

# SSG TOURISM REPORT

Group 6

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## I. Geography:

- Located on the East coast in Central Vietnam.
- Đà Nẵng lies almost exactly in the middle of Vietnam, boasting borders against exciting provinces such as Thừa Thiên - Huế to the North, and Quảng Nam to the South and West. Rendering the city within a 100km radius of wondrous UNESCO – recognised attractions such as the Imperial City Of Huế, the Old Town of Hội An and the Mỹ Sơn Ruins.
- Đà Nẵng is at an average distance of 800kms away from Vietnam's administrative capital Hà Nội and also its robust economic centre of Hồ Chí Minh city<sup>1</sup>.

*"The city has a total land area of 1,283.42 km<sup>2</sup> (495.53 sq mi), of which 241.51 km<sup>2</sup> (93.25 sq mi) are urban districts and 1,041.91 km<sup>2</sup> (402.28 sq mi) are rural district"*<sup>2</sup>

- As with most provinces in Southern/Middle Region of Vietnam, Đà Nẵng's climate is a dichotomy between 2 meteorological patterns: Exhibiting intermittent rains, showers or even cyclones from the months of September to December; and a dry, somewhat scorching weather from January to August<sup>3</sup>.
- The temperature peaks are observed mostly during summer, or from June to August and ranging from 28 to 30 degree Celsius. Humidity in these months is also particularly low, from 75 to 77%, with appropriate level of rainfall during said period.

### 1. Advantages:

- Boasting a coastal border, Đà Nẵng is virtually one of the vital port cities of Việt Nam, serving as a main transportation hub for domestic and foreign travel.
- Tropical climate is supportive of tourism development, especially during holiday seasons such as Summer and Spring.
- Đà Nẵng's intermediary position allows for two-way traffic from North to South Việt Nam, such combined with subsidiary investment into traffic infrastructure (e.g Hải Vân tunnel) can stimulate the possibility of gaining more visits from travelers<sup>4</sup>.

### 2. Disadvantages:

- Prone to natural disasters such as storms, tsunamis and earthquakes<sup>5</sup>.
- The fact that travelers can visit so conveniently might backfire, as *"huge numbers of tourists visit the City for a very short time and contribute virtually nothing to the local economy"*<sup>6</sup>.

## II. Attractions:

Đà Nẵng is **The Road of Central Heritages**: Đà Nẵng annexes monumental, world-recognised heritages such as Mỹ Sơn Ruins, Hội An Ancient Town, The Imperial City of Huế, Ho Chi Minh Trail and Phong Nha - Kẻ Bàng National Park

### 1. Classic attractions:

#### Mỹ Sơn Ruins:

- + An archaeological site dated more than a millennium.
- + Former capital of the Champa kingdom. The land was considered their holy sanctuary.
- + Boasts more than 20 unique structures on-site.
- + Most relics and sculptures have been relocated to the Cham Museum, depicting daily lives as well as Hinduism/Buddhism inspired art style.
- + Such crafts have been claimed to "*...describe an evolutionary experience of place that moves some tourists from a position of relatively shallow interest to an almost spiritual position due in some part to the role of the aesthetic that rises from landscape and dance.*"<sup>7</sup>
- + Recognised as a World Heritage by UNESCO.

#### Marble Mountains:

- + Limestone deposit protruding out from the beach, to the south of Đà Nẵng.
- + Interwoven with paths leading to deciduous cliffs, with splendid view upon the beach and East Sea.
- + The attraction offers various religious sites such as ancient pagodas built by the Nguyen Dynasty, and also an artisans' village at its base.

#### Bà Nà Hills:

- + A mountain resort.
- + Offering a gondola system up to 5km long.
- + The top of the mountain is exactly 1487m above the sea level, possessing extremely scenic sights.
- + The location of the famous Golden Bridge.

#### Son Tra Mountain:

- + Also known as the Monkey Mountain.
- + Oversee Đà Nẵng Bay and the East Sea.
- + Owning the highest Buddha statue in Vietnam, in Linh Ung Pagoda.

