

DTU Takes Part in the World Summit for Tourism and Hospitality

The Second World Summit for Tourism and Hospitality Research took place from December 15th to 17th. It was co-sponsored by the UCF Rosen College of Hospitality Management in Orlando, Florida and the Elsevier academic publishing company. Two hundred and sixty-four academics and professionals attended from all over the world. The conference was a good opportunity for industry specialists and researchers to exchange ideas on current strategic issues in the Hospitality and Tourism industry and plan for the future. DTU was the only Vietnamese delegation taking part.



Mr. Nguyen Cong Minh with Professor Steve Hood, of Cornell University and Ms. Shelly Weir of the American Hospitality Academy

The summit was planned to promote interaction and discussion between various experts in the field of Hospitality and Tourism research, including researchers, scholars, industry professionals, and government officials. In addition to research presentations, the meeting featured key practitioners who focused their discussions on current industry trends and corresponding opportunities for new research projects. Participants addressed and debated critical issues that directly affect the future direction of hospitality and tourism research and practical implementations.



Mr. Minh and Mr. Joss Croft, Marketing Director of “Visit Britain”

Mr. Nguyen Cong Minh, Dean of the DTU Tourism and Hospitality Faculty, presented a paper entitled "A Marketing Strategy for the Development of Foreign Tourism in Central Vietnam". The report summarized the results of a survey conducted by interviewing more than one thousand foreign tourists in Danang, Hoi An and Hue. They were asked why they thought that increasing numbers of tourists chose to spend their vacations in Asia, and especially in Central Vietnam. They were also asked how they had initially accessed tourist information about Vietnam.

Mr. Minh said: "This informative global conference was really a good opportunity for experts and professionals with an interest in the travel business to exchange information on industry research, their practical experiences and training programs available. DTU has collaborated with well-known hospitality organizations and universities worldwide, including Penn State University, one of the five largest public universities in America, to develop internationally standardized curricula and has since gained significant additional benefits from these partnerships. His report also helped to promote tourism in Vietnam and the Central Region in particular."

The Second World Summit for Hospitality and Tourism Research provided a timely and informative forum for academics and industry specialists from varied backgrounds to meet and discuss topics of current importance in Tourism and Hospitality and to research sustainable and environmentally-friendly methods for future development.

(Media Center)