Sapa

Vietnam is a country blessed with pristine natural beauty, from a bay with hundreds of natural islands, large and small, to caves carved by nature over millions of years, to rugged, magnificent, and awe-inspiring mountains. These inevitably attract the love, fascination, and wonder of millions of tourists every year.

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To meet the needs of tourism development, many local governments have eagerly planned grand constructions to turn their localities into tourist centres. Sapa has long been dubbed the city of fog for its peaceful beauty, nestling quietly in the highlands with terraced fields, whispering streams, and locals carrying corn in the afternoon sun as they have done for generations. But Sapa is becoming a concrete zone – a noisy, suffocating Sapa populated not only by people, whether locals or visitors, but also by excavators, bulldozers, and the cacophony of construction sites. With sprawling buildings, the roads are no longer foggy, but dusty. The Stone Church is hidden in the shadow of forgettable hotels, extinguishing the spirit of this place. If the beauty that attracted them is destroyed, the visitors who once came - and for whose money Sapa was ruined - will not return.

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What has Sapa long been called?

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What attracts visitors to Sapa?

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What threatens to keep visitors from returning?