

The International Conference on Developing Danang Hospitality & Tourism

Danang has a wide range of peaceful and beautiful natural landscapes - Ba Na Hills, the Son Tra Peninsula and Marble Mountains. Together with four UNESCO World Heritage Sites around - Hoi An Ancient Town, the Imperial City of Hue, Phong Nha Caves and My Son Holy Land, Danang has become a key tourist attraction for holidays in South-East Asia.

Recently, TripAdvisor, the world's largest travel website, has named the central coastal city of Danang as a top destination on the rise in Asia and the world. To contribute to developing Danang Hospitality & Tourism, Duy Tan University, in collaboration with the Danang Department of Culture, Sport and Tourism and San Jose State University in America, held the international conference "Developing Danang Hospitality & Tourism" on December the 13th at DTU.



National and international researchers attend the Conference

Distinguished Teacher Le Cong Co, DTU President and Provost, said: *"Defining Hospitality and Tourism as one of the most strategic disciplines, DTU has attached special importance to investing and developing this discipline since the early days of its inception. For the past 20 years, the DTU Faculty of Hospitality and Tourism has provided the local labor market with more than three thousands of highly qualified employees. Through this international conference we expect to receive a lot of constructive ideas from you all so that we can design appropriate academic programs for the formation of internationally qualified personnel to meet visitors' expectation."*



Mr Huynh Duc Tho, Deputy Chairman of the Danang People's Committee, speaks at the Conference

Mr. Huynh Duc Tho, Deputy Chairman of the Danang People's Committee, was really touched when the international conference was held in Danang - the best city to live in Vietnam. *"Aware of the potential position of Tourism for the development of the city, Danang has developed this smokeless industry and has made rapid progress. Recently, Danang has been listed as one of the top Asian holiday destinations by international travelers. To further promote Danang as the perfect tourist destination, a creative, long-term marketing plan must now be established. Therefore the conference has become a good opportunity for Danang to receive constructive ideas from researchers, both national and worldwide, so that Danang can formulate suitable strategies in publicizing, marketing, investing and developing tourism services."*



Dr.Tsu - Hong Yen of San Jose University (America) presents a memoir at the Conference

The conference focused on the two important memoirs - "Building and Developing Entertainment

Industry in Danang” and “A Perspective on Policy of Developing Sustainable Development in Danang”. Associate Professor Le Duc Toan, DTU Vice Provost, presented a research entitled: “Developing Leisure and Recreation Services of Danang city in the period 2015-2020, orienting to the year 2030”. This city level research paper is being conducted by DTU, in collaboration with the Danang Department of Culture, Sport and Tourism. The research aims to evaluate the current situation of leisure and recreation services in Danang, its development potentials, investment opportunities, finding the very needs of both local and foreign tourists and recommendations for future development.

Conference participants were interested in the topic entitled “Entertainment for Hospitality A Case Study of Las Vegas”, presented by Dr. Tsu - Hong Yen of Hospitality Management Department of San Jose University in the US. Las Vegas used to be well-known for casinos and cheap buffets but since 1989 Las Vegas has switched to develop leisure travel. A new world with a lot of entertainment parks, specially designed shows, shopping areas and famous restaurants has made Las Vegas an attractive destination to welcome thirty nine million of visitors in 2013. Repositioning and suitable strategies have brought unexpected success to Las Vegas. Besides Las Vegas, foreign experts recommended many other destinations like Disney Land in America or Budapest in Hungary and so on, which received highly-qualified staff from the world leading universities in tourism and hospitality.



Researchers pose for photo

Mr. Le Tuan Anh, Director of the Tourism Marketing Department of the Vietnam National Administration of Tourism, said: *“The two memoirs presented at the conference touch on issues necessary to contribute to making new creative, long-term marketing plans for Danang to develop the tourist industry in a sustainable way. Presently, the number of domestic tourists travelling to Danang is quite big, the city should pay much more attention to the development of hotel and entertainment systems (especially entertainment services at night), and highly-qualified human resources, both employees and management, to attract more foreign tourists. The conference hosted at DTU is a great opportunity for travel agencies to exchange experience and recommendations for branding Danang in the near future.”*

In September 2013, DTU, in collaboration with the Danang Tourism Promotion Center and Senior PUM Experts held the Conference on Branding Danang. The Conference involved not only business leaders of relevant government agencies, national business enterprises and educational institutions, but also NGO volunteers and experts from PUM in the Netherlands. Hundreds of comments sent to the organizers by the tourism community proved to be a valuable resource for Danang to develop training and develop plans for the future.

(Media Center)