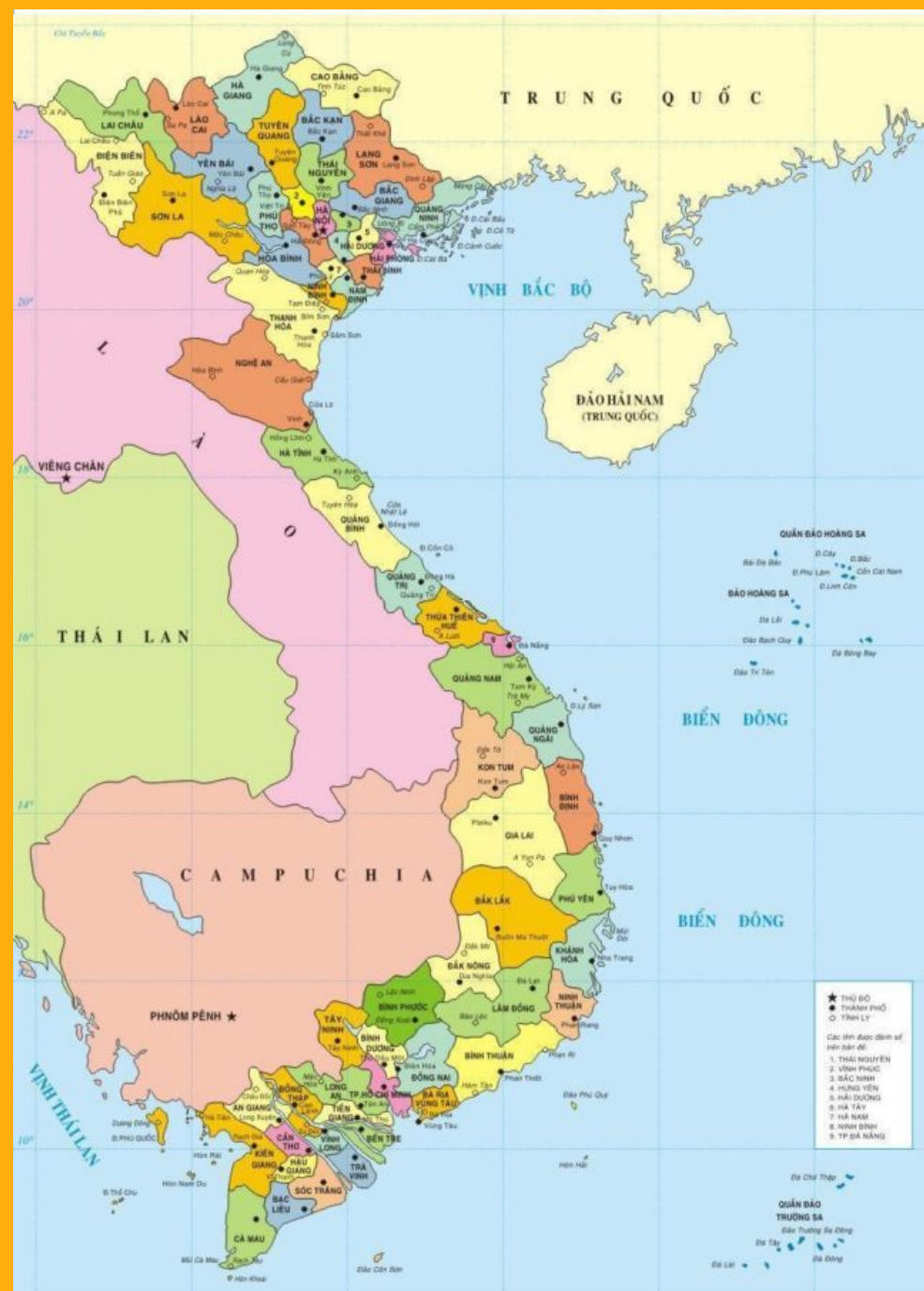




DA NANG, VIETNAM

SUSTAINABLE TOURISM

IN THE NEW ERA

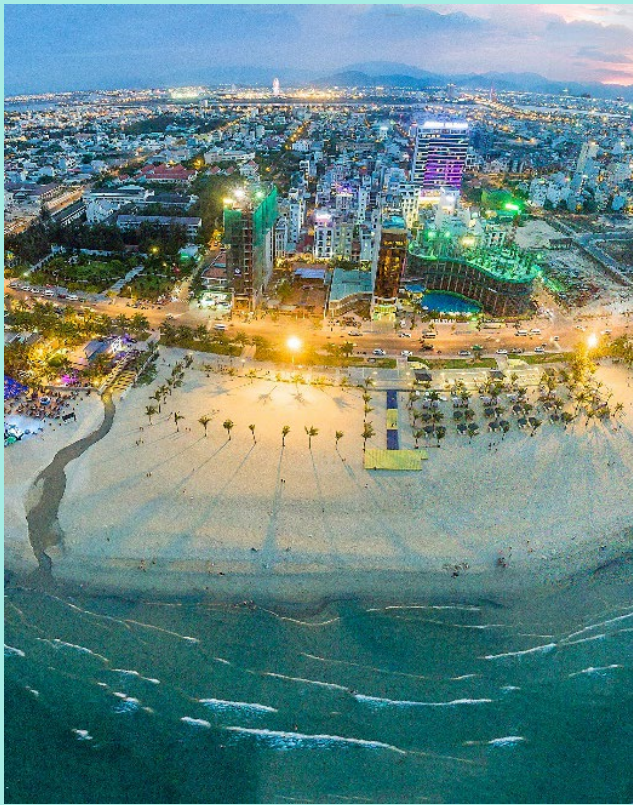


Located in the Central of Vietnam, Da Nang is the gateway to the world heritage sites: Hoi An Ancient Town, My