

## The 17th International Joint World Cultural Tourism Conference at DTU: Initiatives to Develop Danang Tourism

On November 20th, DTU collaborated with the World Cultural Association and the Korean Society of Culture and Tourism to host the 3rd World Tourism conference and the 17th International Joint World Cultural Tourism Conference.



*Distinguished Teacher Le Cong Co, DTU President and Provost, gives a speech*

The event signified the progress of DTU in two fields, international collaboration and improved quality of Tourism education. Speakers came from universities, research institutes and Tourism schools in Thailand, Japan, Turkey, China, Canada, Kazakhstan, Indonesia, India, the Phillipnnes, Taiwan, the US, and Spain. Participants also included the World Cultural Association, the Korean Society of Culture and Tourism, the Technological Education Institute of Piraeus in Greece.



International academics, professionals and policy-makers shared ideas and made suggestions on how to develop culture and tourism. There we also discussions between DTU lecturers and students on these topics.

“Over the years, the Tourism industry has been regarded as a standard part of our economy, offering the basic amenities for relaxation and entertainment. Recently, however, we have viewed Tourism in a broader perspective. We now need to explore the customs and lifestyles of the people in specific regions of the country. Tourism helps to expand relationships, and broaden our knowledge and international collaboration to everyone’s advantage.

The 3rd World Tourism and 17th International Joint World Cultural Tourism conferences at DTU gave Vietnamese participants new ideas on strategies to develop the Tourism industry in Danang and elsewhere in this era of globalization, with the advice of skilled and experienced international professionals”, remarked Distinguished Teacher Le Cong Co, DTU President and Provost.

Talking about the importance of the conference, Professor Simon Potter of Nayoga University in Japan said: *“There are two prevailing problems at conferences such as this one, which I would like to mention briefly and ask for your cooperation in making them less noticeable. One is that after the main talks are given, there is a tendency for participants to disappear and so that some of the specialized breakout sessions have far too few attendees. Human relations are important, so let us welcome each other by showing some professional respect by participating in the sessions. The second problem is that, as*

*speakers, we will have only a small amount of time to present our papers. We would like to know about the substance of the studies, that is, whatever it is which will give us knowledge, understanding, and things to think about here and after we have returned home.”*

The theme of this year’s conference was “Tourism: Differentiation and Diversification”, and participants submitted 76 excellent papers. DTU lecturers also produced 7 papers on Culture, Tourism and Food.

*(Media Center)*