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**University of Applied Science
Faculty of Commerce, Hospitality, and Tourism**



**HAGYOMÁNYBÓL ATTRAKCIÓ: A RED DAO
GYÓGYNÖVÉNYFÜRDŐ TURISZTIKAI CÉLPONTTÁ ALAKÍTÁSA**

**FROM TRADITION TO ATTRACTION: TURNING THE RED DAO
HERBAL BATH INTO A TOURIST HOTSPOT**

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CHAPTER I: INTRODUCTION

In recent years, health tourism (or medical tourism, wellness tourism) is no longer a new term for world tourism. Globalization, digitalization, and significantly increased costs are the primary reasons for the surge in international medical travel (Turner, L. G. 2011). Thus, many countries put efforts into developing their health and medical tourism as it can bring significant economic gains. According to Data Bridge Industry Research, the health tourism industry, which was valued at USD 27.195 million in 2022, is predicted to reach USD 410.61 million by 2030, at a CAGR of 40.4% from 2023 to 2030.



Figure 1: Global health tourism revenue growth forecast (Unit: million USD). *Source: DBMR, 2023*

The most popular health tourism countries are Costa Rica, India, Israel, Malaysia, Mexico, Singapore, South Korea, Taiwan, Thailand, Turkey, United States (Moreira, P. 2014). Fisher & Wood (2014) consider that 11 million people travel abroad for medical purposes, and the medical tourism market is estimated at 38.5 to 55 billion USD. We can see a significant growth of medical tourism in the international tourism market, countries with strong growth in medical tourism in Southeast Asia, such as Thailand, Singapore, and Malaysia. With the same advantage Vietnam, with its great potential and advantages from natural and human resources, is being considered a new medical tourism destination in Southeast Asia. According to Vietnam Investment Review (2019); Vietnam is a fast-growing country and a preferred hub for healthcare and wellness services. The Vietnamese medical sector grows by 18-20 percent every

year. The number of foreigners traveling to Vietnam for medical examinations and treatments is over 80,000. The income is reaching over \$1 billion.

Vietnam is a country rich in natural resources and attractive scenery, making it ideal for travellers, relaxation, and wellness. In addition to growing medical tourism through a medical health system, Vietnam is also being explored with oriental medicine. based on non-medical treatments or medicinal plants, which is advantageous for the development of alternative medical tourism (Vietnam Tourism Magazine, March 2013). The system of medicinal plants in Vietnam has been discovered in many northern provinces, including Sapa, and Lao Cai. Sa Pa is a mountainous region with dissected mountainous terrain, creating many different climatic features from tropical to subtropical and temperate, creating many conditions for growing and developing medicinal plants. A typical medicinal product that is considered a "specialty" of the locality is the bath medicine of the Red Dao people with the combination of the quintessence of the mountains and forests with medical knowledge and the indigenous knowledge of the Dao community (Tourism Development Research Institute, 2021).

In this research, the author plans to concentrate on comprehending, investigating, and analyzing the tourism development potential of the herbal bathing model of the Red Dao in Ta Phin village, which is known as the original place of herbal baths in Sa Pa. Ta Phin is also where the author was born and raised, consequently, there could include plenty of knowledge and experiences validated by the writer herself during the research process.

- The principal aims of this study are as follows:

1. Gaining insights into the features of Red Dao herbal bath as a tourism product, identifying the opportunities and challenges for it to become a tourist hotspot.

2. Making practical and sustainability-oriented suggestions in exploiting, developing, and trading the Red Dao herbal bath, thereby turning Sa Pa into an outstanding medical destination in the future.

- The main questions addressed to conduct the research in this paper are:

RQ1: What is the current market situation and demand for the Red Dao herbal bath, and do consumers recognize its medicinal effects?

H1: The Red Dao herbal bath is currently of local or regional importance as a tourism product, but there is potential to increase its importance and make it more widely known, resulting in an increase in the number of visitors.

RQ2: What are the development opportunities and directions based on the research results?

H2: Based on the research results, some opportunities and directions can be established: developing infrastructure; promoting Sa Pa as a spa tourism destination; improving the medicinal products of the herb Red Dao such as bathing, foot baths, medical treatments for pregnant women; promoting community participation and sustainable tourism development; contributing to the regional economic development.

H3: The Red Dao herbal bath has the potential to develop as a medical tourism destination if suitable accommodations, healthcare facilities, and a professional workforce are established.

CHAPTER II: LITERATURE REVIEW

2.1. Define health tourism

The term "Health tourism" is defined as the act of traveling to a different destination to seek medical treatment (Centers for Disease Control and Prevention [CDC], 2016). This market can be categorized into two distinct segments: wellness tourism and medical tourism (Ministério do Turismo [MTUR], 2010). The ETC/UN WTO publication "Exploring Health Tourism" published in 2018 provides general definitions of terms surrounding healthcare tourism, definitions of health tourism, medical tourism, and wellness tourism as well as their relationship has been given.

In accordance with this, Health Tourism encompasses all forms of tourism primarily aimed at contributing to both physical and/or mental health through medical and healthcare activities, to enhance individuals' capacities to satisfy their own needs and function better as individuals within their respective environments and societies.

Health tourism serves as a broad terminology for subcategories including healthcare tourism and medical tourism. Medical tourism constitutes a form of travel involving departure from the usual environment, which can be domestic or international, to access healthcare resources and services based on evidence-based methods (both invasive and non-invasive). This may involve diagnosis, treatment, cure, prevention, and functional recovery. Wellness tourism is a type of tourism activity with the purpose of enhancing and balancing all major aspects of human life, including physical, mental, emotional, occupational, intellectual, and spiritual dimensions.

The primary motivation for health-conscious tourists is to engage in preventive, proactive, lifestyle-enhancing activities such as exercise, healthy eating, relaxation, self-indulgence, and medical treatment (World Tourism Organization and European Travel Commission, 2018).

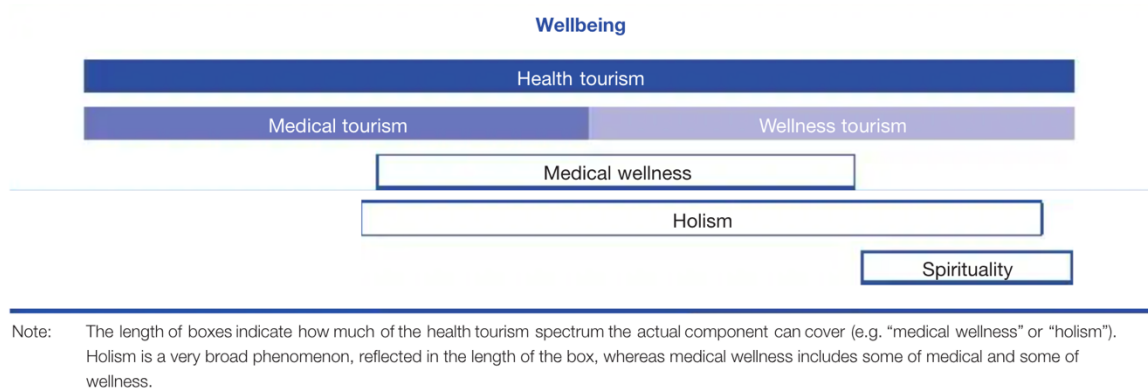


Figure 2: Wellbeing, Health, and tourism (source: <https://doi.org/10.18111/9789284420308>)

The relationship map shown was proposed by UNWTO (2018) to illustrate the connections between key terms in health tourism. Notably, it features a new concept: "Medical wellness." Previously used mainly within German-speaking communities, this label is now being referenced more frequently beyond its origins, according to the UNWTO framework. This reflects the growing recognition of "Medical wellness" as an integrative construct bridging medical tourism's curative emphasis and wellness tourism's preventive focus. Medical wellness means that patients are supported and benefit through medical scientific research or by performing certain activities prescribed or recommended by doctors. An example pointed out by UNWTO is longevity centers, where older adults want to learn how to prolong life through various techniques prescribed by doctors after examination or diagnosis, but they are allowed to continue implementing for a very long time after they are no longer sick or are no longer supervised by doctors or have left the longevity center (for example Pritikin Longevity Center in the United States or Kurotel in Brazil). This indicates that in terms of medical wellness, there are also medical aspects and wellness practices.

2.2. History line

Health tourism is not a concept too distant from familiarity, as, in fact, from ancient times, individuals have embarked on journeys with the purpose of seeking medical treatment. The history of medical tourism dates back to antiquity. The image below provides a succinct overview of the history of health tourism, spanning from ancient times to the present day. It is evident that since ancient times, whenever and wherever there has been a deficiency in healthcare services or treatment, individuals have undertaken travels to receive healthcare.

