

A New Wave of **Global Tourism City** Networks Begins in Busan

The 1st GLOBAL CITY TOURISM SUMMIT



In 2025, Busan stands at a **turning point**.

In July 2025, the number of foreign visitors to Busan surpassed 2 million, bringing the city closer than ever to achieving its ambitious 3 million visitors goal ahead of schedule.

This October, **Busan will host a defining moment** that cements its place as Korea's leading global tourism city.

As the global tourism industry undergoes transformation and competition among cities intensifies, Busan is emerging as a dynamic hub where culture, tourism, and business converge.

The Global City Tourism Summit represents Busan's commitment to building a sustainable global tourism network and marks the beginning of a new era in the future of urban tourism worldwide.

THE 1ST GLOBAL CITY TOURISM SUMMIT

Title	The 1st Global City Tourism Summit
Date	October 27 (Mon) – 29 (Wed), 2025
Venue	Paradise Hotel Busan and various locations across the city of Busan
Host/Organizer	Busan Metropolitan City, Tourism Promotion Organization for Global Cities, Busan Tourism Organization
Participants	Senior officials from domestic and international governments and local authorities, executives from related organizations, and tourism experts
Theme	Promoting Local Tourism and Culture through Innovation and Cooperation
Content	An integrated platform for establishing global tourism policies, expanding business opportunities, and fostering international networking and collaboration
Main Programs	Opening Ceremony, Special Dialogue, Mayors' Roundtable, Keynote and Thematic Sessions, Business Meet-up, Global City Tourism Roadshow, Youth Tourism Connect Talk Show, and Familiarization Tour for International Participants

EVENT SCHEDULE (TENTATIVE)

		Session		Invitees only
Date		Program		
Oct.26 (Sun)	18:00-20:00	Welcome Reception Paradise Hotel Busan, Sicily Room & Outdoor Garden (1F)		
Oct 27 (Mon) Day 1	10:00-11:00	Opening Ceremony Paradise Hotel, Grand Ballroom (2F)		
	11:00-12:30	Special Dialogue Paradise Hotel, Grand Ballroom (2F)		
	12:30-14:00	VIP Luncheon Paradise Hotel, Grand Sicily Room (1F)		
	14:00-15:20	Keynote Session (UN Tourism High-Level Session) Paradise Hotel, Grand Ballroom (2F)		
	15:20-16:10	Ambassadors’ Session Paradise Hotel, Grand Ballroom (2F)		
	18:00-20:00	Welcome Dinner Paradise Hotel, Grand Ballroom (2F)		
Oct 28 (Tue) Day 2	09:30-10:00	[Thematic Session I] Innovation Paradise Hotel, Grand Ballroom (2F)		
	10:00-10:30		Mayor’s Roundtable & Signing Ceremony of Joint Statement Paradis Hotel, Capri Room (2F)	
	10:30-11:00			
	11:00-11:10	Coffie Break		
	11:10-11:30	[Thematic Session II] Connection Paradise Hotel, Grand Ballroom (2F)		
	11:30-12:30			
	12:30-14:00	Official Luncheon Paradise Hotel, La Scala (2F)		
	14:00-15:00	Destination Rediscovery Session Paradise Hotel, Grand Ballroom (2F)		
	15:00-16:00	Youth Tourism Connect Talk Show Paradise Hotel, Grand Ballroom (2F)	Special Session Paradise Hotel, Capri room(2F)	
	16:00-17:00			
	18:00-20:00	Farewell Dinner		
Oct 29 (Wed) Day 3	09:00-14:00	Familiarization Tour		

The 1st Global City Tourism Summit Highlight

Global Cities Unite Under One Vision! - Mayors' Roundtable and Joint Statement

Mayors and delegations from 22 cities around the world will come together to present a shared vision for the future of sustainable and resilient urban tourism through the "Joint Statement". The statement presents four core principles and four action plans, marking the beginning of a cooperative framework among cities to address key challenges in urban tourism — including the implementation of global tourism policies, integration of innovation and technology, strengthening of collaborative networks, and the pursuit of sustainable tourism.

Busan, a Global Hub Connecting Tourism Talent Worldwide! - Launch of the Global Tourism Open University Network

The "Global Tourism Open University Network," the world's first cooperative model connecting cities, organizations, and universities, will be officially launched with the participation of Busan Metropolitan City, the Tourism Promotion Organization for Global Cities (TPO), the Asia Pacific Tourism Association (APTA), and 21 universities in the Busan region. This initiative marks a new milestone in positioning Busan as a global hub for tourism talent, bringing together cities, international organizations, and universities to nurture future global tourism professionals and drive innovation in tourism education.

