

12th TPO General Assembly Key Outcomes

12th TPO General Assembly adopts Chair's Statement

"Shaping the Future of Tourism: Embracing Digital and Green Transformation"

◆ Key Facts

- Approximately 1,000 participants gathered, including 436 delegates from 32 delegations
- Adoption of Chair's Statement on 'Digital & Green transformation'
- Election of Busan as President city, Gimhae, and Kota Kinabalu as Co-President cities, institutionalization of regional meetings
- Presentation of best practices in smart tourism and sustainability, revival of the TPO *Best Awards* after six years
- Selection of Gimhae as the next General Assembly host city and Ulsan as the next Forum host city, enhancing the global presence of Korean cities

◆ Key Outcomes of the Assembly

1. Adoption of the Chairs' Statement: TPO Green Horizon Initiative

Key Outcomes

- **Collective commitment of member cities** to smart tourism and green policies
- **Unanimous adoption of the Chair's Statement** at the 12th TPO General Assembly (Sept 3–6, Ho Chi Minh City)
- **Presentation of a core vision led by Ho Chi Minh City (Chair City):** building a tourism ecosystem through advanced digital technologies (AI, IoT) and transitioning to green tourism
- **Collective commitment of member cities** to smart tourism and green policies
- **Introduction of the TPO *Green Horizon Platform*** for joint policy promotion and collaborative initiatives via online platforms, laying the foundation for future actions

Significance

- **Symbolizing a new turning point for TPO** in the global tourism industry
- **Reinforcement of TPO's role as an international organization** pursuing sustainability and innovation beyond tourism exchange
- **Official acknowledgment of TPO's advancement** as a "global alliance for smart and sustainable urban tourism."

2. Formation of the New Leadership

- **Election of the new TPO Bureau (2026-2027)**
Busan (President), Gimhae (Co-President), and Kota Kinabalu (Co-President)
- **Appointment of the next Executive Committee member (2026-2027)**
Busan, Gimhae, Kota Kinabalu, Fukuoka, Ho Chi Minh City, Guangzhou, Ipoh, Sanya, Jakarta, Taichung and Samarkand
 - ※ Jeonju, Dhulikhel, Taiping, Vladivostok (2024-2025)
 - Gimhae, Kota Kinabalu, Samarkand (2026-2027)
- **Approval of statutory reforms** to recognize the role of TPO Regional Meetings

3. Selection of Future Host Cities

- Gimhae (13th General Assembly, 2027)
- Ulsan (11th Forum, 2028)

4. Discussion on Future Agendas and Best Practices

Thematic sessions presenting strategies on digital transformation, sustainability, and cooperation

※ *For session details, please see the attached summary*

5. Expansion of Global Collaboration and Practical Partnerships

- Holding thirteen bilateral meetings focusing on joint marketing, tourism infrastructure, and youth talent exchange.
Busan, Gimhae, Ho Chi Minh City, Ipoh, Kampar, Samarkand, Sanya, Taichung, and Thay Ninh
- Proposal of the “Digital and Green Chair’s Statement” at the Leader’s Conference and its adoption at the Plenary Session.
- Participation of Busan, Hanoi, Incheon, Jeonju, Manjung, Pohang, Sanya, Taichung and Ulsan in the TPO Roadshow and TPO Joint Promotional Presentation.

TPO Roadshow: *Busan, Jeonju, Sanya, Incheon, Ulsan, Hanoi, Taichung*

TPO Joint Promotional Presentation (JPP): *Busan, Sanya, Incheon, Manjung, Pohang, Taichung, Ulsan*

- Collaboration with the Ho Chi Minh City International Travel Expo (ITE) to maximize global tourism industry engagement.

6. 2025 TPO Best Awards

Resumption of the TPO Best Awards after six years, recognizing excellence in five categories: Tourism Marketing, Innovation, Sustainability, Leadership, and Media.

- **Tourism Marketing:** Taichung (Excellence), Ho Chi Minh City (Distinction), Taiping (Merit)
- **Tourism Innovation:** Incheon
- **Sustainable Tourism:** Ipoh (Excellence), Kota Kinabalu (Distinction), Hanoi & Batu (Merit)
- **Tourism Leadership:** Jamunarani S. Nadarajah, Deputy Director of Ipoh City Council
- **Tourism Media:** Sanya

Official recognition of outstanding policies and achievements of member cities

Encouragement of healthy competition and innovation among member cities

Session 1: Innovation for Sustainable Urban Tourism Futures

Digital Transformation and Green Urban Tourism Futures

Dr. Pham Hong Long, Associate Professor, Chairman of Education and Research Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi

Pham Hong Long highlighted how digital innovation and sustainability are shaping the future of urban tourism. He pointed to the use of AI, IoT, and Big Data in personalizing visitor experiences, optimizing resource management, and addressing overtourism through smart solutions. Case studies from European cities and Singapore show how technology can enable greener, more inclusive urban tourism.