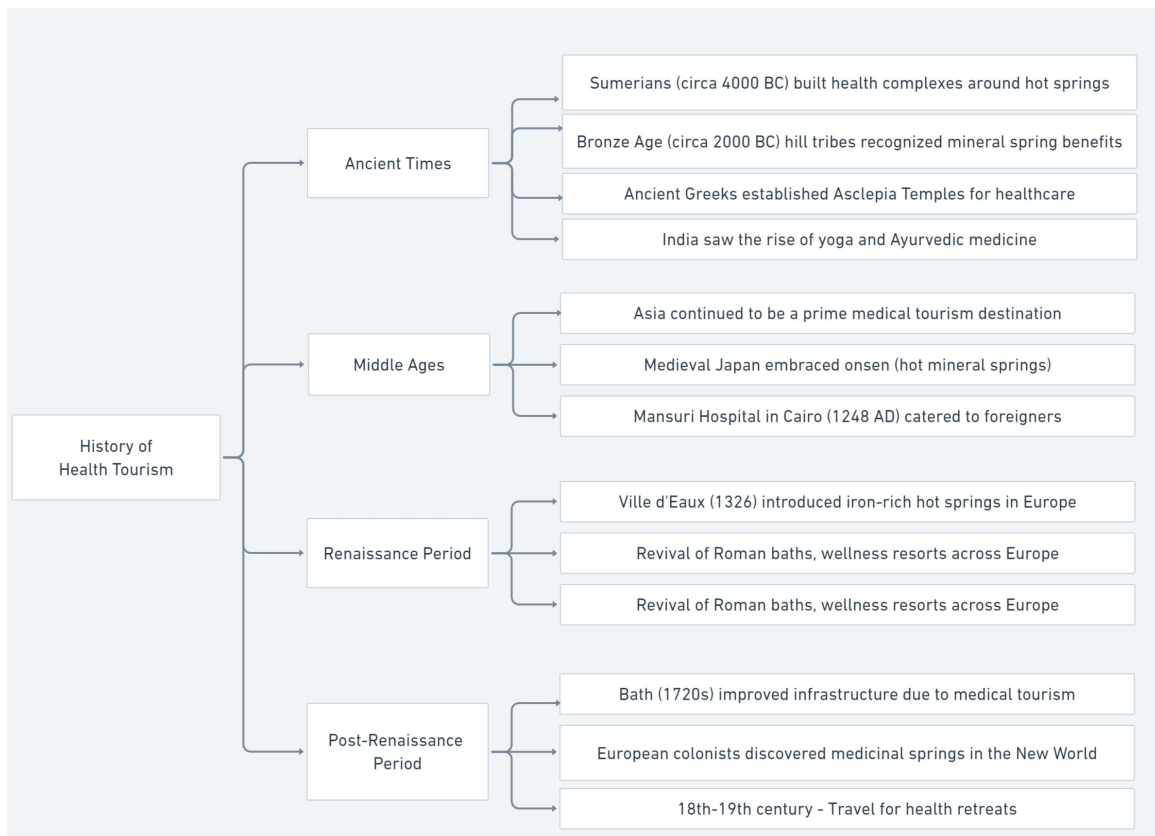


Figure 3.1: History of Health Tourism (*Own elaboration based on Health-tourism.com*)

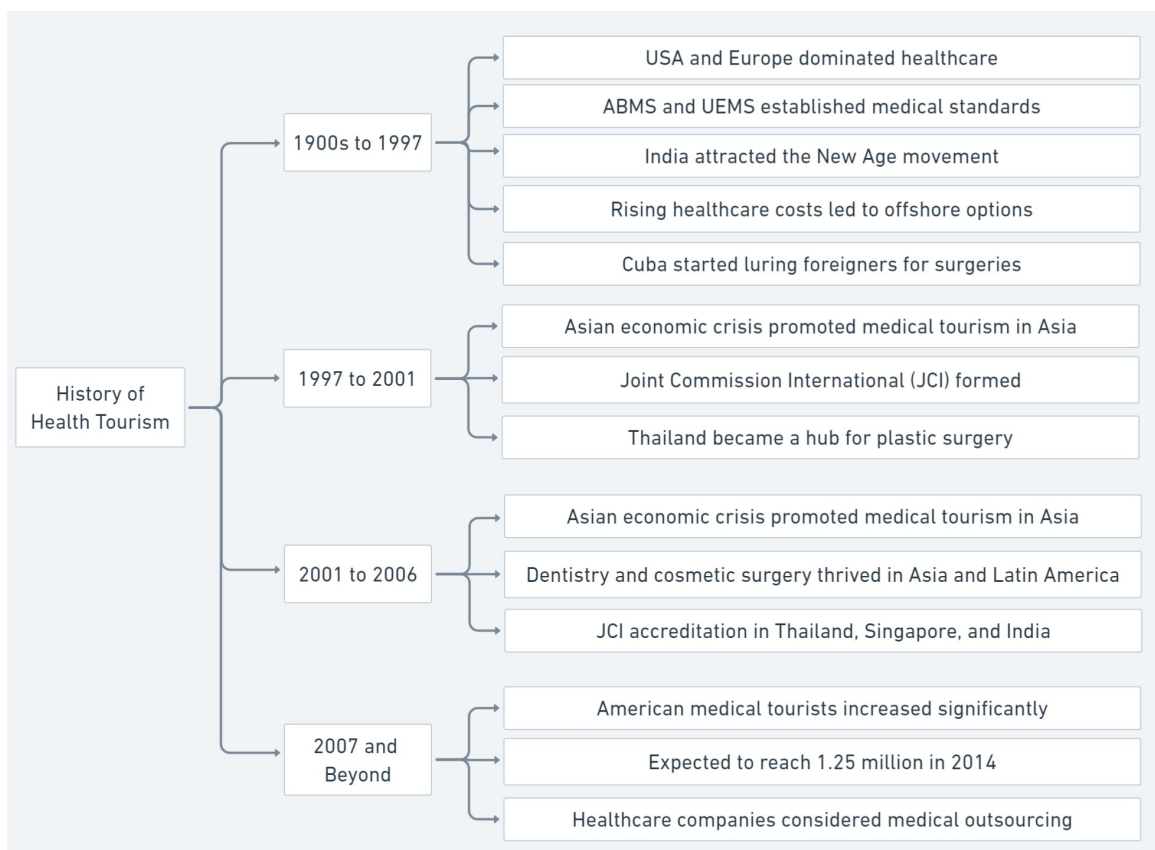


Figure 3.2: History of Health Tourism (*Own elaboration based on Health-tourism.com*)

Looking at the overall landscape of medical tourism, there is no single origin, as health and wellness tourism has developed and spread across most continents. Many ancient civilizations recognized the healing properties of hot mineral springs and sacred baths. Therefore, people began to travel to places like these in search of medical remedies. The modern concept of medical tourism may be closely tied to the colonial era. European colonial powers established healthcare facilities in their colonies to serve the medical needs of both the indigenous populations and local residents (Connell, 2013). This laid the foundation for cross-border medical tourism, as individuals sought healthcare services in colonial facilities for more advanced medical services.

The 20th century witnessed significant growth in medical tourism. Global expansion of air travel, advancements in medical technology, and ease of international communication created favorable conditions for the industry to thrive (Carrera & Bridges, 2006). In the 21st century, medical tourism has seen exponential growth, with an expanding range of destinations and healthcare services offered (Whittaker et al., 2010). Several factors contributed to this expansion, including cost differentials, long wait times in national healthcare systems, and the Internet, which enables patients to research and connect with healthcare service providers globally. Countries like India, Thailand, and Malaysia have emerged as major medical tourism hubs, offering a wide range of medical procedures at more affordable prices.

2.3. Trends in health tourism

Throughout history, for thousands of years, human beings have sought out remote regions in search of health restoration or unique medical treatments available at specific locations. The modern rendition of this tradition is referred to as medical tourism. For some individuals, this practice can be likened to a sacred pilgrimage or a journey to immerse themselves in the revered therapeutic waters of bathhouses, as seen in the famous Roman baths in present-day England, which were part of the Roman Empire some two thousand years ago. Health tourism encompasses a wide array of activities, including massage therapy, seawater bathing, physical exercise, dietary regimens, fasting, withdrawal from daily routines, therapeutic interventions, and medical treatment at a specific destination to indulge in the natural resources and cultural heritage of that region. These forms of tourism encompass all captivating activities related to holistic health maintenance, such as recreational sports and

mountain climbing, evolving to become increasingly specialized, involving specific medical interventions (Hunter, 2007).

The health tourism industry is a dynamic and multifaceted sector that offers a range of products and services catering to the diverse needs of individuals seeking medical and wellness experiences. The emerging relationship between health and wellness tourism and medical tourism has given rise to numerous integrated healthcare services designed to meet the expectations of travelers regarding health and wellness-related activities. These services encompass a wide array of offerings, including medical hotels, medical diagnostics, medical care facilities, medical spa services, among others.

