

## Danang, Vietnam

### Transfer Concept/Project Summary

*Date of this summary: 15 June 2011*

**Concept/ Project title:** Applying BP of the Old Phuket Town Preservation and Development for community's economic and income improvement in Bach Dang street of Danang.

**Best Practice Replication:** Fiscal management from the Old Phuket Town Preservation and Development for city Conviviality and Income Generation, Thailand.

**Background:** Danang City is located about 759km from Hanoi Capital and 960km from Ho Chi Minh City. Danang plays a crucial role as the growth nucleus of the Key Economic Zone in Central Vietnam, and giving the impetus to the socio-economic growth of the Central Region and the Central Highlands. Danang Port is the Eastern Gateway to the East- West Economic Corridor, acting as the access point for the Pacific Ocean of the virtually untapped hinterland of Laos, Northeast Thailand, Myanmar and Central Vietnam. In addition, Danang is the entrance for exploring the four World Natural and Cultural Heritages in Central Vietnam.

In brief, with the strategic location, good infrastructure system (an international airport, a deep-water seaport and north-south land routes and railways, Danang has great potentials for manufacturing, trade and tourism development and investment. Population of the city is estimated of 887,100 people in 56 wards/communes which are divided into 8 administrative units (06 urban districts, 1 rural district and 1 archipelago district). The rate of population growth naturally maintains stable at 1.2% per year (2008). The urban area size: 241.51 km<sup>2</sup>.

**Purpose of the Concept/Project:** The application of project in Danang will take advantage of cultural and historical values as well as natural beauty of Danang city to contribute to the development of Danang tourism, making it a tourism center of the country and Asia. This will help to improve the competence of management and



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professional staff working in tourism service. Besides, it will help city to develop a new tourism product and Build a transition project based on best practice model of Phuket Thailand to apply to Danang, Vietnam. Through this BP application, Danang city local government wants strengthening the cultural activities to preserve the traditional value and also creating new tourism products and services for national and international visitors that could generating income for people. Danang will also address two supporting components that could foster community mobilization. That are educating the people in Danang city to aware the important and the effectiveness of the applying of BP in Danang and mobilizing the participation and contributions of private sectors and communities in generating income mainly coming from tourist services..

**Key results:** Project in Danang will bring the concrete result to such as management and professional staff of Danang are trained to develop their knowledge and techniques in tourism development. Besides, it helps to enhance the awareness of the community and call for their participation in the tourism development project at Bach Dang street. Finally, a complete the transferring project for Danang city and Replicate the best practice model will be prepared and approved by the city.

**Main activities:** In order to achieve above expected results, 3 training courses for management and professional staff about tourism service will be organized, international experts to Danang to share experience on tourism management will be invited to the city. A Project "Tourism street- Bach Dang" will be prepared and implemented. Along with those activities, the replication plan will be written and approved by Danang People's Committee. Some other events also will be organized such as event for transferring project including broadcasting on local TV, publishing on newspapers and visual propaganda program

**Duration:** July 2011 to July 2012 for first phase and developing Plan for replication of the pilot programme.

**Fund Contributing Partners:** DELGOSEA, Local Government of Da nang city and private sector.



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