



**SaPa**

Vietnam

Where the Sky and Earth Date

# Sa Pa - Lessons gained in dealing with tourist overload at destinations

**Presenter: MA Hoang Thi Vuong**

**Sapa's Culture and Information Department Head**

# The primary contents:

1. General introduction to Sa Pa
2. Situation of tourism development in Sa Pa
3. Difficulties - obstacles
4. Development strategy for the years 2020-2025, with a focus on 2030.
5. Lessons Learned

# I. SA PA OVERVIEWS

Is a young mountainous town, located in the northwest of Lao Cai province.

Economy: Growth 13.8%

Budget revenue: 1,070.79 billion VND ( Tourism and services: >60%)

About population: 68,302 people; 6 ethnicity: Mong, Dao. Tay, Giay , Xa Pho ; Kinh

# II. Sa Pa tourism development situation



## Sa Pa Tourism Potentials



Majestic natural landscape



Characteristic climate,



Ethnically unique culture

# Sapa's role in regional connectivity

## In Northern Region

Northern mountainous provinces' tourism nucleus

Located in the heart of the East-West corridor

Located on the Kunming-Lao Cai-Hanoi-Quang Ninh-Hai Phong

## Within province

National key tourist area;

Subtropical agricultural areas;

Key agricultural regions based on highland climate characteristics;

Important national nature reserve area.

## II. Sa Pa Tourism (cont...)

### From 2015 to 2020:

*Outstanding growth  
in both quality and quantity:*

The growth rate reached 20%, and overall revenue from tourists climbed by more than 40% year on year.

In 2019, Sa Pa received 3.3 million visitors, and tourism earnings totaled 9,300 billion VND.

=> It has the highest rate of tourism growth and investor attraction in the Northwest.

### From 2020 to now:

2020- Apr 2022: Covid 19 has had a significant influence.

May up to now: Tourism will shortly recover: New tourism products and events

First 09 months of 2023:

- Total tourists arrival: 2,888,860
- Total tourism revenue: 9,980 billion VND.

# Tourism Facilities

**Total  
1.340**

**711  
Accommodation**

**283  
F&B**

**190  
souvenir  
Shops**

**67  
Massage,  
herbal  
bath**

**27  
Transportation  
Company**

**13  
Karaoke**

**08  
National  
scenic  
spot**

**41  
Tourist  
destination**



## II. Sa Pa Tourism (cont...)

- It is one of the first district in Vietnam to promote CBT aimed at alleviating hunger and poverty.
  - Welcoming between 800,000 and 1,400,000 visitors/year/community
  - Services are gradually spreading into new regions.

SỐ TT	Chỉ tiêu	ĐVT	Năm 2010	Năm 2015	năm 2019	Năm 2022
1	Số cơ sở kinh doanh homestay	Cơ sở	94	108	306	364
2	Dịch vụ ăn uống	Cơ sở	25	31	255	126
3	Hàng lưu niệm, thổ cẩm	Cơ sở	6	14	284	157
4	Tắm thuốc/ massage	Cơ sở	5	9	95	39
5	Dịch vụ khác	Cơ sở	34	120	256	222
	Tổng		164	282	1.196	808

**=> Creat positive changes in economic-cultural-social life of Sa Pa's ethnic minority...**



## II. Sa Pa Tourism (cont...)

- Tourism creates good environment to restore and develop traditional crafts of ethnic groups



NGÂM CHAM  
Ảnh Minh Được

SAPA - Con người và cuộc sống



## II. Sa Pa Tourism (cont...)

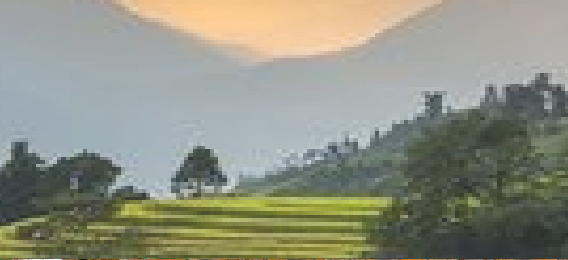
Tourism contributes to preserving the cultural identity of ethnic groups





## II. Sa Pa Tourism (cont...)

- Tourism creates new job opportunities for villagers: tour guides, porters, hotel receptionists, room service, security...