Additionally, they incorporate advanced aesthetic treatments such as cosmetic surgery, dermatological care, wrinkle-reduction therapies, and so forth. This integration effectively interconnects conventional medical treatments with health and wellness tourism, as highlighted in studies by DeMicco (2017) and Majeed et al. (2020). The table below shows treatments commonly used in health tourism:

Major surgeries	• Orthopedic surgeries: hip replacement, hip resurfacing, knee replacement • Spinal procedures: spinal fusion, spinal disc replacement • Limited cardiac procedures: angioplasty, cardiac diagnostic procedures • Gynecological surgeries: partial, total, or radical hysterectomies • Hysterectomy, bilateral salpingo oophorectomy • General surgeries: vascular, stomach and bowel, kidney and urinary, gallbladder removal, hernia repair, cataract surgery, Lasik surgery, hemorrhoid removal, Endo-laser vein surgery • Other medical procedures: bariatric surgery, fertility treatment, oncology, transplants, stem cell treatments, sex reassignment, addiction treatments
Minor surgeries	• Dental procedures: dental work, cosmetic dentistry, crowns, bonding, veneers, whitening, bridges, bone grafts, root canals, tooth extractions • Eye, ear, nose and throat treatments
Cosmetic/plastic surgeries	• Facial cosmetic surgery: rhytidectomy, eyelid surgery, nose reshaping, brow or forehead lift, ear surgery • Body contouring: liposuction including tummy tuck, breast augmentation, breast lift, thigh lift, lower-body
Diagnostic services	• Annual checkups

Alternative therapy treatments	- Chinese medicine, acupuncture, herbal treatments, ayurvedic treatments - Pancha Karma, tai-chi
Wellbeing/lifestyle remodeling services	- Spa therapy, yoga therapy, meditation therapy, holistic therapy, thermal therapy (mineral springs, balneotherapy), thermo therapy, thalasso therapy - Algae therapy, aroma therapy, cryotherapy, electrotherapy, magnetotherapy, mud healing (fango therapy), occupational therapy (stress management), massage, diet and nutritional programs, detoxification, New Age, spiritual tourism

Table 1: Major products of the Health tourism industry

Sources: Gahlinger (2008), Marsek and Sharpe (2009), Smith and Puczko (2009)

To better understand the medical tourism market, we have the table below giving information about the Medical Tourism Market, divided into three categories including service type, medical service provider type, and region, as below:

Service type	Medical service provider type
Medical Treatment - Cardiovascular treatment - Cancer treatment - Orthopedic treatment - Cosmetic treatment - Bariatric treatment - Dental treatment - Ophthalmology treatment - Alternative medicine - Fertility treatment - Other Wellness - Destination Spas - Hotel/resort Spas - Other Spas	- Private - Public

Table 2.1: Medical Tourism Market – Segmentation

Region				
Asia-Pacific	Europe	Middle East & Africa	North America	South & Central America
- India - South Korea - Thailand - Malaysia - Japan - China - Rest of Asia-Pacific	- Germany - France - Italy - Spain - Turkey - Hungary - Rest of Europe	- Kenya - Egypt - UAE - Rest of Middle East & Africa	- Canada - US - Mexico	- Argentina - Costa Rica - Rest of South & Central America

Table 2.2: Medical Tourism Market – Segmentation

(Own elaboration based on <https://www.medicaltourism.com/mti/home>)

The medical tourism industry is experiencing continual growth, with countries recognizing the potential for healthcare services to boost their tourism sector. Historically, individuals sought medical treatment in locations beyond their place of residence when faced with illnesses. However, contemporary medical tourism has transcended this conventional notion. Recent years have witnessed a shift towards a more comprehensive approach, considering factors such as cost, geographical reach, ease of access, service provider diversity (private, public), service type (cardiovascular treatment, cancer treatment, orthopedic treatment, cosmetic treatment, sauna, spas, thermal water, v.v.), regional attributes, and distinctive features that distinguish medical facilities in alternative locations. Moreover, the demands and preferences of medical tourists have evolved over time.

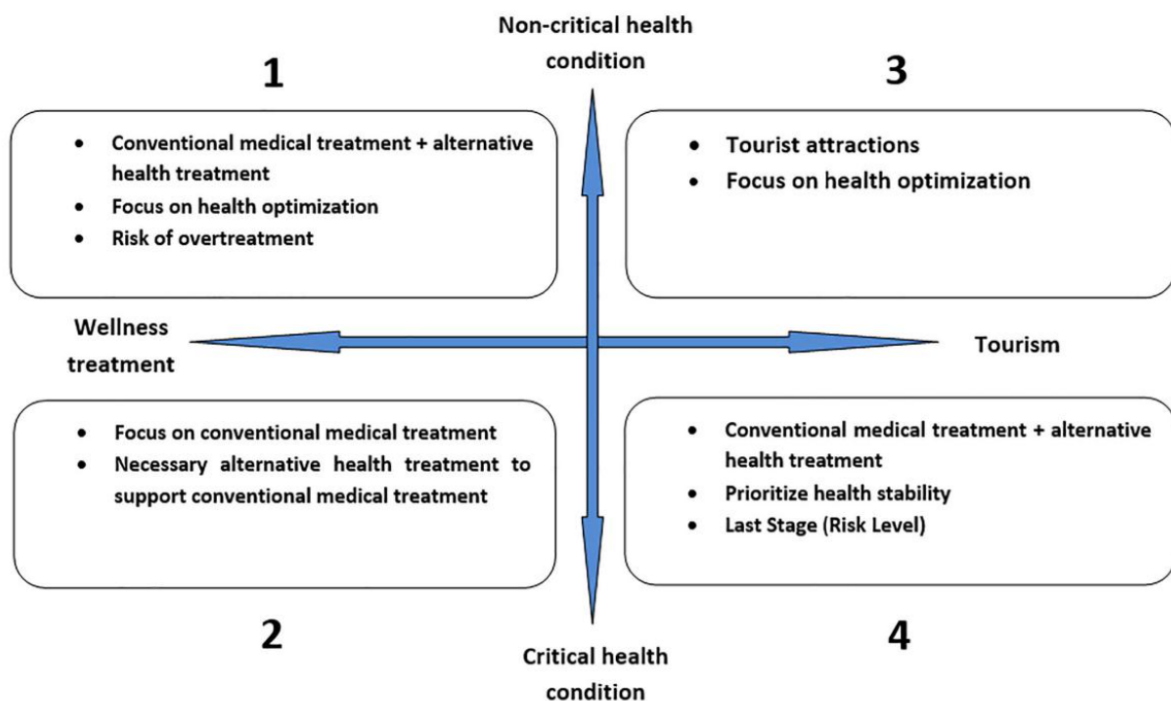


Figure 4: Health tourism matrix (Majeed, S. and Gon Kim, W. (2023))

In the realm of Medical Tourism, the most crucial factor is the precise determination of a traveler's medical tourism objectives. This enables the tailored development of pertinent medical services. For individuals who are seeking healthcare services and are not afflicted by severe illnesses, their predilection is for conventional medical treatment methods to rectify their health disorders. Simultaneously, they express interest in exploring tourist attractions at their chosen destination. Depending on the acuity of their health conditions, medical tourists may be provided with conventional medical treatment options, alternative health treatment modalities, or even a combination of both, as necessitated by their health condition. This approach is

instrumental in ensuring the safety and effectiveness of their medical journey, averting the risks associated with excessive medical intervention. Similarly, for those medical tourists facing critical health conditions, may be offered restricted, health-condition-appropriate tourism activities. By amalgamating customary medical treatment practices, alternative health treatment modalities, and tourist experiences, we can ensure the stability of a medical tourist's health. This approach can be implemented when the window for recuperation is limited but the state of their health still permits them to engage in tourism activities or exploration, such as during late-stage cancer treatment. (Majeed, S. and Gon Kim, W. (2023))

The growth of the Health tourism industry follows a linear trajectory. In total, approximately 14 million people travel worldwide each year in search of medical care services, contributing to an expenditure of around 125 billion dollars in 2021 (IHRC, 2020). Individuals in need of affordable healthcare and higher-quality medical services not available in their home countries tend to opt for medical tourism rather than receiving treatment domestically (IHRC, 2020). Moreover, the transparent service packages and fixed fees readily accessible to medical tourists are highly appealing (IRC, 2020). Notably, both high-income levels and the number of medical tourists visiting the top five countries, including Thailand, Mexico, Turkey, India, and the Dominican Republic, were remarkable in 2019 (Oguz et al., 2020). It's worth mentioning that Thailand had the highest number of medical tourists at 3,000,000 visitors, followed by Mexico with 1,000,000 visitors, Turkey with 850,000 visitors, and India with 551,000 visitors (Oguz et al., 2020).

