

DTU HOSTS Closing ceremony of Danang Tourism Branding Project

With its natural and man-made wonders, fine culture, special food and friendly people, Danang is fast becoming a well-known Southeast Asian tourist destination, like Bali in Indonesia and Phuket in Thailand. In order to expand Danang's international image, DTU, in collaboration with the Danang Tourism Promotion Center and experts from PUM, held a Closing ceremony of Danang Tourism Branding Project conference on December 4th. Over two hundred representatives from local tourism companies attended the meeting.

Opening the ceremony, Mr. Nguyen Xuan Binh, Director of the Danang Tourism Promotion Center thanked specialists from PUM for conducting of the Danang Tourism Branding project.



Mr. Nguyen Xuan Binh delivers a speech at the conference

Mr. Nguyen Xuan Binh said: *"The conference is an opportunity for Professor Guillaume Van Grinsven to present an exceptional project of PUM analyzing Danang's current tourism development, the shortcomings in building a professional tourism environment, and the conditions and procedures for building a brand name for local tourism. It is also a forum for individuals and organizations to contribute constructive ideas and lay the foundation of a long-term plan for approval by the Danang tourism community."*

Located in the heart of Danang, DTU has made a significant contribution to providing a highly-trained workforce to local businesses over the years, helping to promote the development of tourism in the city.



The conference attracts a large number of experts in tourism

Associate Professor Nguyen Ngoc Minh, DTU Vice-Provost, said: *”With twenty years of experience in Hospitality and Tourism, DTU has steadily enhanced the quality of education and training, in order to contribute to the creation and expansion of local tourism. In doing so, we have improved their general knowledge, the teaching of English and the professional skills required in tourism, so that they will be able to satisfy requirements on graduation.”*

The tourism brand cannot be portrayed as separate pictures, logos or slogans. The tourism brand should embody all the basic tourism concepts. The branding must be understood and recognized by the locals and visitors from other parts of Vietnam and abroad. Individuals and organizations, such as DTU, must be actively involved in making their contributions to the comprehensive and sustainable development of the Danang tourism sector.

Professor Guillaume Van Grinsven of PUM has more than forty-five years experience in the entertainment, tourism and hospitality industries implementing marketing and branding projects in over eighty countries in the world. He made many practical suggestions based on the concept of “People who build bridges”. He said: *“The creation of a local tourism brand will help to expand the image of the city to reach our international friends in a more precise and professional way. In Danang, the tourism business and the government agencies are living on 'islands', which means that they are working separately. Tourism organizations, such as the DMO of the Central Coast of Vietnam and the Danang Tourism Association, and the local government are disconnected. To be successful, Danang needs to build 'bridges' to connect all public relations and marketing activities. Danang will become an attractive tourist destination for all if the residents know how to exploit its distinctive advantages. To develop the local tourism sector, we need to be friendly and cooperate by building bridges through education, our culture and events. These bridges will help to perfect the Danang tourism brand.”*



The signing ceremony for collaboration between DTU, the Novotel Han River Hotel and the SaigonTourist Company

At the conference, an agreement was signed between DTU, the Novotel Han River Hotel and the SaigonTourist Company. The Novotel Hotel and SaigonTourist will work with DTU on recruitment and internships and provide training courses for students to improve their professional skills. DTU will educate staff at Novotel and SaigonTourist in English and arrange for them to take part in job-related conferences and meetings, as well as its annual Job Fair.

The Danang Tourism Branding Project consists of three major topics and a series of seminars being held from September until December at DTU, aiming to develop a brand strategy. PUM and the Danang Tourism Promotion Center are completing their final report before submitting to the city's Department of Culture, Sports and & Tourism department and the Danang People's Committee for implementation approval.

(Board of Website Editors)