

The DTU Tourism & Hospitality Programs

Breakthroughs in Tourism development for over the years have brought great changes to Danang and steadily improved local living standards.

Despite a wide range of spectacular attractions, such as Bana Hills, the Son Tra Peninsula, the Tien Sa Seaport, Marble Mountain and more, the city has not taken full advantage of its tourism potential. Danang is still regarded as a connecting point between Hue and Quang Nam, on a national heritage road, but not yet as the tourist hub of the Central region.



DTU collaborates with tourist agencies

Every year, Danang requires thousands of newly qualified Tourism staff, which has become a challenge for regional universities and colleges. With 22 years of Tourism training experience, DTU has been pioneering the education of a local workforce.

DTU has partnered with well-known universities worldwide to enhance the quality of education and works with Pennsylvania State University (PSU), one of the five biggest public university systems in America, to offer courses in Business Administration, Accounting, Finance and Banking, and Tourism & Hospitality. In the joint PSU and DTU program, students can receive an international education, taught by American lecturers, and obtain PSU qualifications.



DTU lecturers and students win prizes in Tourism over the years

In 2013, DTU adopted the PBL (Problem-Based Learning/Project-Based Learning) system, a new teaching methodology used in developed countries worldwide for Tourism education. A DTU education has now become student-centric and, as a result, the quality of education has significantly improved. With PBL, DTU students have become more proactive in their studies and internships, as a tour guides, for example, or by participating in competitions to win valuable awards. DTU came second in the Danang Hotel Receptionist Contest in 2013, won a first prize in Graphic Design, a third prize in Culinary and Restaurant service and three consolation prizes at the 2014 Vocational Teachers' Festival.

In recent years, DTU has joined with respected international organizations to hold specialized conferences in Tourism and Hospitality. In 2013, DTU partnered with experts from PUM in the Netherlands to hold the International Conference on the Development of Hospitality & Tourism in Danang and, in 2014, DTU partnered with the Tourism Faculty of San Jose State University to hold a second conference on the same theme. In late 2015, 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. The DTU Faculty of Hospitality and Tourism, was awarded Best Paper of seventy-six at the conference. It was entitled “The Servqual Model to Measure Service Quality at the Danang Sun Wheel”, by Cao Thi Cam Huong and Le Huu Luat.

Local tourism companies, such as the InterContinental Danang Sun Peninsula Resort, the Hyatt Regency Danang Resort & Spa, the Furama Resort Danang, Vitours, Vietravel, SaigonTourist, have provided DTU students with internship and job opportunities.

Distinguished Teacher Le Cong Co, DTU President and Provost, who used to work in tourism industry, said: *“Very few cities have beautiful beaches, mountains, rivers and friendly residents like Danang. So we must all take action right now to promote tourism to provide foreign and local visitors with uniquely interesting experiences when they come here. Over the years, our partnership with Pennsylvania State University has aimed to improve the quality of education to meet the standards of the local tourist industry.”*

(Media Center)