



MINISTRY OF CULTURE,
SPORTS, TOURISM AND YOUTH



ULAANBAATAR CITY TOURISM DEPARTMENT
IMPLEMENTING AGENCY OF THE MAYOR



INTRODUCTION

Welcome to the **15th Asia Tourism Forum** 2026: “*The Asian Paradigm in Hospitality and Tourism*”

We are thrilled to invite you to the **15th Asia Tourism Forum**, taking place in Ulaanbaatar, Mongolia, from 11th to 13th June 2026. The **15th Asia Tourism Forum 2026 (ATF 2026)** is designed with the theme of “*The Asian Paradigm in Hospitality and Tourism*” for tourism academia and practitioners to share their insights. The forum is co-hosted by **School of Hotel and Tourism Management, The Hong Kong Polytechnic University**.

Join us on a journey through the captivating historical city of Ulaanbaatar, where ancient nomadic traditions blend seamlessly with modern vitality. While you're in Ulaanbaatar, take the opportunity to immerse yourself in the unique experiences Mongolia has to offer. Discover the breathtaking landscapes and explore the unique tapestry of culture, heritage, and the warm hospitality that defines Mongolia. Share your knowledge and engage in discussions about tourism and hospitality in the Asian Paradigm.

MESSAGE FROM THE MONGOLIA TOURISM ORGANIZATION



Dear participants of the 15th Asian Tourism Forum and esteemed partners of the tourism sector, welcome to the "Asian Paradigm in Hospitality and Tourism"

The Government of Mongolia has designated the tourism sector as a priority economic direction and declared 2023-2028 as the "Year of Visit Mongolia." Together, during this period, we have effectively promoted Mongolia in the global tourism market, attracting the attention of tourists from many countries. For the first time, Mongolia received over 800,000 tourists in a year and generated 1 billion USD in revenue from tourism industry. Internationally renowned magazines and media have named Mongolia one of the safest countries to travel to. Our pristine nature, wildlife, and the history and culture of the Mongolian people are the main attractions for tourists. In addition, classic tours, special interest, adventurous and winter tourism activities are developing.

Hospitality service is a crucial part of the tourism sector, and hosting the “Asian Paradigm in Hospitality and Tourism” event in our country is of great importance for the development of the industry.

May the forum be fruitful and contribute significantly to the development of the regional tourism sector. I wish success to all participants. Please enjoy your stay in Mongolia!

Battulga Tumurdash

President of Mongolia Tourism Organization

MESSAGE FROM THE HONG KONG POLYTECHNIC UNIVERSITY



With the rapid rise of Asia as a major player in the global tourism landscape during the 1990s, it became evident that there was a pressing need for an international platform where tourism industry leaders, researchers, academics, and policymakers could convene to exchange knowledge and ideas. The Asia Tourism Forum (ATF) was established to fulfill this vision.

Since its inception in 1993 in Ho Chi Minh City, Vietnam under the theme “Tourism in Vietnam – Opportunities for Development, Marketing and Investment”, ATF has evolved into a pivotal biennial event that fosters dialogue, research collaboration and shared strategies for the sustainable development of tourism across Asia. Over the years, the Forum has been held in dynamic destinations including Thailand, Hong Kong, South Korea, Mainland China, France, and Indonesia, reflecting its international scope and regional influence.

Co-hosted by the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University and the Mongolia Tourism Organisation, the 15th Asia Tourism Forum will be held from 11 to 13 June 2026 in Ulaanbaatar, Mongolia, under the theme “The Asian Paradigm in Hospitality and Tourism”.

Committed to its mission, ATF continues to advance tourism knowledge and best practices. The 2026 Forum will bring together leading scholars, researchers, industry professionals, policymakers and students pursuing higher degrees in tourism to share insights and cutting-edge research on emerging issues and trends in tourism, particularly in the areas aligned with the conference core themes of tourism development, marketing and sustainability.

With its rich cultural heritage and vast tourism potential, Mongolia offers an inspiring backdrop for this international gathering. We warmly invite you to join us in June 2026 for what promises to be an enlightening and impactful event. Together, we will continue to shape the future of tourism in Asia.

