

Danang - the 2016 Summer Destination Program, Expanded to Attract More Visitors

The Danang - the Summer Destination program is an annual event organized by the Tourism Board to offer a series of events to attract tourists. This year, the event takes place from June 17 to 26, with several new activities giving visitors a really fun experience on the Danang beach.



Competitors painstakingly complete their works for the sand sculpture contest. In the picture: the work “Mother Sea” being completed by a team of Duy Tan University students. Photo: Nhat Ha

Many attractive activities

Before the expanded Paragliding Cup took place, professionals and amateurs were already practicing around the Ban Co Peak on the afternoon of the 17th, in preparation for the contest. Mr. Duong Hien Hoang, a member of the Danang Aviation Club, has taken part in many events around the country but considers Son Tra to be one of the most beautiful flying locations, with panoramic views of city beaches, high-rise buildings and the Han River bridges, from the air.

Son Tra currently has very favorable weather. “There are 40 participants this year from Danang and nearby provinces,” says Mr. Hoang. “The Danang Aviation Club plans to develop this sport to make the

Danang tourist attractions richer and more diverse, by organizing paragliding contests here and around the country.”

With their work “Mother Sea”, students of the DTU Faculty of Architecture wanted to celebrate the beauty of the Danang beaches, express their love for the sea and spread a message to protect the maritime environment. The QK team used the image of the drowned Syrian refugee boy on the beach for inspiration. The team leader Phan Tran Thuy Chung explained that they wanted to convey their hope for peace to the spectators.

Ms. Le Thanh Dung, a tourist from Hanoi, joined in the activities on the beach, including a sack race between Danang districts, a photo exhibition and the Sand Sculpture contest and said *“I have heard a lot about the Danang beaches. These are very exciting activities, so I will certainly come again many times.”*

Creating open spaces for residents and visitors

According to Mr Nguyen Duc Vu, a Deputy of the Son Tra Peninsula and Tourist Beach Management Board of Danang, several activities have already begun. This year, the organizers have planned entertaining community-oriented events for residents and tourists alike, to promote the image of the Danang beach.

To attract visitors, the city’s tourism sector has focused on organizing activities, such as demonstrations of a variety of sea sports, including parasailing, jetski, kayaking and kite surfing and street dancing to brass bands. Residents and visitors alike are able to participate in lively beach activities, such as a synchronous yoga presentation, with 500 people taking part.

Music lovers in particular can enjoy the lively “Summer Reverberation” program by watching water drum dances, a unique and novel art form. A combination of drums, water, laser lights and dancers creates a phenomenally exciting atmosphere.

Mr.Vu explains that, instead of offering visitors things they already know, this year’s activities have been updated to portray the singularity of the Danang beach and diversify the marine tourism industry.

The Opening of “Summer Destination 2016”

“Danang - the 2016 Summer Destination” program opened on the evening of June 17th, attended by the Danang People’s Committee Vice-Chairman Dang Viet Dung.

With over 30 activities from June 17th to 26th, the annual event will include a table-waiting contest, a bartender contest, exploration tours of Son Tra and nightly arts programs, in addition to other exciting activities, such as the Paracel and Spratly Exhibition, installation art and face painting, sand sculpture, and the My Khe beach Full Moon Night. The festival will also include folk games on the beach, coloring activities, joining hands to protect the red-shanked douc and sports displays.

At the opening, the organizers awarded the prizes for the Sand Sculpture contest, with one first, two second, two third, two consolation and ten other prizes.

(Media Center)