Son Sanctuary, Hue Imperial City



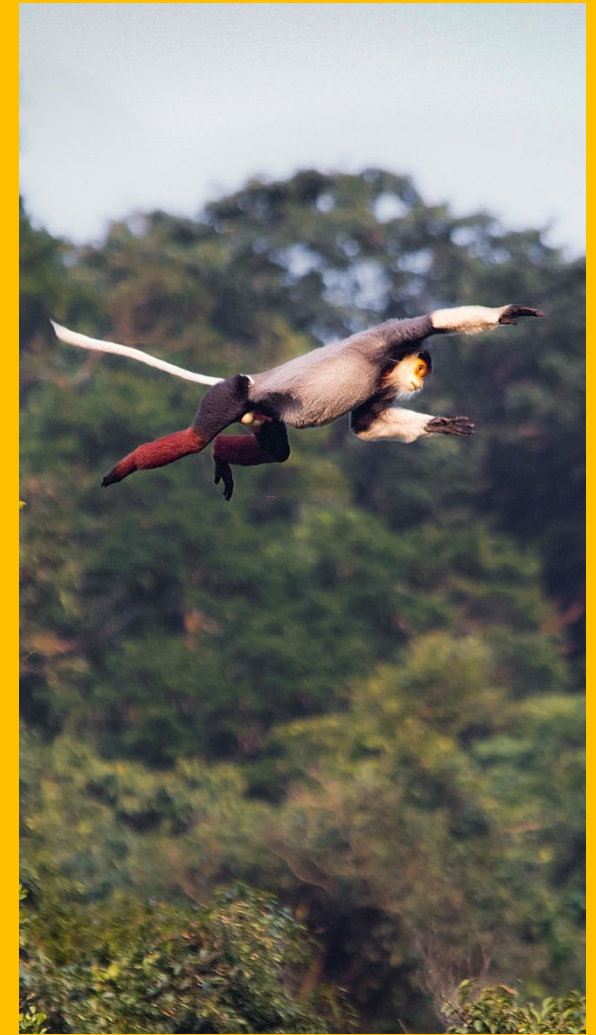
- Modern infrastructure
- Da Nang International Airport with passenger capacity of 8 million per year
- Direct connections with major cities in Asia-Pacific region