Professor Kaye Chon

Dean and Chair Professor

Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

and

Founding Chairman, Asia Tourism Forum

SAVE THE DATE: 11th-13th June 2026 Great Hall, Ulaanbaatar Hotel: Ulaanbaatar, Mongolia

Join us for the 15th Asia Tourism Forum (ATF 2026) in the vibrant capital of Mongolia, Ulaanbaatar, from June 11 to 13, 2026. This landmark event will bring together global academics, tourism professionals, policy makers, and students to discuss the future of tourism in Asia under the themes of development, sustainability, innovation, and cultural preservation. Set against the backdrop of Mongolia's unique nomadic heritage and breathtaking landscapes, ATF 2026 offers a rare opportunity to explore new perspectives while engaging with leaders and experts from across the region.

We warmly invite you to share your knowledge, present your research, and connect with a passionate community committed to shaping the future of travel. Whether you are an academic, student, practitioner, or policymaker, ATF 2026 is your platform to contribute to meaningful dialogue and collaborative solutions. Beyond the forum, experience authentic Mongolian hospitality, cultural performances, and curated excursions that reveal the soul of this extraordinary land. Mark your calendar and be part of this unforgettable journey in the heart of Asia.

FORUM VENUE

The **15th Asia Tourism Forum (ATF 2026)** will be held at the **Great Hall of Ulaanbaatar Hotel**, an ideal venue for an international event of this scale. Situated just steps away from iconic landmarks such as the **Chinggis Khaan National Museum**, **Sukhbaatar Square**, and the **Parliament House**, the World's largest cashmere shop – **Gobi Cashmere Store**, the venue offers participants unparalleled access to the city's rich cultural and historical sites.



Beyond the conference sessions, attendees will have the opportunity to explore nearby attractions including the **National Museum of Mongolia**, the **Mongolian State Academic Theatre of Opera and Ballet**, and the **Gandantegchinlen Monastery**, one of the city's most significant Buddhist centers. For those interested in panoramic views, the **Zaisan Memorial** provides a breathtaking overlook of Ulaanbaatar. In addition, the venue's central location makes it effortless to explore nearby restaurants, shops, and historic landmarks, offering both professional excellence and enriching local experiences.

VISITING ULAANBAATAR

Nestled in the heart of Mongolia, Ulaanbaatar is a city steeped in history, culture, and natural beauty. As you immerse yourself in the ATF 2026, take a moment to explore the wonders of this



Beyond the **ATF 2026** days, Ulaanbaatar beckons you to explore its breathtaking natural landscapes. Journey to the stunning Terelj National Park, where rolling hills, meandering rivers, and the towering Turtle Rock await. Experience the nomadic way of life by visiting a traditional ger camp and immersing yourself in the warmth and hospitality of the Mongolian people.

We eagerly await your presence at the **15th Asia Tourism Forum (ATF)** in Ulaanbaatar, Mongolia. Prepare to be enchanted by the beauty, warmth, and cultural riches of this remarkable host city!

ACCOMMODATION

Star	Hotel name	Number of room	Room type STD		Room type DELUXE		Website
			TWN	SGL	TWN	SGL	
5*	Best Western Premier Tuushin	200 rooms	\$165	\$125	\$180	\$160	https://bestwesternmongolia.mn/en
	Blue Sky	137 rooms	\$252	\$235	\$295	\$275	https://hotelbluesky.mn/about
	Ulaanbaatar	57 rooms	\$166	\$135	\$195	\$145	https://ubhotel.mn/
4*	UB Grand	45 rooms	\$140	\$98	\$180	\$131	https://en.ub-grand.com/
3*	H9	58 rooms	\$120	\$100	\$150	\$130	https://hotelnine.mn/

(Included breakfast) The hotel rates listed are based on 2025 prices and may increase in 2026 due to inflation.

