



## TET HOLIDAY IN HOI AN

There is a lot of unique traditional activities in Hoi An ancient town. These are the cultural values which bring the vitality for all community residents there.

### DOOR TO THE TET HOLIDAYS

On the narrow ways in Hoi An ancient town at the approach of New Year's Day, we can get the feeling of "touch each other". Some places in the town with few roads leading travelers to the deep time of sediments.

There, the gates of the old houses hidden so many interesting things and store issues of culture and urban citizens of this ancient trading port "there are more than 20 old gates, residential buildings, built in accordance with the main house on the design, materials and as well as the principles of the science of winds and waters" said by Mr. Tran Van An- the Deputy Director of The Hoi An Center for Monuments Management and Preservation.

Most of the gates in Hoi An are constructed of local materials such as brick, wood, solar roof tiles. There are several major ports created by boulders assembled as Truong Don Muc and Truong Don Hau Family Home and Chapel in Phan Chu Trinh alley ... The gates are always attached Door eyes- are a trait of housing architecture in ancient city - Hoi An, this trait has been bringing about special, unique, and distinctive value of culture to this land.

On Tet holidays, In addition to decorate the house, ancestral altar, Hoi Anese also decorative gates by adding pieces of red fabric wrapped up on the door eyes, paste red sentences that praising for peaceful life, new year blessing, sometimes even paste the symbol of God of door gates. These practices appear to increase both "sacred", formally for the home gate as well as set the funny feeling when " the spring festival coming in the alley"



### CHINESE NEW YEAR

There are about more than 4000 Chinese residents in Hoi An for nearly 5 centuries, the fusion of local traditions and customs continuously happen, but in each house is still the unique traditional feature.

According to Mr Thai Te Sung- a native of Guangzhou at 120 Nguyen Thai Hoc street : " Although Our grandparents move to Hoi An about 500 yrs ago, all of traditional custom have been reserved to present. It is fact that there is an integration into Vietnamese, but all custom has been kept as the way they communicate and external trade in Vietnamese and only talk each other in Chinese"

On Tet Holidays, Chinese focus on making offering to their ancestor and God. Especially it is often invoking during Than Tai celebration, Tao Than celebration and New Year celebrations cause they are associated to prosperous blessing.

Every year, Phuoc Kien Assembly and Hai Nam usually worship roasted pork, celebrate lucky draw, lucky charm that attracts most of local people and visitor . Once there, they can see performances of many traditional dances like the four noble-animal dance and the unicorn dance. Afterwards many people go to pagodas and shrines to pray for profit

and wealth and pay visits to one another and enjoy traditional dishes.



### WALKING IN THE ACIENT TOWN

On the 7th day of the first lunar month every year, the villagers of Tra Que hamlet, Cam Ha commune, Hoi An city hold Cau Bong festival. The festival is in honor of those who set up the village's lucrative business of Tra Que vegetable planting, and pray for abundant crops, happiness and prosperity.

Afterwards, the villagers often embark in a new crop. This year's festival attracted nearly 500 international tourists to participate in some activities such as doing a "Tôm hũu" dish - a specialty of Tra Que vegetable village, competing good farmers in vegetables production... The festival shows the unique culture and introduces to lots of domestic and foreign tourists.

Return to the old town of Tet, walking on curved street to find out some of small blur alley with smoke of incense where is the transition of heaven and earth as a puberty girl- soft and hard to understand. At Hoai River Square, the second Hoi An lantern contest will take place on February 16, promising locals and tourists works of artistic lanterns or artistic installations of lanterns. The event also aims to honor the traditional craft of lantern making of Hoi An.

Lanterns are strung up everywhere and people stroll outside among the ancient houses and storefronts. For Tet, boats on the river launch hundreds of colored paper boats with candles. The bridges are decorated with dragons and lanterns, and there are free outdoor musical performances by visiting musicians and local schoolchildren.

It's a lot of fun if you spend the holiday with the locals and experience authentic celebrations. And it is especially pretty traveling around that time with all the decorations and lanterns hanging in the streets, "chuc mung nam moi" greetings.

During the holiday, there will be many cultural, sports and entertainment programs such as a Chinese chess competition, Hoi An martial arts contest, music contests for young voices, young music bands, young dance bands and fashion shows. There will also be traditional folk game tournaments such as tug of war and day gay (pushing stick), modern games, calligraphy, photos and fine art works.

## NEWS

### GEARING UP FOR HUE FESTIVAL 2012



In preparation for the 2012 National Tourism Year, the Hue Festival will open on April 7 next year.

#### All resources mobilized

The former imperial city of Hue in central Vietnam has held the Hue Festival four times, attracting an increasing number of both domestic and foreign tourists every time.

All the sub-festivals under the umbrella of the Hue Festival are organized using social resources, said Ngo Hoa, Vice Chairman of the Thua Thien-Hue Provincial People's Committee. Private investors have spent several billion Vietnam dong preparing art exhibitions and garden houses for the festival and they will also invest a lot more in 10 other events for the Hue Festival.

In addition to a limited funding from the state the provincial authorities are

## PROMOTIONS

### SEASON'S GREETINGS PACKAGE 2012 - HOI AN HOTEL



encouraging the private sector and social organizations to get involved in financing different kinds of services to welcome tourists to the festival.

Thua Thien-Hue is strategically vital for development of Vietnam's tourism industry. Every year more than 20 percent of foreign visitors to Vietnam stop over in the city, generating good incomes and steady jobs for local people.

Investing in Hue festivals also helps promote Vietnam's cultural values and turn Hue into a major tourism centre of Vietnam.

