



Da Lat Festivals 2017

The Exciting Moment in My Life



Source: Da Lat Ready for Flower Festival (Dalat-info.vn, 2017).

Dalat Flower Festival is considered as a national event in Viet Nam and is held on Lam Vien Plateau. Da Lat city is well known for several names such as “the foggy city”, “the city of flowers” and “the city of romance”. It is located in a mountainous area with a mild climate where the temperature ranges from 15⁰C to 24⁰C (Travel Vietnam – Why Dalat City is Known as Little Paris, 2017). Although the festival is located in the mountainous area, accessing this geography is not difficult because the modern transportation infrastructure is constructed well like the flat roads and the noticeable signage to the destination.

Dalat Flower Festival firstly began in 2005 and is celebrated every two years in December. The festival attracts a lot of people, tourists, enterprises across over the country in order to promote a variety of flowers and local specialties, honor the value of flowers and floriculture, support the study of hybridization between flowers and boost the economic development. During the festival, the visitors will see the flowers’ exhibition, agricultural products,

ornamental plants, wine, tea, coffee and Dalat specialties (Album Photo Album Photo, n.d). Generally, the accessibility to this festival is straightforwardly. There are several transportation technologies that the travelers can visit this festival with a reasonable price like taking a half hour flight with 100 SGD or tourist bus with about 30 SGD from Ho Chi Minh city (Yen, 2016). Moreover, the visitors can use Grab app or own cars or motorbikes to visit this area.

Last year, I had a great opportunity to visit this festival which fell from 23-27 December, 2017. The theme of festival is “Da Lat Flowers – Miracle from the Good Earth” (Program of the 7th Da Lat Flower Festival in 2017, 2017). I experienced exciting moment to enjoy some special programs like the “Ao Dai – Silk Fashion Week”, the “International Exhibition and Display of Flowers and Bonsais”, the “Da Lat Flower Festival, 2017 Trade Fair, Tourism Exhibition”, the “Da Lat Vegetables – Flowers Fair and Hi-Tech Agriculture Exhibition” and the “Da Lat, Lam Dong Tea-Coffee-Wine and Specialties Street” (Program of the 7th Da Lat Flower Festival in 2017, 2017). The local specialties were fresh and attractive. Interestingly, the program of showing a variety kind of flowers made a deep impression on me with the beauty of Dutch Tulips, Bulgarian Roses, Thai and Chinese Orchids, Chrysanthemum, Cherry blossoms and Minosa, etc... All of them decorated and colored the landscape of festival that a lot of visitors took the picture to capture the fantastic moment.

However, the festival also has some factors that impede the peace and stability for the visitors like the snatching hand bag out of visitors' hand from the robber, the hustle in the crowd and deteriorate the positive images like touting, stepping on the flowers, lacking of laboratory.

In order to address these problems, the organization can conduct some approaches to address this problem. Firstly, the organization should install more mobile laboratories, benches to serve the community. Secondly, the organization should employ lots of the securities to ensure the safe of visitors such as checking their baggage at the gate, manage the expeditious flow of crowds like creating zones for queuing. Thirdly, the organization should generate the food court area so that the touting will be solved properly. Moreover, there should be a fine for those stepping on the flowers unconsciously so that the tourism awareness will increase.

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Sources: Flower Festival in Dalat (Ngamsangchaikit, 2017).

Appendix



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