**Da Nang Beach - One of the
six most attractive beaches
on Earth, voted by Forbes**





Outstanding Tourism Resources





**ASIA'S LEADING
EVENT & FESTIVAL
DESTINATION BY
WORLD TRAVEL
AWARD**

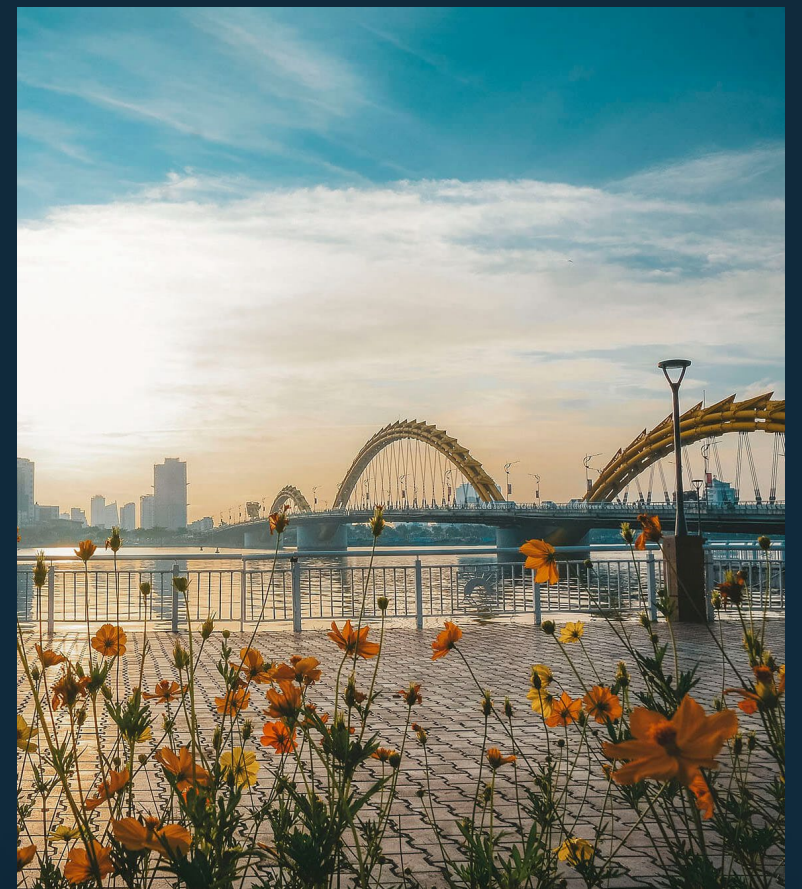
SUSTAINABILITY



**Sustainability oriented
development strategy**



Nature reservation



Healthy habitats

PIONEERED BY THE
ROCKEFELLER FOUNDATION

100

RESILIENT

CITIES

Da Nang, member of 100
Resilient Cities initiated by the
Rockefeller Foundation





SUSTAINABLE TOURISM



1

- Tourism development is planned in sync with urban development and other economic sectors.
- Natural resources and landscape conservation is key.



2

- Enhance technology application in tourism management
- Develop a smart tourism ecosystem

3

Ensure the development and management of infrastructure, in harmony with preservation of cultural and historical values, and landscape architecture.



4

- Facilitate for small businesses and local residents to benefit from tourism employment opportunities;
- Promote the manners of a positive and friendly tourism community.



