. Increase Local Business Revenue: AI connects businesses directly with potential travelers, reduces reliance on intermediaries, optimizes marketing campaigns → revenue increase of 20‑30%.

b. Boost Visitor Numbers & Length of Stay: Intelligent recommendation tools encourage exploration of additional activities and services → higher average spending per visitor.

c. Reduce Greenhouse Gas Emissions: AI optimizes travel itineraries, promotes public transport, ride-sharing, and green tourism services → 10–15% CO_2 reduction.

d. Enhance Destination Management Efficiency: Real-time data supports optimal allocation of infrastructure, workforce, and budgets.

e. Increase Investment Appeal: Transparent data platform enables investors to assess project potential and green infrastructure efficiency with ease.

f. Financing & Resource Mobilization

- Funding Sources: Funded by Ho Chi Minh city's annual Tourism Promotion budget.

- Proposed Support from the Government of Vietnam: Matching funds for 2026–2028 to implement AI infrastructure and workforce training.

- Huuk.ai Contribution: Development and operation of the platform, data management, maintenance, and technology upgrades.