The COVID-19 pandemic has wreaked havoc on the global tourism industry, with medical tourism being one of the hardest-hit sectors (Oxford, 2021). Furthermore, COVID-19 compelled governments to impose restrictions on citizens' behavior (Oguz et al., 2020; Oraby et al., 2021). Tourist arrivals plummeted to 67 million in the first quarter of 2020, resulting in an approximately 80 billion USD reduction in tourism revenue (Oguz et al., 2020). The pandemic exerted an immediate and substantial impact on medical tourism. As a result, medical tourism destinations refocused on their domestic healthcare systems to minimize and recuperate from the incurred losses (Stackpole et al., 2021). Meanwhile, the tourism industry's foreign exchange deficit was 14% in 2019, which has become even more severe due to the widespread spread of COVID-19 across the nation. The medical tourism sector is gradually demonstrating a robust recovery post the COVID-19 pandemic. Specifically, according to statistics from

Hospitalcmq.com, the global medical tourism market reached approximately \$45.8 billion USD in 2022. This figure is expected to increase to \$54.4 billion USD by 2023, and by 2027, the medical tourism market is projected to reach \$207.9 billion USD, reflecting a growth rate of 21.1%.

2.4. Health tourism in Asia-Pacific countries and Vietnam

In recent years, medical tourism, the practice of traveling abroad for enhanced or higher-quality healthcare compared to one's home country, has gained substantial popularity, particularly in the Asia-Pacific region. Currently valued at approximately \$111.3 billion USD, the Asia-Pacific medical tourism market is projected to exhibit a compound annual growth rate (CAGR) of approximately 15% until 2028.

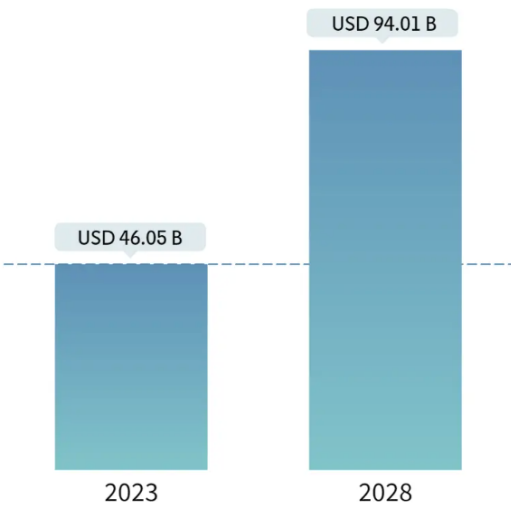


Figure 5: Asia-Pacific Medical Tourism Market (in USD billion – CAGR: 15,34% (2023 - 2028)
(Source: <https://www.mordorintelligence.com/industry-reports/asia-pacific-medical-tourism-market>)

This robust growth trajectory is underpinned by the confluence of advanced medical facilities, proficient healthcare professionals, and cost-effective treatment options in the region, collectively rendering the Asia-Pacific a compelling medical tourism hub. Countries such as Malaysia, Thailand, Japan, and Singapore have emerged as trailblazers in this domain, affording global travelers access to innovative, high-quality healthcare services. Several territories in the Asia-Pacific also offer extensive and specialized medical treatment choices, with South Korea's cosmetic and beauty treatments serving as a prime example.

Medical tourism in the Asia Pacific region has witnessed substantial growth, offering a range of medical services across various cost tiers and specialized domains. Malaysia,

recognized as a prominent global hub for medical tourism, has attracted international patients due to its exceptional healthcare services at cost-effective rates, particularly in cardiology and fertility treatments (IMTJ Medical Travel Awards, 2020). Malaysia's National Heart Institute, renowned for its advanced heart treatment centers, has established an International Patient Centre (IPC) to enhance the medical tourism experience, offering comprehensive services and expanding its presence in neighboring countries (IMTJ Medical Travel Awards, 2020).

Thailand has emerged as a significant player in medical tourism, driven by its competitive advantage in affordable medical expenses, which are substantially lower than those in Western countries (Medical Tourism Index, 2020-2021). The country offers a diverse array of medical services, including specialized treatments such as cosmetic surgery, gender reassignment surgeries, and regenerative medicine. Thailand's top private institutions have received accreditation from the Joint Commission International (JCI), further affirming the quality of its healthcare services (Medical Tourism Index, 2020-2021).

Japan's medical tourism sector, though curtailed by the pandemic, is regaining momentum, supported by its advanced healthcare system, expertise in oncology treatments, and cardiovascular procedures, and the introduction of medical visas in 2011. Japan is positioning itself as an attractive destination for medical tourists by offering opportunities for treatment, health check-ups, and sightseeing (Sekimoto et al., 2016). The country's advanced medical technologies and cleanliness bolster its competitiveness in the global medical tourism industry.

Singapore's highly efficient healthcare system, ranking sixth globally, has made it an appealing destination for medical tourists, with Indonesia being a leading source market (World Health Organization). Singapore's policies, including streamlined visa procedures and a range of wellness and post-treatment activities, cater to the unique needs of medical tourists. International Patient Service Centres (IPSCs) in Singapore offer specialized support, providing information, assistance, and appointment coordination with healthcare providers (World Health Organization).

South Korea's medical tourism industry focuses on elective treatments related to enhancing physical beauty, with a significant emphasis on plastic surgery. The government's support, tax breaks, and certification of medical tourism agencies have contributed to its growth

(visitkorea.or.kr). South Korea is known as the "plastic surgery capital of the world" and has witnessed a substantial increase in the number of medical tourists, with state-of-the-art technology and specialized services attracting foreign patients, including influencers (Korea Health Industry Development Institute). The Asia Pacific region offers diverse and competitive options for medical tourism, with each country's unique strengths in terms of affordability, specialized treatments, and healthcare infrastructure contributing to its prominence in the global medical tourism industry.

Vietnam has exhibited notable advancements in the field of medical tourism in recent years, demonstrating a substantial growth trajectory in this sector. A recent official report presented by the Ho Chi Minh City Department of Tourism (DoT) during a press briefing earlier in 2023 (hcmcpv.org.vn) has highlighted a consistent and noteworthy surge in the number of tourists seeking medical services in Vietnam. The burgeoning field of medical tourism is projected to contribute an annual estimated revenue of \$2 billion. According to a report released by the General Statistics Office in 2022 (gso.gov.vn), the average expenditure per tourist on healthcare treatments was estimated at \$156.58, which marked a decrease from the significantly higher average of \$225.61 recorded in the year 2020.

According to the DoT's assessment, Vietnam presently lures approximately 300,000 international visitors annually who come for medical consultations and treatment (vietnamfinance.vn). Of this influx, 40 percent favor Ho Chi Minh City as their preferred destination for medical tourism.

As Vietnam's healthcare infrastructure continues its expansion and enhancement, a corresponding uptick in the demand for advanced medical technologies, cutting-edge equipment, and specialized medical expertise is anticipated. Foreign medical companies specializing in innovative treatments, specialized medical services, and healthcare equipment stand to discover a receptive market in Vietnam. Furthermore, forging collaborations with local healthcare providers and institutions can prove highly advantageous for foreign investors. Such partnerships facilitate improved market penetration and provide a deeper understanding of the local healthcare landscape.

Besides, when mentioning Asia, we cannot help but mention alternative health tourism. There is a growing number of individuals who are now traveling for alternative medicine treatments in Asia. Traditional medicine has been employed for pain relief globally throughout history, and it still plays a role in healthcare. The integration of traditional and Western medicine can be effective for specific chronic pain conditions. In East Asia, traditional medicine practices like Traditional Chinese Medicine, Japanese Kampo-Medicine, and Korean Medicine incorporate elements such as herbal prescriptions, acupuncture, and various therapies. In South Asia, traditional medicinal practices with over 2000 years of history have influenced modern Western medicine. These practices, like Ayurveda, yoga, meditation, and others, have globalized and are used for various chronic pain conditions. Mechanisms of herbal medicine, adverse events, and interactions with Western medicine require more research. In South East Asia, practices in countries like Thailand, Malaysia, and Indonesia have evolved and include traditional therapies like Thai traditional massage (Medical tourism magazine).

Vietnam is a country with a long-standing tradition of traditional medicine and pharmacy with more than 4,000 years of establishment and development. The origin of Vietnamese traditional medicine is folk experience formed from the period when the Vietnamese people entered the dawn of the country's history with experiences in disease prevention and treatment to protect people's health. Traditional medicine is the cultural heritage of the Vietnamese people.

Up to now, after 70 years of development, traditional medicine has been achieving many great achievements, a medical examination and treatment system from the central to local levels has been formed, and the development of medicinal materials is increasingly invested and developed. development, the training of high-quality human resources is increasingly emphasized... Traditional medicine has been responding well to the care and protection of people's health in the new situation and is on the path to general integration. With the current development trend of traditional medicine and pharmacy, it is providing all kinds of services and products for tourists (According to Dr. Pham Le Thao, Vietnam National Tourism Administration).