Bringing Local Tourism and Culture to the Global Stage - High-Level Keynote Session by UN Tourism

High-level representatives from UN Tourism, National Geographic (DSC, Destination Stewardship Center), and the governmental high-level officials of Korea, Japan, and Indonesia will gather to discuss the theme "Cultural Tourism and Urban Regeneration". The session will present global governance models aimed at urban recovery through tourism, preservation of cultural heritage, and strengthening intercity solidarity.

Digital Transformation: A New Renaissance for Urban Tourism – Special Dialogue

Mayors from global cities, including Busan, Copenhagen, and Kigali, along with experts from various fields such as cognitive neuroscientist Dong Seon Chang, will take part in the session. Under the theme "Opening the Future of Cities through Digital Transformation," participants will share people-centered urban innovation models utilizing smart city technologies, AI, big data, and digital twins. The discussion will also explore how digital transformation in the tourism industry enhances urban competitiveness and improves the quality of life for citizens.

Hidden Gem Cities and Busan: New Discoveries with the Eyes of Ambassadors – Ambassadors' Session

Ambassadors from Azerbaijan, Kazakhstan, Uzbekistan, and Cuba will take part in the session to introduce hidden tourism gems from their respective countries and explore new opportunities for cooperation with Busan.

Good Tourism: Driving Innovation in Urban Competitiveness - Thematic Session and Urban Tourism Sessions

[Session I] will feature participation from global companies such as Mastercard and Agoda, discussing how digital transformation is reshaping the tourism experience and exploring a new vision for urban tourism, with a focus on the roles of cities and governments in transforming local culture into tourism resources.

[Session II] will bring together tourism leaders from major global cities and academic experts to discuss "Good Tourism" — a philosophy of sustainable tourism that harmonizes people, local communities, and the environment.

This session brings together the founder of the Good Tourism Institute (Netherlands) and experts from Mori Memorial Foundation (Japan), known for developing the Tourism Competitiveness Index. They will discuss the links between tourism and urban competitiveness and propose innovative models grounded in the principles of Good Tourism.

[Destination Rediscovery Session] will showcase successful case studies of city promotion utilizing influencers from the Czech Tourism and ASEAN regions, and explore strategies to identify and promote the hidden charms of each city in a more strategic and effective way.

Youth Discover Career Path in Busan – Youth Tourism Connect Talk Show

Channel Korean Jay, a travel creator with 750K subscribers, and Paul Yoo, Vice President of Minor Hotels, will join the session as speakers. They will share their stories of challenge and growth, offering strategies, practical insights, and inspiration for young people aspiring to become next-generation leaders in the tourism industry.

Cities Meet, Businesses Connect – Bilateral Meetings

TPO member city delegations and global companies such as Mastercard, Agoda, Minor Hotels, Hanatour, and Eastar Jet will hold one-on-one business meetings to discuss joint marketing, investment, and tourism cooperation projects.

The platform aims to foster practical partnerships between cities and businesses, with tangible outcomes such as MOUs and joint initiatives expected.

Global Tourism Business Meets in Busan – Global Business Meet-up

One-on-one meetings between tourism startups, investors, and Online Travel Agencies (OTAs) will support global expansion and investment opportunities for Busan-based tourism companies.

In particular, the participation of major tourism and investment companies from Central Asia, including Mongolia, will open a new channel for tourism cooperation between Busan and Central Asia.

Korea and Central Asia: Connected Through Tourism - Special Session

The Korea–Central Asia Cooperation Forum Secretariat under the Korea Foundation will host the session, bringing together Korea and five Central Asian countries (C5) — Kyrgyzstan, Tajikistan, Uzbekistan, Turkmenistan, and Kazakhstan — to share policies, best practices, and strategies. In this session, participants will explore new tourism development opportunities in Central Asia, as well as cooperative strategies and joint business models with Korean tourism companies.

Food, Performances, and Fun – Global City Tourism Road Show

Along Gunam-ro in Haeundae, this interactive global street festival features a variety of citizen-participation programs, including global city promotion booths, traditional Mongolian performances, a multicultural food zone, a lighting lounge, and a “slow mailbox” experience.

Gunam-ro will come alive as a celebration of global tourism, uniting citizens and visitors through diverse cultural experiences.