# HORNERING TITLES

- TOP 100 most beautiful towns in the world.
- TOP 14 must-see destinations in Asia
- TOP 10 most attractive tourist destinations in Southeast Asia.
- Top 7 most beautiful and magnificent terraced fields in the world;
- Top 10 most beautiful trails in the world;
- The most challenging marathon race on the planet.
- The world's leading cultural tourism destination and attractive natural attraction.

# III. Difficulties - Obstacles

The rapid increase in tourist arrival puts strain on infrastructure.

The development of projects and construction works has an impact on the ecological balance and the terrain.

Traditional cultural identities are being lost as a result of increased urbanization, and the risk of environmental degradation is considerable.

Tourists' needs are not met by specialized tourism facilities and tourism products.

Ethnic minorities rarely gain directly from tourism activities since community tourism develops organically.

# III. Difficulties - Obstacles

Tourism activities continue to take place on a haphazard basis.

There are insufficient structures and resources to support community tourist destinations

Lacks cultural institutions and sports training facilities.

Tourism human resources are few and underutilized, and professionalism is low - especially because Covid 19

Promotion work has yet to reach prospective markets.

# IV. Development strategy to 2025, focus on 2030

## Principle:

- Tourism development goes hand in hand with preserving the cultural identity of ethnic minorities;

- Maximize advantages of natural conditions (climate, landscape);

- Ensuring security, national defense, and responding to climate change; Natural disaster prevention and control and environmental protection.

## Target :

- Building Sa Pa into an international mountain resort and cultural tourism center with synchronous tourism infrastructure; Modern, quality tourism services; unique and rich tourism products; Professional and friendly tourism human resources; Meets ASEAN clean tourism urban standards; be able to compete in the region and the world;

- Enhance the application of 4.0 technology in management, administration, promotion and promotion of tourism;

- Building the brand and image of Sa Pa National Tourist Area according to the standards of "ASEAN Clean Tourism Urban"...."



## IV. Development strategy (Cont...)

Rezone the tourism space, creating unique features for each area.

Forming satellite tourist destinations to reduce tourist load at traditional destinations.

Expanding space to community tourism destinations => enhancing guest experience; expand employment opportunities.

Form spaces that support tourism: agriculture, medicinal herbs...

### 1. Tourism planning

# IV. Development strategy (Cont...)

## *2. Invested in tourism infrastructure*

Concurrently construct road infrastructure and parking spaces to connect tourism

Invest in 07 key infrastructure to guarantee it meets the ASEAN Clean Tourism Urban Area requirements;

Install boards, signs, diagrams, hoardings, banners, signs, light boxes, and advertising screens in accordance with logo, brand, color, and language guidelines...

Completion of tourism-related cultural buildings: Square, Event Center, Stadium, Cinema, Library, Cultural Center, and Sa Pa Museum

# IV. Development strategy (Cont...)

## 3. Upgraded Human resources

- Apply international standards in training activities to standardize tourism human resources in Sa Pa National Tourist Area;

- Diversify training forms; Prioritize training and use of local human resources;

- Raise awareness about developing Sa Pa National Tourist Area at an international level, improving IT levels, and implementing 4.0 technology in tourism.

# IV. Development strategy (Cont...)

## 4. Built up Unique Tourism products :

"Sa Pa - The Land of Experiencing and Learning Traditional Culture"

"Mountain Resort Paradise, Health Recovery"

- "Sa Pa - the land of attractive hiking and adventure sports tours"

- Spiritual tourism associated with ruins of temples and pagodas in the area;

- Sa Pa love market, experiencing Sa Pa terraced fields; agriculture-related ecotourism;

- "Sa Pa - the capital of art"

# IV. Development strategy (Cont...)

## 5. Diverse forms of tourism promotion

- Brand recognition toolkit for Sa Pa tourism;
- Unique branded cultural events
- Famtrip and Media trip
- Special promotional programs => overcome tourism seasonality;
- Promotion suitable for each market segment.

# V. Lessons Learned

Great political will, with the participation of all key parties.

Prioritize good planning implementation and synchronized infrastructure investment.

Research and successfully investigate each region's unique tourism resources (both cultural and natural) hence increasing competitiveness.

Training and development of human resources capable of managing and operating from a destination

Carry out tourist promotion job effectively, especially for newly developed tourism destinations/products.





Sa Pa

Effective + Attractive => Competitive

=> A National Tourist Site with International Standards





# SaPa

Vietnam

Where the Sky and Earth Date

Thank  
you!