### Linking major cities

The 2012 Hue Festival will include many activities in Hue City and in many districts and towns throughout the province, involving a large number of local people. A number of workshops will also be held to assess the significance of Hue Festivals over the years.

Coinciding with the 2012 Heritage Tourism Year in the north-central coastal region stretching from Thanh Hoa to Thua Thien-Hue, the Hue Festival will serve as an important link between the three major cities of Hanoi, Danang, and Ho Chi Minh City to draw visitors from all parts of the country.

Phan Tien Dung, Director of the provincial Department of Culture, Sports and Tourism, said the focus of the festival will be on promoting heritage tourism.



### Tips for success

Preserving cultural heritage sites is an essential part of Hue's development strategy.

The provincial authorities have developed a plan to renovate relic sites and move 15 large factories far from the centre of Hue city.

In addition, it has already upgraded its Phu Bai airport and Chan May sea port, improved the quality of hospitality services, and set up market order and management units to control price hikes, especially during the festival.

### NEW TERMINAL AT DA NANG INT'L AIRPORT TO BE OPENED SINCE 15 DECEMBER, 2011



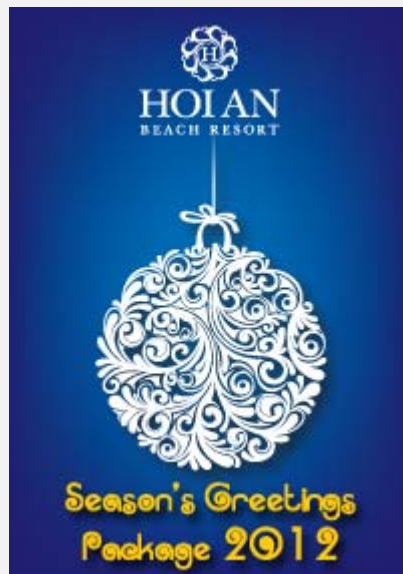
The new terminal at Da Nang International Airport is expected to be put into testing operation in 15 December 2011, according to the Middle Airports Corporation (MAC).

The new terminal will help improve the quality of aviation services for Da Nang city and the central region.

The MAC said that it will focus on finding investors to develop a wide range of services in the terminal such as food and drink services, souvenirs for visitors and

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### NEW TOURS

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duty-free shops.

This year, the MAC is striving to fulfill its set targets for the number of flights (up 10.2 percent), passengers (up 12.7 percent), and packages (up 7.6 percent) compared to last year's figures.

## COMPANY NEWS

### MISS HOI AN TOURIST COMPETITION 2011



On 20th October 2011 Evening, Women's Union of Hoi An Tourist Service JSC have celebrate a fashion show "Miss Charming Tourist Staff 2011" on the occasion of 81th Vietnamese Woman 's Day Celebration.

On the agreement of 04 Labor Union members of Company, there 17 charming staffs selected to participate this contest. The programe is divided into 3 parts: Ao Dai fashion show, Dress fashion show and behavior contest.

Durning the contest , Organization Committee has evaluated, reviewed and selected 03 best candidates to award. The 1st is Miss. Truong Thi Phuong Lan- Hoian Beach Resort , the 2nd Miss Huynh Thi Kim Dung- Sales & marketing Department and the 3rd is Miss Nguyen Hoang Diem My- Hoi An Travel.

Besides, Organization has award 05 extra prize for candidate with the most beautiful Ao Dai, the most beautiful dress, the most lovely appearance, the best performance style and the best behavior act.

Most of company staff and their family have been attracted to this fashion. According to Ms Nguyen Thi Ngoc Lan – Head of Organization "This Contest is to create a large playing a field - an opportunity for all female staff to meet a forum and exchange life experience and communication skills, constantly strives to become modern women with " 2 good manners" in new period. Through out this contest , participants have chance to look at themselves, learning from each other to strive and assert themselves in work. Moreover, they can also draw on many good things, good ideas and get more experience to apply in life and working environment, deserved with "8 gold letter" of Uncle Ho awarded Vietnamese Women "Hero - Undaunted - Faithful- Responsible"

### HOI AN BEACH RESORT ACHIEVED AWARD OF TOP TEN RESORTS IN VIET NAM



Hoi An Beach Resort is the only hotel in hoi An was voted as one of 10 best Four Star Hotel 2010 in Viet Nam. Hotel and Tourism Association of Viet Nam decided this Top Ten Award on 5th Oct 2011. The Award Ceremony will take place on 17th October 2011 at Hanoi Opera House.

In June 2011, Hoi An Beach Resort also got of the Top 4 star Hotel - The Guide Award 2010-2011.

Hoi An Beach Resort is Four km from the town's ancient quarter, in between

De Vong river and Cua Dai beach, is Hoi An Beach Resort – "An Oasis of Peace Where The River Meets The Ocean"

Accommodation consists of 121 luxurious deluxe and villa rooms, all of which evoke a traditional Vietnamese village style. In the first 9 months period, Hoi An Beach resort welcome more than 21,647 room nites, capacity of 65% with 44 billions turnover, increased by 16.4 % compared

to the same period last year.

According to Mr Le Tien Dung – General Manager , all Hotel members of Hoi An Tourist will be registered participate standard criteria "Blue Lotus" of Viet Nam Tourism Board's Campaigns. This criteria appropriated to the environment protection content and located in Hoi An Town – Ecology, Culture and Tourism.

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**Contact Us**

Tel: (+84.510) 391 0885 Fax: (+84.510) 391 1099 Email: [info@hoiantourist.com](mailto:info@hoiantourist.com)

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