

Talk Show entitled “Youth and the Story of Personal Branding”

On January 24, DTU students were delighted to meet with organizing committee of the 2021 Miss Tourism Danang contest and discuss “Youth and the Story of Personal Branding”. Ms. Tran Thi Le Chi, CEO of Rong Tien Sa Media and Committee Chairwoman; Mr. Nguyen Duc Quynh, Danang Tourism Association Vice-Chairman, Director-General of Furama Resort and jury member; 2012 Miss Danang Pageant winner, Nguyen Xuan Trang; and 2016 Miss Vietnam top 10 laureate, Bui Nu Kieu Vy attended.



Miss Tourism Danang organizers meet DTU students

“I’m very honored to be here at DTU today, one of the top universities in Vietnam, with impressive educational achievements and innovative programs promoting local and national tourism,” said Mr. Nguyen Duc Quynh. “As Director-General of the Furama Resort, I value DTU students very highly and we’ve welcomed many of you for visits and jobs in the past. What impresses us most is your self-discipline, a factor which contributes to everyone’s success in their careers.” The Miss Tourism Danang pageant is a great boost, when tourism in Danang is facing huge difficulties. DTU is famous for having students who are both beautiful and talented, win many prizes at prestigious contests and they include several successful entrepreneurs. Among these, Ms. Le Chi and pageant winner Nguyen Xuan are both

alumni, beautiful on the outside but highly knowledgeable and skillful, which are contestant selection criteria.”



Ms. Le Chi speaks about her journey to “decode life”

Ms. Le Chi, talked about her journey of “decoding life” and the development of her career. An Accounting student with the nickname “Eagle Chi”, she was at first very timid and shy but quickly became dynamic and adventurous. She participated in university forums, speaking contests and program hosting, became an Assistant Lecturer of Accounting, and an editor for HTV9 and VTV8. She is now a successful businesswoman, the CEO at Rong Tien Sa Media. During her work, Ms. Le Chi developed her personality, explored her interests and career objectives and built her own personal brand, something that the younger generation struggle with today because of their indecisiveness.

She taught the talk show students how to break barriers to reach their goals and how to overcome their lack of self-confidence and their fears. She emphasized that they must all learn how to create their personal brands, by clearly determining their orientation and objectives, broadening knowledge and skills and seeking opportunities to express themselves.



Tran Nguyen Diem Quynh asks a question

The DTU students also listened to the experiences of Mr. Nguyen Duc Quynh, 2012 Miss Danang Pageant winner Nguyen Xuan Trang, and 2016 Miss Vietnam top 10 laureate, Bui Nu Kieu Vy.

Questions covered issues like time management, organization, personal planning, hints on overcoming difficulties, and diet and exercise regimes for health and physical conditioning.

“Today’s program was meaningful for us all, especially hospitality students,” said Tran Diem Quynh, a K25 Hospitality & Tourism student. “To be able to meet and talk to renowned guests, successful DTU alumni, will help me learn valuable lessons for myself and motivate me to continue working hard to reach my objectives. I have learned what I have, how I should change and how to plan and create my personal brand.”

(Media Center)