## 2. Recently added attractions:

### Thần Tài Hot Spring park:

- + Authentic Japanese-style onsen.
- + Family-friendly, exciting water park.

### Dragon Bridge:

- + Fireworks performance every weekend and festival times.

### III. Statistics and Strategies:

#### 1. Potential:

- The tourism value chain of Đà Nẵng is estimated at about 42 million USD (2006), constituting up to 5,6% of Đà Nẵng's economy. Such number increased to 92 million USD in 2012, and continued to sky-rocket, reaching its zenith of 509\$ million in 2019, a gigantic leap of nearly 30% compared to the revenues reported from the tourism sector in 2018.<sup>8</sup>
- These number consists of 60% domestic and 40% international, even though foreigners tend to spend 2.5 times more than locals.
- The tourism sector has strong governmental support and subsidiary, as well as a flow of private investments from Vietnam's globalisation (joining World Trade Organisation, signing Trades Agreements such as EVFTA, etc).

#### 2. Reality:

Due to COVID-19:

- Economic losses from tourism estimated at 77\$ million in the first quarter of 2020<sup>9</sup>.
- In the second quarter, this can accumulate up to an alarming 244\$ USD. In particular, traveling, logistics and waterway travel respectively accounted for 9.6%, 7.6% and 0.1% of the economic deficit; whereas more than 70% of the losses was endured by the accommodation sub-sector. Tourist attractions are not an exception, with losses amounting to about 10% of the total revenue loss.<sup>10</sup>
- A quantitative decline of about 50% was observed in international tourists as compared to 2019, such was at 64% for that of domestic visitors.
- International flights are still unavailable and foreign markets are unreachable.

#### 3. Recovery Plan:

- Shift the paradigm towards domestic travelers.
- Advertise more effectively on social media sites, news channels, etc
- Offer stimulus packages such as abolishing services fees<sup>11</sup>, enact discounting schemes, especially on tours, to instigate the revenue flow, assist small to medium local businesses to maintain the city's attractiveness and tourism infrastructure/resources.
- Lessen legal restrictions on Visas, Passports, etc for international visitors. Focus on local countries whose flight paths are still permitted such as Japan<sup>12</sup>
- Conduct a wide range of recreational activities such as festivals, exhibitions, musical recitals, etc to entice domestics visitors.

## IV. References:

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<sup>1</sup> Da Nang People's Committee

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<sup>2</sup> Ibid, loc. cit.

<sup>3</sup> Ibid, loc. Cit.

<sup>4</sup> Đà Nẵng City Informatics Portal

[https://danang.gov.vn/chinh-quyen/chi-tiet?id=85&\\_c=56](https://danang.gov.vn/chinh-quyen/chi-tiet?id=85&_c=56)

<sup>5</sup> BBC News, October 2<sup>nd</sup> 2006

<http://news.bbc.co.uk/2/hi/5394626.stm>

<sup>6</sup> Mitchell, J. & Phuc, L. Final Report on Participatory Tourism Value Chain Analysis in Da Nang, Central Vietnam, September 3<sup>rd</sup> 2007, p.55

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<sup>7</sup> Trinh, T. Et al. "Heritage and cultural tourism: the role of the aesthetic when visiting Mỹ Sơn and Cham Museum, Vietnam", October 22<sup>nd</sup> 2014 <https://www.tandfonline.com/doi/full/10.1080/13683500.2015.1054269?src=recsys>

<sup>8</sup> [https://danang.gov.vn/web/en/detail?id=18363&\\_c=16407387](https://danang.gov.vn/web/en/detail?id=18363&_c=16407387)

<sup>9</sup> Đà Nẵng's Department of Tourism, May 12<sup>th</sup> 2020

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<sup>10</sup> Ibid, loc. cit.

<sup>11</sup> Việt Nam's Department of Tourism, "Da Nang proposes halting sightseeing fees to tourist attractions", July 7<sup>th</sup> 2020

<http://www.vietnamtourism.gov.vn/english/index.php/items/14900>

<sup>12</sup> Ibid, July 7<sup>th</sup> 2020

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