2.5. Background of Sa Pa



Picture 1: Muong Hoa Valley, Sapa, Vietnam

(source: <https://www.sapa-tour.net/attractions/muong-hoa-valley-sapa/>)

After 120 years of formation and development, Sa Pa has now become a national tourist area. Sa Pa tourism has made great progress, from a small highland town that has been confirmed and positioned on the tourism map of Vietnam and the world. It is situated in the northern region of Vietnam and is renowned for its stunning mountains, including one of the highest peaks, Fansipan, as well as its picturesque terraced rice paddies and a diverse array of ethnic communities.

Over the past two decades, Sapa has evolved into a popular tourist destination, made easily accessible by a highway that allows travelers to journey from Hanoi in approximately 5-6 hours. Located in the mountains of the Northwest, Sa Pa is a natural treasure with an average altitude of 1,500 to 1,800 meters above sea level. A special feature of Sa Pa is its location near Lao Cai City but isolated from the humid tropical monsoon environment. Sa Pa has a humid, temperate subtropical climate, providing a diverse weather expression throughout the year (vi.wikipedia.org). The demographic makeup of Sapa is characterized by a rich tapestry of

ethnic groups (Tran and Xuan, 2021). More than 80% of the local population consists of ethnic minority communities, making Sapa a culturally vibrant and diverse region.

In recent years, the scale of the economy of Sa Pa town has continuously grown, the growth rate has remained high, the economic structure has shifted in the right direction, and existing potentials and strengths have been well exploited. In the period from 2015 to 2020, the town of Sa Pa achieved an average economic growth rate of 13.42%, with a structural transformation towards an increased proportion of trade, services, tourism, and industrial sectors, while gradually reducing the share of agricultural production. As a result, the per capita income of the entire district increased by 19.98 million Vietnamese dongs, reaching 42.5 million Vietnamese dongs per year. The average Gross Regional Domestic Product (GRDP) reached 85.5 million Vietnamese dong per year, representing a 1.8-fold increase (baolaocai.vn). To achieve such figures, the significant contributions from the tourism market in Sa Pa cannot be overlooked.

Tourism in Sa Pa has witnessed remarkable developments both in terms of quality and quantity. In 2019, Sa Pa welcomed nearly 3.3 million visitors, generating a revenue of 9.3 trillion Vietnamese dong from tourism and services. In 2020 and 2021, the tourism and service sector in the town of Sa Pa was heavily affected by the COVID-19 pandemic, leading to a substantial reduction in the number of tourists, with only 1.2 to 1.5 million visitors. The recovery of Sa Pa's tourism industry following the Covid-19 pandemic has been rapid and effective. Specifically, in 2022, Sa Pa received over 2.5 million visitors, and the revenue from tourism and services exceeded 7 trillion Vietnamese dong. It is expected that by the end of 2023, Sa Pa will welcome over 3.5 million visitors, and the revenue from tourism and services is projected to reach over 12 trillion Vietnamese dong (according to Mr. Trinh Xuan Truong, Deputy Secretary of the Provincial Party Committee, Chairman of the People's Committee of Lao Cai province).

CHAPTER III: METHODOLOGY

The research methodology of this study includes both quantitative and qualitative methods for data collection and analysis. Primary data collection will be carried out through an online survey targeting at least 300 domestic tourists. The sample size was determined based on the number of tourists visiting Sapa in the first quarter of 2023, as reported by laocai.gov.vn. The questionnaire will be written in Vietnamese and sent via Facebook and email. It will include questions about demographic information, tourist motivations and requests, travel experiences, and herbal bath services. To gain a better understanding of the target audience and focus on domestic tourism, the survey included a question that identify the respondent were Vietnamese people. By specifically targeting the domestic market, the research aims to explore the motivations, requirements, and experiences of Vietnamese tourists when it comes to the Red Dao Herbal Bath. Once the findings and insights from the domestic tourism segment have been analyzed and utilized to position the Red Dao herbal bath within the domestic market, the research can then expand its focus to the international audience in the future. Responses will be collected and translated into English for analysis.

In addition to the survey, qualitative methods will be used, including in-depth interviews with local Red Dao herbal bath businesses. These interviews will be conducted online and will include open-ended questions. The purpose of these interviews was to better understand the businesses' operating practices and explore future prospects for developing medical tourism in Sapa.

Observational methods will also be used along with secondary data to identify existing medical tourism projects and services in Vietnam and other Asian countries. This secondary research will use databases from organizations such as UN WTO, Vietnam General Statistics Office, Vietnam National Administration of Tourism, World Bank, Travel and Tourism Council, World Health Organization World Health Organization, Global Health Institute and World Health Organization. Global Health Summit.

The research methods chapter will provide a comprehensive description of the data collection and analysis process. It will include details about the questionnaire, background information of the respondents, statistical methods used for analysis and the specific research

questions the study aims to answer. Qualitative research, especially in-depth interviews, will be thoroughly described and it will be noted that they are conducted online. The different sections of the questionnaire, along with their focus, will be outlined, including the types of questions used (yes/no, multiple choice, open-ended, Likert scale). Additionally, methods of coding and document analysis will be covered as part of the data analysis process.

To collect information about the herbs used in the Red Dao Medicinal Herb Bath, a combination of internet research and local knowledge will be used. Phytopharmacological research will be conducted to explore botanical aspects, including scientific names, characteristics and medicinal properties of herbs. This research will involve studying published literature, scientific articles, and reputable online sources to ensure accuracy and reliability.

In addition to internet-based research, the study will also take advantage of the author's witnessed knowledge (the author was born and raised in Ta Phin, Sapa) as well as further collected from the medicinal bath facility. Information obtained from both internet research and local communities will be cross-referenced and analyzed to create a partial profile of the medicinal herbs used in Dao Do Herb Bath. This combined approach will ensure the accuracy, depth and cultural context of herbal information, providing a solid foundation for research.

CHAPTER IV: FINDINGS AND DATA ANALYSIS

4.1. The Red Dao herbal bath



Picture 2: Experience the Red Dao herbal bath in Sa Pa (Source: <https://www.kkday.com>)

In this part, the author has collected and searched for data sources from books, newspapers, and scientific research on the internet to find out information about Dao Do bath tobacco in Sa Pa. However, there is no official source that provides complete information about Dao Do bath tobacco. Therefore, the author conducted an in-depth interview with the Red Dao herbal bath business owners, from the Sapanapro Company and the Red Dao Community Cooperative to learn more about this type of medicinal leaf as well as related aspects.

4.1.1. Origin of bathing medicine of the Red Dao people

Thanks to its effective use and ability to support good disease treatment, the medicinal leaf bath method of the Red Dao people in Lao Cai is known to many people. Due to the special terrain, located in the middle of the Northwest mountains and forests, Dao villages have a life closely associated with mountains, forests, plants, and medicinal herbs. Many traditional remedies are hundreds of years old and are only passed down within the family. Precious medicinal plants are scattered in the ravine, and it is very difficult to find if you are not an

expert. In the past, only local people often knew and sought out this medicinal bath to treat illnesses and relax. However, nowadays tourism trends are changing, tourists have a need for tourism combined with experience and health care. So, this is also the reason why the Red Dao people's medicinal baths as well as medicinal bathing services have become more popular in Sapa.

Traditional herbal practitioners in Ta Phin, Sa Pa

The individuals who craft herbal remedies in this area are primarily elderly men and women with extensive experience. Additionally, there are apprentice teams, often consisting of the descendants of these practitioners. They inherit the herbal recipes from their parents through activities like going to the forest with them, where they receive hands-on guidance about the names and uses of medicinal plants. They start learning the trade at a very young age and usually accumulate experience over many years before becoming proficient herbalists.

Regarding the sources of knowledge and the use of Southern herbal medicine, it can be divided into three main groups:

- Knowledge with a familial, lineage, or ethnic characteristic: Specific herbal remedies are used within each family, lineage, or ethnic community. These herbal remedies are often named according to the language of a particular ethnic group, and their usage is unique to that specific community.
- Knowledge acquired from the Chinese: Before the border conflict in 1979, a considerable number of Chinese people had been residing in this area. Prior to this conflict, many residents learned how to use traditional Chinese herbs from these Chinese individuals. Consequently, these herbs often have Chinese names, and many Chinese terms are commonly used in everyday language.
- Knowledge gained through interaction, visits, and experience accumulation: The exchange of knowledge within the community, along with visits, learning experiences, and sharing of traditional Southern herbal medicine practices with other regions, has contributed to the development and diversification of herbal remedies.

Medicinal Plants

The total number of documented medicinal plant species is 480. Among these, the Tay people use 318 species, and the Dao people use 214 species. The medicinal plants used by the local population can be employed individually, but in the majority of cases, they need to be combined to create specific herbal remedies. In this herbal documentation, a total of 108 herbal recipes were selected to treat 18 common health conditions within the community. Various plant parts are utilized, including the entire plant, leaves, stems, roots, flowers, bark, fruits, seeds, and tendrils. The most frequently used parts are leaves and roots. The distribution of medicinal plants used is also diverse, with the majority of these plants concentrated in the mountainous stream valleys (76%). Traditional Southern herbalists often cultivate certain medicinal plant species in their family gardens, particularly those that are becoming increasingly rare and difficult to harvest. The total number of documented medicinal plant species that have been cultivated is 125 species.