5

Offer teaching and professional training by experts in tourism business and management for specialized tourism human resources



6

Foster coordination between localities and with the business community, in order to develop regional tourism supply chain and inter-regional tourism products based local strengths and tourism resources, increasing regional tourism competitiveness

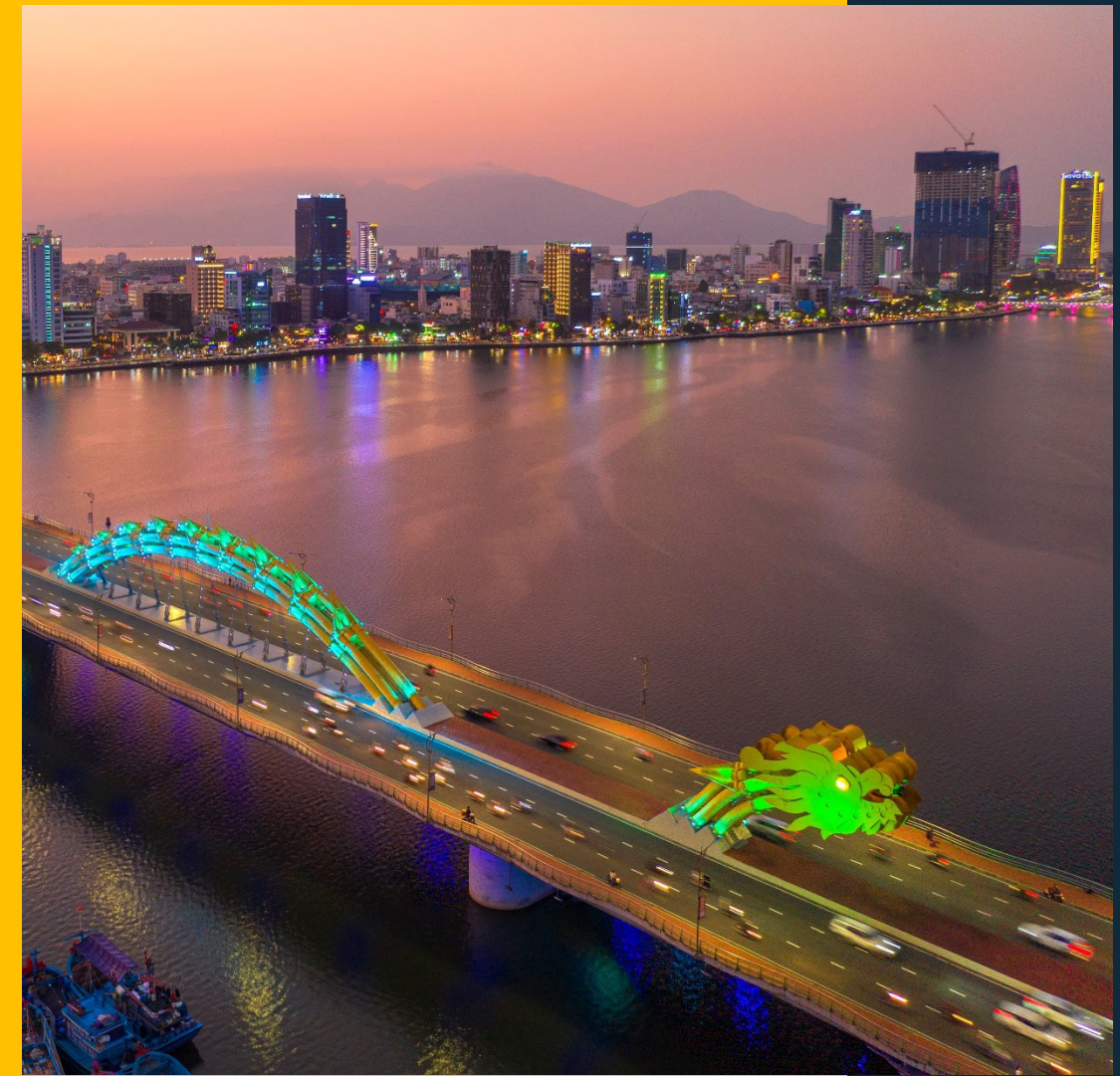




7

Learn from international experiences on sustainable development to concretize tourism policies and guidelines, aiming towards green growth and international integration.





Tourism sustainability – boosting the economy with the respect to nature and enhancing the quality of life



THANK YOU