FORUM PROGRAMME

WED JUN 10th	THU JUN 11th	FRI JUN 12th	SAT JUN 13th	SUN JUN 14th	MON JUN 15th
ARRIVAL <i>/Accreditation at the Hotel/</i>	18:00 – 21:00 Welcome cocktail reception in the conference venue, with welcome remarks by representatives of MTO and Hong Kong PolyU	09:00 – 10:30 Opening ceremony and Opening plenary session	09:00 – 10:30 Plenary session	09:00 – 18:00 One day sightseeing tour to the Gorkhi Terelj National Park by MTO	DEPARTURE <i>/Additional travel by your choice/</i>
		10:30 – 11:00 Refreshment break	10:30 – 11:00 Refreshment break		
		11:00 – 12:30 Breakout sessions	11:00 – 12:30 Breakout sessions		
		12:30 – 14:00 Lunch	12:30 – 14:00 Lunch		
		14:00 – 15:30 Breakout sessions	14:00 – 15:30 Breakout sessions		
		15:30 – 16:00 Refreshment break	15:30 – 16:00 Refreshment break		
		16:00 – 17:30 Second plenary session	16:00 – 17:00 Concluding session		
			18:00 – 21:00 Gala dinner		

PARTICIPATION FEE

15th Asia Tourism Forum 2026 - “*The Asian Paradigm in Hospitality and Tourism*”

REGISTRATION FEE (OPTION 1) **\$380,00**

The Registration fee for the Asia Tourism Forum 2026 includes the following:

- The Opening ceremony in the Ulaanbaatar Hotel, Event Hall
- Gala Dinner
- Meals: 3 lunch and 2 dinners
- ATF 2026 set merchandise
- Transportation: Pick up and drop off airport, professional guide.
- 1-day sightseeing tour around Gorkhi-Terelj National Park: Chinggis Khan Statue Complex, Traditional Culture and Arts concert etc... excluding horse riding and other optional activities.

NOT INCLUDED

- Hotel accommodation fee
- Insurance
- Other expenses such as souvenirs, beverages and others.

REGISTRATION FEE (OPTION 2) **\$280,00**

The Registration fee for the Asia Tourism Forum 2026 includes the following:

- The Opening ceremony in the Ulaanbaatar Hotel, Event Hall
- Gala Dinner
- Meals: 3 lunch and 2 dinners
- ATF 2026 set merchandise

NOT INCLUDED

- Hotel accommodation fee
- Transportation: Pick up and drop off airport, professional guide.
- 1-day sightseeing tour around Gorkhi-Terelj National Park: Chinggis Khan Statue Complex, Traditional Culture and Arts concert etc.. excluding horse riding and other optional activities.
- Insurance
- Other expenses such as souvenirs, beverages and others.

CONTACT INFORMATION

For enquiry about paper submission, please contact **Dr. Tony Tse**, Professor of Practice, School of Hotel & Tourism Management, The Hong Kong Polytechnic University: tony.tse@polyu.edu.hk

For information related to visas, event logistics, and optional tours, please contact **Mrs. Mona Munkhjargal**, Event manager, Mongolia Tourism Organization: training.mto2@gmail.com or expo@mto.mn

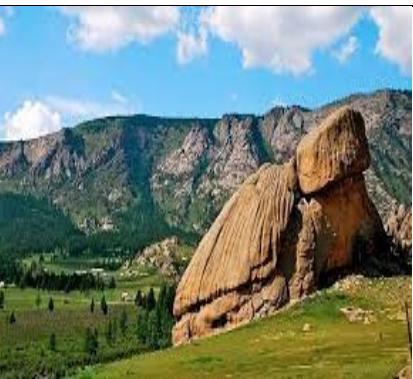
You can find information about Mongolian visas and flight options on the following websites:

[Chinggis Khaan International Airport | Home](http://ChinggisKhaanInternationalAirport|Home) /The 2026 summer flight schedule for Mongolia is expected to be finalized and released in January 2026. /

www.evisa.mn /If you need visa request letter, please contact with training.mto2@gmail.com/

ONE-DAY EXCURSION PROGRAMME:

Gorkhi Terelj National Park

		
MON JUN 14th	<p>08:00 Pick up from hotel and transfer to visit Sukhbaatar square for group photo</p> <p>09:00 Transfer to Chinggis Khaan Statue.</p> <p>10:00 Explore around the biggest equestrian in the world.</p> <p>11:30 Transfer to Terelj National Park.</p> <p>12:30 Lunch.</p> <p>14:00 Visit the National Park highlights such as Ariyabal temple, Turtle Rock, and other rock formations.</p> <p>16:00 Transfer to a local camp to enjoy mini Naadam festival (three manly games of Mongolian) which includes wrestling, archery, and horserace and traditional culture performance. (optional price for 50 \$ per person)</p> <p>18:00 Transfer back to Ulaanbaatar.</p>	