4.1.2. Types of products and how to use them

When customers want to experience the Red Dao herbal bath, there are two ways to do so: using the bath service directly at the bathhouse or purchasing products to experience at home. The products sold are primarily for those who have already experienced the bath at the facility and found it pleasant or effective. They may buy these products to use at home. The fresh herbs, along with some other dried herbs, are mixed together and boiled in 100-degree water for hours. The final product is a blood-red liquid, thick like wine, with the distinctive aroma of traditional herbs. This herbal liquid is poured into a round wooden barrel, and cold water is added to make the bath. The bathing tub is typically made of Fokienia, a type of wood with a unique fragrance and beautiful, durable wood grain. It must be this specific type of wood because it retains warmth for a long time when in use. The soaking time ranges from about 15 to 25 minutes, depending on each person's tolerance.

Moreover, if customers want to purchase herbal products for home use, the herbal bath facilities also offer dried herbs, bath powders, or essential oils. Depending on the purpose of use, there are different products available, each with variations in the herbal ingredients and production methods. Here are some of the products currently available related to Red Dao herbal baths.

Avoid using in the following cases: People who are sensitive to any ingredient of the product and pregnant.

4.1.3. Curative effect

The bathing medicine of the Red Dao people is a combination of the essence of the mountains and forests with the medical knowledge and indigenous knowledge of the Dao community. In 2006, after many years of research, professors from Hanoi University of Pharmacy identified the formulas of Dao people's bath remedies. Surprisingly, this remedy has more than 120 types of plants used.

The Red Dao herbal bath is well-known in Sa Pa, with many varieties of herbal plants that only grow in Sa Pa, where the temperature is moderate and subtropical, ideal for rare species that can thrive. The remedy's ingredients include skin-friendly herbs such as honeysuckle, star fruit, dill, mandarin leaf, camphor, and amur cork bark; Willow-leaved *Justicia*, sarsaparilla, millennium, wild peach, and guise leaves are all beneficial to bones and joints. Digestive herbs include Malabar cardamom, lemongrass, star anise, cinnamon... (Luu, T. N. V., 2020). Below are some medicinal plants that have many effective healing ingredients according to traditional Vietnamese medicine:

- *Elderberry*



Figure 6: Elderberry (Source: <https://www.dreamstime.com/stock-illustration-ink-elderberry-hand-drawn-sketch-herbal-illustration-botanical-style-absolutely-vector-good-using-packaging-tea-condinent-image78986254>)

In the context of Oriental medicine, elderberry is described as having a sour taste and possessing warm properties. It is believed to have therapeutic effects such as alleviating rheumatism and dispersing blood stasis. Elderberry is traditionally employed in the treatment of various conditions, including rheumatic pain, edema associated with nephritis and gas, dysentery, jaundice, chronic tracheitis, typhoid fever, back ulcers, fractures, and injuries resulting from falls. (Dan Liu, Xiao-Qin He, Ding-Tao Wu, Hua-Bin Li, Yi-Bin Feng, Liang Zou, and Ren-You Gan, 2022).

- *Elsholtzia Wild*

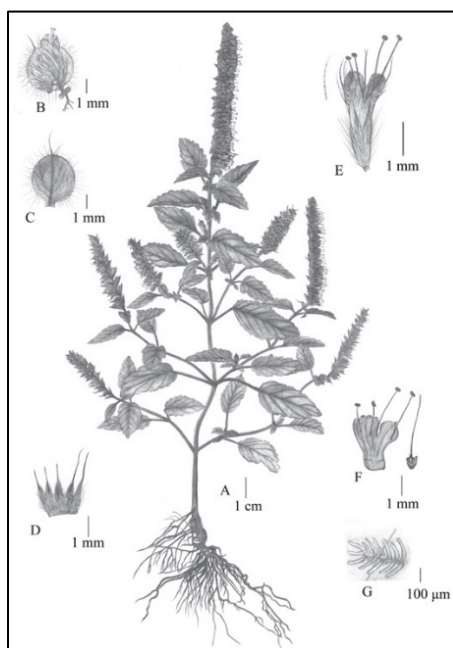


Figure 8: *Elsholtzia Wild* (Drawn by Xin-Jie Jin)

According to Oriental medicine: Treats flu, fever, cough, fever, bloody urine, in the form of decoction or suppressant. Essential oils can be used to drink or massage instead of eucalyptus oil (Sripahco, T., Khruengsai, S., Charoensup, R. et al, 2022).

- *Armand Clematis*

According to Oriental medicine: Medicinal roots reduce the risk of aging, indigestion, edema, and toothache. The entire plant is traditionally boiled in precious or valuable water for therapeutic purposes (Hao, D., Gu, X., Xiao, P. et al, 2013).



Figure 7: Armand Clematis (Source: USDA-NRCS PLANTS Database)

- *Maychang*

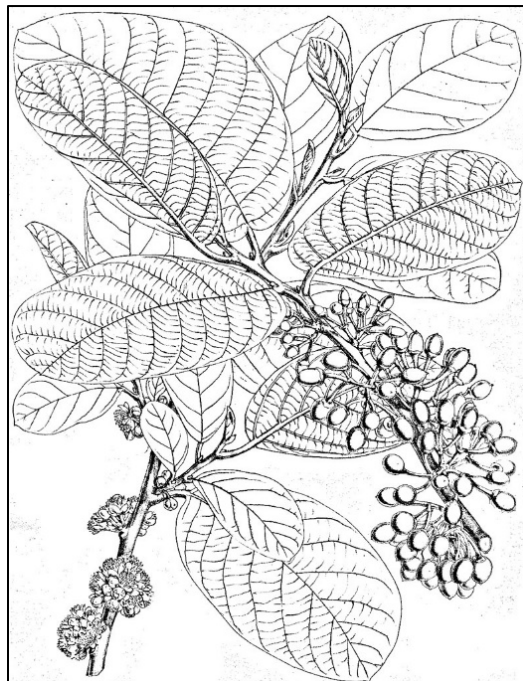


Figure 9: Maychang

According to Oriental medicine: With a spicy, bitter flavor and warm properties, this herb carries the fragrant scent of lemongrass. It is believed to have the effects of dispelling wind and cold, harmonizing and regulating Qi (energy), as well as alleviating rheumatism and pain. In

traditional applications, the roots are employed for various purposes (H.V. Nguyen, D. Caruso, M. Lebrun, N.T. Nguyen, Trinh, J.-C. Meile, S. Chu-Ky, S. Sarter, 2016):

- Treating external symptoms, headaches, and stomachaches.
- Addressing issues like rheumatism, bone pain, lower back pain, and injuries from falls.
- Alleviating bloating.
- Assisting with postpartum conditions, including abdominal stasis, pain, and irregular menstruation.

- *Illigera parviflora*

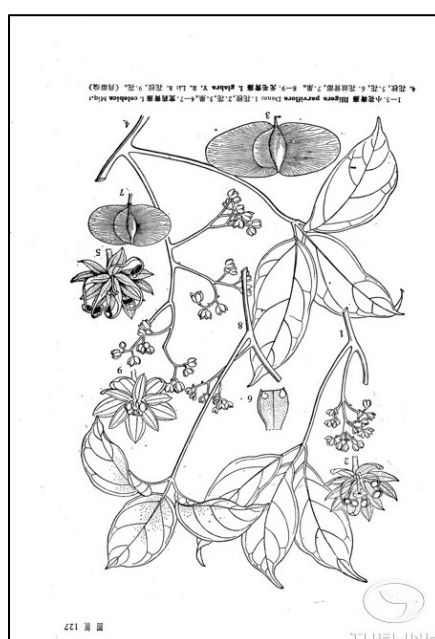


Figure 10: *Illigera parviflora* (Source: <https://tracuuduoclieu.vn/illigera-parviflora-dunn.html>)

According to Oriental medicine: This remedy is known for its ability to remove punctures, neutralize toxins, repair damage, and address wind-related issues, potentially promoting longevity with prolonged use (Duyfjes, B.E.E.,1996). Its traditional applications include:

- Wind prevention and rheumatism relief.
- Heat dispersion and treatment for conditions like typhus, urinary incontinence, and dysentery.
- Clearing heat, detoxification, and purging impurities.
- Managing fever, dysentery, prickly heat rash, boils, ringworm, and syphilis.

