

Heritage festival to promote Quảng Nam tourism

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Midnight city: Hội An was listed as world cultural heritage sites by UNESCO since 1999.—
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QUẢNG NAM — The 6th Quảng Nam Heritage Festival will open on June 9 at Tam Thanh Beach, offering tourists an opportunity to explore the region's known and hidden charm.

Themed “Quảng Nam - Connecting Cultural Heritage”, the festival aims to give visitors insight into Quảng Nam as a land with a variety of tangible and intangible heritages found in its plains, coast, islands and remote inland areas, Đinh Hải, director of the province Department of Culture, Sports and Tourism, said at the press conference on Tuesday in Hà Nội.

“We hope that the festival will help visitors further discover the heritage of the region and promote its tourism. We expect to attract from 500,000 to 800,000 tourists during this festival,” he said.

The opening ceremony will begin at 8pm on June 9 at Tam Thanh Beach in Tam Kỳ city of Quảng Nam province and will close at 8pm on June 14 at the Hoài River square in Hội An City. The two events will broadcast live on Vietnamese Television.

The Việt Nam International Choir Competition will be held from June 7 until June 10 at Hội An Theatre. It will feature 32 choral groups and about 1,500 artists from 15 countries and territories.

The international kite festival will be organised in Hội An city and Tam Thanh beach (Tam Kỳ city of Quảng Nam province), from June 8-11. More than 100 artisans from 12 nations will join the event with 300 traditional and modern kites.

During those days, Hội An City will host the International Food Festival as well as the “World and Việt Nam silk festival” with the participation of the silk association around the world and the fashion designers from more than 10 countries.

On this occasion, on June 10-13, the first ever Ngọc Linh ginseng festival will take place at the foot of Ngọc Linh mountain in Nam Trà My district. It will introduce to visitors the value of Vietnamese ginseng trees. For the first time, during this festival, visitors can witness the rite to set up the *nêu* trees (Tết tree) of Vietnam ethnic groups on June 13 in Tây Giang district.

Moreover, a workshop on conservation and promotion of the ancient town’s heritage values will be held on June 13 in Hội An city. They will focus on discussing key issues on mechanism and policies to conserve and promote heritage values as well as tourism development in the Central Việt Nam.

Quảng Nam province locates in the central Việt Nam, where has Hội An ancient town and Mỹ Sơn sanctuary listed as world cultural heritage sites by UNESCO since 1999, together with many rich and unique tangible and intangible heritage values.

The province is home to several potential beautiful landscapes such as excellent beaches, Chàm and Tam Hải islands as the majestic Trường Sơn mountain range. Quảng Nam province has been an attractive destination for national and international tourists. It attracted nearly 4.4 million of tourists in 2016.

More information about the festival can be found on the website:
<http://disanquangnam.vn/quangnamheritagefestival.com> .— **VNS**

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<http://vietnamnews.vn/life-style/376169/heritage-festival-to-promote-quang-nam-tourism.html#wq6vyFD8lpMs9m0y.99>