Czech Tourism Korea – Urban Walking

Michal Prochazka, Director of Czech Tourism Korea and the Philippines

Michal Procházka introduced urban walking as a sustainable tourism model in the Czech Republic. He emphasized the country's rich heritage, walkable cities, and growing interest in wellness and community-based initiatives. While challenges like overtourism and lack of a clear sustainability identity remain, CzechTourism Korea promotes urban walking and authentic storytelling as key strategies to appeal to Gen Z travelers.

Re-inviting the flywheel: AI driving user-centric transformation in travel tech

Daniel Wu, Director, Global Government Affairs, Agoda

Daniel Wu explained how AI is reinventing the travel experience by making it more personal and seamless. Through Agoda's applications, AI helps travelers find destinations, book easily, and enjoy tailored experiences. He also stressed the role of public policy and partnerships in ensuring inclusive and accessible travel.

Session 3: Integrating Digitalization and Greening: The Future of Sustainable Tourism

Chung Hoang Chuong, Senior Research Fellow, Center for International Studies, Vietnam National University

Professor Chung Hoàng Chương provided an in-depth, evidence-based case study of the Con Chim islet project. He explained how this model revitalized the local economy and created sustainable livelihoods for residents and discussed the practical challenges and successful solutions in developing and sustaining these programs.

Bảo Ngọc, Founder, Gen Zero

Bao Ngọc presented youth perspectives by linking the Con Chim case study to broader travel trends, emphasizing Gen Z's desire for authentic and socially impactful experiences. She illustrated how young people are leveraging social media and digital platforms to promote local, sustainable businesses and community-based projects, while also advocating for these initiatives on a global scale. She underscored that young people are merely tourists, but active participants in building a greener tourism economy.

[Gimhae] Minju, Jung, Manager, Tourism Facilities Operations, Gimhae

Minju Jung showcased Gimhae's innovative approach to sustainable tourism by integrating digital technology, art, and nature. She presented the Gimhae Gaya Theme Park Media Art Illumination as a case study, highlighting four interactive zones from landmark media art installations to responsive displays that demonstrate how eco-friendly, technology-driven attractions can enhance visitor engagement and have gained recognition from both domestic and international tourists.

[Manjung] Mohd Helmi Bin Arifin, Deputy Mayor, Manjung

Mohd Helmi Bin Arifin shared Pangkor Island and Manjung District as case studies, presenting comprehensive eco-tourism strategies that integrate nature, cultural heritage, and modern attractions. He illustrated how these destinations leverage unique historical sites, cultural experiences, and eco-tourism initiatives to offer diverse tourism experiences.

[Samarkand] Djurabek Suyunov, Head of Department of Tourism of Samarkand Region

Djurabek Suyunov introduced the city's traditional and heritage sites, while also showcasing recent MICE developments over the past two years and improved tourism infrastructure. He presented Uzbekistan's digital tourism initiatives, highlighting technology

trends, and discusses the government's efforts toward a green transition and sustainable development.

[Ipoh] Ahmad Munir Bin Ishak, Secretary, Ipoh City Council

Ahmad Munir Bin Ishak shared Ipoh's approach to sustainable tourism through a city-wide framework. The city adopted the globally recognized *Doughnut Economics* framework and has received the UN-Habitat *Scroll of Honour* award. The plan includes initiatives for restoring nature, supporting communities, and creating livelihoods.

[Ipoh] Jamunarani S. Nadarajah, Deputy Director, Community Services Department, Ipoh City Council

Jamunarani S. Nadarajah highlighted Ipoh's transformation into a vibrant hub of heritage, creativity, and international exchange, with innovative program design and stakeholder collaboration, earning international recognition.

[Incheon] Chae Eunyoung, Manager, Tourism MICE Department, Incheon Metropolitan City

Chae Eunyoung presented 'Incheon Easy,' a platform integrating AI, AR/VR, local businesses, and events to provide sustainable tourism and enhanced visitor experiences. Recognized as the most downloaded tourism service nationwide with international acclaim, it effectively connects advanced technology with the local economy to deliver measurable results, representing an exemplary case of technology integration aligned with current business and tourism needs.