- *Asarum cordifolium*

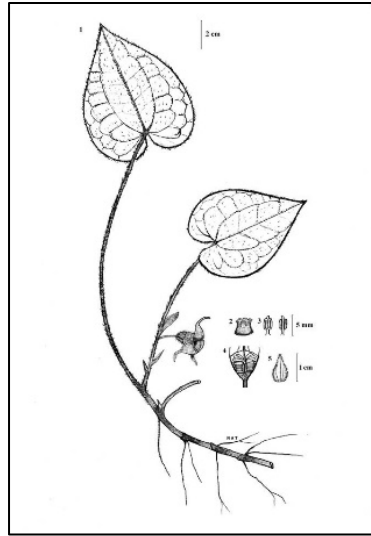


Figure 11: *Asarum cordifolium* C. E. C. Fischer
(*Nguyen Anh Tuan, Journal of Biology, 2012*)

According to the research of Minh, P. T. H., Le Quan, N., Duy, T. V., Tuan, N. T., & Lam, D. T. (2022), among the herbs in the Red Dao herbal bath, there is a drug called *Asarum cordifolium*. *Asarum cordifolium* is used as a bath medicine for back pain, wound infections, and hemorrhoids. According to the report, the anti-inflammatory and antimicrobial activity IN VITRO of *Asarum cordifolium* extracts gave the best results with a MIC value of 100 µg/mL (Minh, P. T. H., Le Quan, N., Duy, T. V., Tuan, N. T., & Lam, D. T., 2022). The essential oil of the terrestrial part of *Asarum heterotropoides* is used to treat colds as an analgesic, antitussive, and antiallergic. The root is used to treat headaches, toothaches, coughs, colds, sinusitis, and joint pain caused by rheumatism (C.-T. Lu and J.-C. Wang, 2009). From these medical studies, we can partly confirm the healing effects of the Red Dao herbal bath.

4.2. Customer side analysis

4.2.1. Background of responses

The survey participants primarily comprise young domestic travelers from Vietnam, particularly those aged 20-30, driven by the influence of social media's rapid development. Vietnam's extensive internet usage, around 70% of the population, highlights the importance of social media in promoting tourism, especially for destinations like Sapa, known for its

appealing climate and accessibility. This survey shows Sapa's attractiveness across different age groups, suggesting its potential for multi-generational tourism. The gender distribution is in line with global tourism trends, with females representing the majority, likely due to their interest in wellness and medical tourism. However, a substantial male response indicates a genuine interest in these offerings. Students constitute a significant portion of the respondents, driven by budget-friendly travel opportunities and educational programs in Sapa. Employed individuals, with steady incomes, represent another essential market segment, while self-employed respondents and retirees offer unique characteristics.

Below, we have a statistical table depicting the correlation between age groups and the experience of the Red Dao herbal bath:

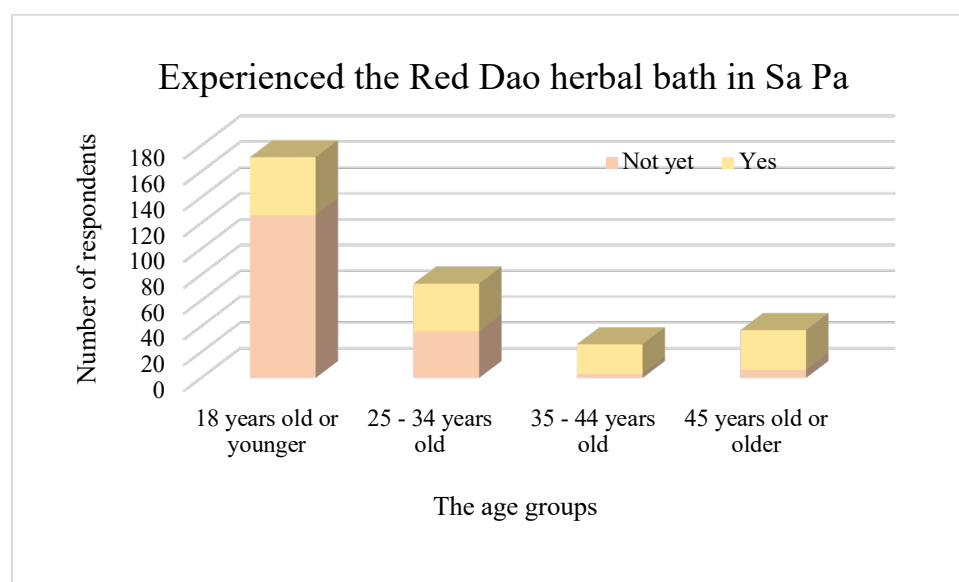


Figure 12: The correlation between age groups and the experience of the Red Dao herbal bath

Among the different age groups, the majority of respondents in all categories have not yet experienced the Red Dao herbal bath. Specifically, among those aged 18 years old or younger, 126 out of 171 respondents have not experienced it, while 45 have. Similarly, in the 25-34 age group, 36 respondents have not yet experienced the herbal bath, compared to 37 who have. In the 35-44 age group, 3 respondents have not experienced it, while 23 have. Among those aged 45 years old or older, 6 have not yet experienced the herbal bath, while 31 have. These findings suggest that there is a general lack of awareness or limited exposure to the Red Dao herbal bath across all age groups. This indicates a potential opportunity for promoting and raising awareness about the herbal bath to attract more visitors, regardless of age. Additionally,

the data shows that the younger age group (18 years old or younger) has the highest number of respondents who have not yet experienced the herbal bath. This finding indicates a need for targeted marketing campaigns and educational initiatives aimed at this age group to increase their awareness and interest in the Red Dao herbal bath.

Considering the research question of factors influencing consumer preferences and choices, these findings imply that consumer awareness and knowledge about the Red Dao herbal bath may play a significant role in their decision to experience it. The data suggests that factors such as cultural heritage, therapeutic benefits, personal recommendations, and awareness of the medicinal effects could influence consumer preferences. To further validate these findings, additional research methods such as surveys or interviews may be necessary to explore the underlying reasons for the lack of experience across different age groups. The analysis highlights the need to enhance awareness and promote the Red Dao herbal bath among consumers of all ages. By increasing knowledge and understanding of its benefits, cultural significance, and medicinal effects, the Red Dao herbal bath can be transformed into a more popular tourist attraction.

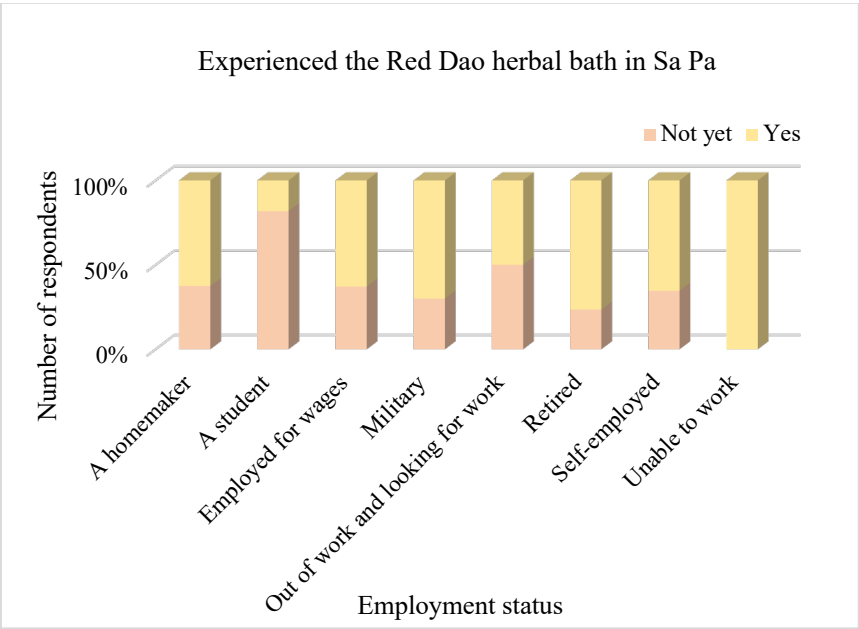


Figure 13: The correlation between employment status and the experience of the Red Dao herbal bath

The analysis of the correlation between respondents' employment status and their experience with the Red Dao herbal bath in Sa Pa reveals insights. Among the various employment status categories, the majority of respondents in each group have not yet

experienced the herbal bath. However, there are variations in the distribution of experience across different categories. The highest number of respondents who have experienced the herbal bath come from the "employed for wages" category, followed by students. This finding suggests that individuals who are employed or studying may have more opportunities or resources to visit Sa Pa and try the Red Dao herbal bath.

The analysis does not indicate a strong correlation between employment status and the experience of the herbal bath. The majority of respondents in each employment status category have not yet experienced it, except for the "unable to work" category, where all respondents have experienced it. This suggests that employment status may not be a significant factor influencing the preference or choice to try the Red Dao herbal bath.

4.2.2. Analyze the experience of Red Dao bathing in Sa Pa

The first question the author wants to explore with the participants is whether they have any health issues. This is a crucial question because Red Dao ethnic herbal baths have a broader range of health benefits beyond relaxation and stress reduction. The answers to this question serve as a prerequisite to analyzing whether Red Dao herbal baths indeed have therapeutic effects, especially for participants who had pre-existing health issues.

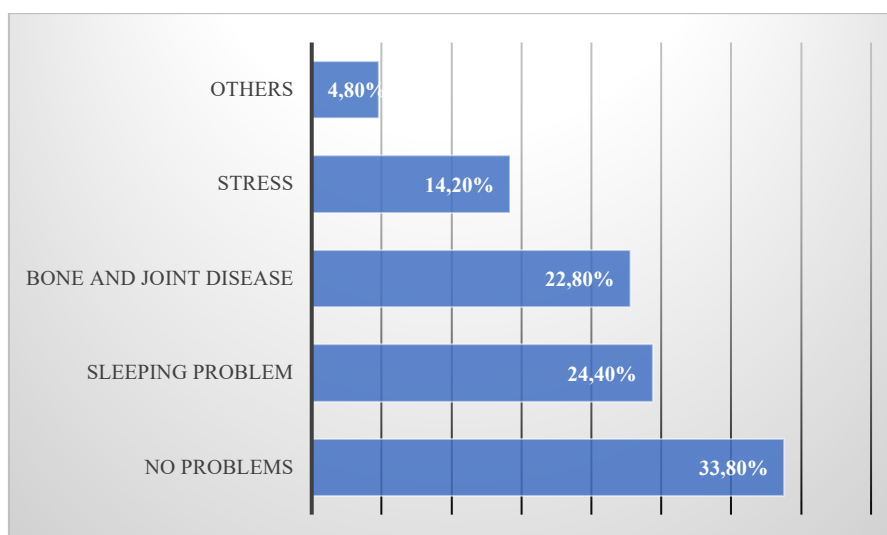


Figure 14: Question of respondents about health problems

The majority of responses indicated that there were no health issues (43 responses, accounting for 33.8% of the total). Among these, 31 respondents (24.4%) reported sleep problems, and 18 individuals (14.1%) mentioned experiencing stress. These are common issues in modern-day life, as people often contend with various worries and excessive stress. Approximately 22.8% of participants reported musculoskeletal problems, including joint and bone-related concerns. Some respondents were aged 35 and older, hence the prevalence of musculoskeletal issues in the responses.

According to the World Health Organization (WHO), the years from 2011 to 2020 are considered the "Decade of Bone and Joint." Recent estimates in a study on musculoskeletal conditions in Vietnam have indicated that the risk of musculoskeletal issues, such as osteoarthritis, is becoming increasingly prevalent and trending towards affecting a younger demographic. The study reported that approximately 30% of individuals aged 35 and above, 60% of those aged 65 and above, and 85% of individuals aged 85 and above experience musculoskeletal problems. Vietnam is estimated to have one of the highest rates of musculoskeletal disorders globally, with a recent increase of about 20%. Statistics also show that for every 10 people, three are affected by osteoporosis.

Therefore, if Red Dao herbal baths can offer some improvement in alleviating musculoskeletal pain, it presents a highly promising prospect for the field of healthcare. Instead of invasive methods that can have long-term health consequences, the non-invasive approach of herbal baths could potentially provide both effective and safe solutions.

Moving on to the next question about why respondents chose Sa Pa as their vacation destination and analyzing the correlation between the number of times respondents have experienced it. This question aims to determine the role and value of Dao Do herbal bath in overall Sa Pa tourism, clarifying the motivation of tourists when coming to Sa Pa. Among the respondents, 87 out of 136 have chosen Sa Pa because of both the place itself (beautiful nature, cuisine, culture, etc.) and the desire to experience the Red Dao herbal bath. Additionally, 37 respondents have chosen Sa Pa solely because of the place itself, while 12 respondents have specifically visited Sa Pa to experience the herbal bath. When examining the frequency of experiencing the Red Dao herbal bath, the majority of respondents have tried it multiple times. Specifically, 38 respondents have experienced it 2 to 3 times, 30 respondents have experienced

it once, and 27 respondents have experienced it many times regularly. Additionally, 21 respondents have experienced it 4 to 6 times, 11 respondents have experienced it more than 10 times, and 9 respondents have experienced it 7 to 10 times.

These findings suggest a positive correlation between the motivation to experience the Red Dao herbal bath and the frequency of experiencing it. Respondents who specifically visited Sa Pa to experience the herbal bath have generally tried it multiple times, indicating a strong interest in and satisfaction with the experience. This highlights the significance of the herbal bath as a key attraction and motivator for travelers to choose Sa Pa as their destination. Furthermore, the data indicates that a substantial number of respondents (87 out of 136) are attracted to Sa Pa due to both the place itself and the herbal bath. This suggests that the combination of Sa Pa's natural beauty, cuisine, culture, and the unique offering of the Red Dao herbal bath creates a compelling and appealing travel experience for these individuals.

The findings highlight the significance of the Red Dao herbal bath as a unique attraction that contributes to travelers' decisions to choose Sa Pa as a destination. The combination of Sa Pa's natural beauty, culture, cuisine, and the opportunity to experience the herbal bath creates a compelling proposition for visitors, leading to multiple visits and potentially fostering loyalty among travelers.

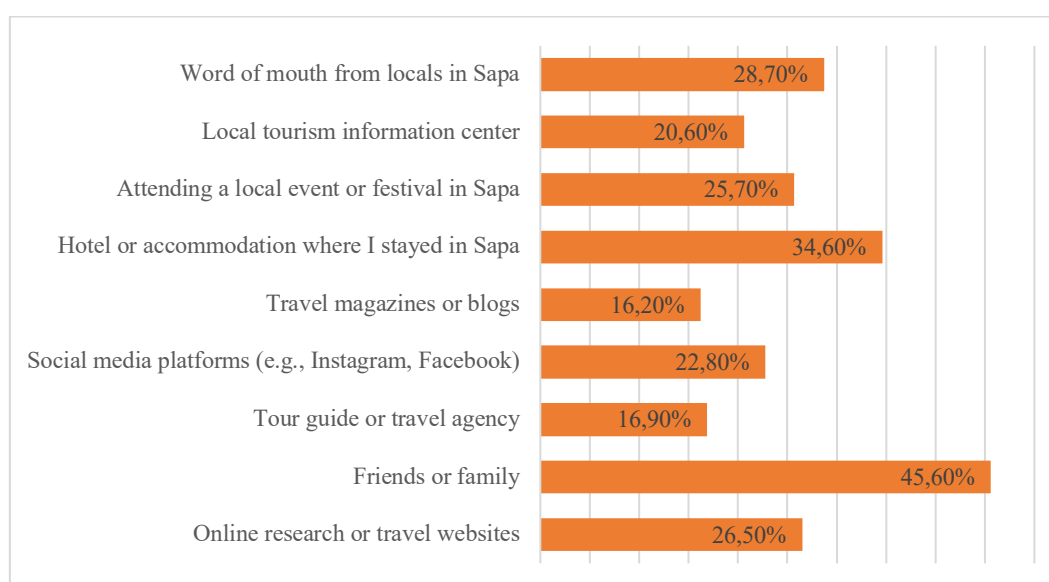


Figure 15: Question “How did you learn about the Red Dao herbal bath in Sapa?”

To gain an overview of the various levels of dissemination of Red Dao herbal baths to domestic tourists, the question "How did you learn about the Red Dao herbal bath in Sapa?" was posed to understand the existing information channels. Does the promotion and advertisement of Red Dao herbal baths in Vietnam truly prove effective? This is a multiple-choice question, allowing respondents to select more than two answers to provide a more precise depiction of the information sources. Observing the figure, it is evident that the majority of information about herbal baths is disseminated through word of mouth to reach tourists (45.6% by Friends or Family; 28.7% by Locals; 34.6% by Accommodation; 20.6% by Information center in Sa Pa, 16.9% by Tour guide or travel agent, 25.7% by Attending a local event or festival in Sa Pa). Only about 22.8% of them are informed through social media platforms. Considering the current social media usage in Vietnam, it can be inferred that the promotion of this type of bath is not particularly effective through the media. In early 2023, Vietnam had 77.93 million Internet users, representing 79.1% of the total population. Moreover, the number of social media users reached 70 million, equivalent to 71% of the total population. The total number of active mobile connections was 161.6 million, equivalent to 164.0% of the total population (according to statistics from vnetwork.vn). Given the vast number of Internet users in Vietnam, promoting Red Dao herbal baths through various media, especially on the Internet and social media platforms, is essential and should be prioritized. A small portion of the responses also indicated that locals from Sa Pa themselves use Red Dao herbal baths, demonstrating the preference for these baths within the local community in Sa Pa.

Before delving into a more in-depth analysis of users' experiences with Red Dao herbal baths, a question about their expectations was posed to gather additional information regarding the demand of tourists when experiencing the herbal bath. The table below illustrates some common expectations of customers when using the herbal bath service. This is also a multiple-choice question to allow respondents to comfortably express their views and expectations.

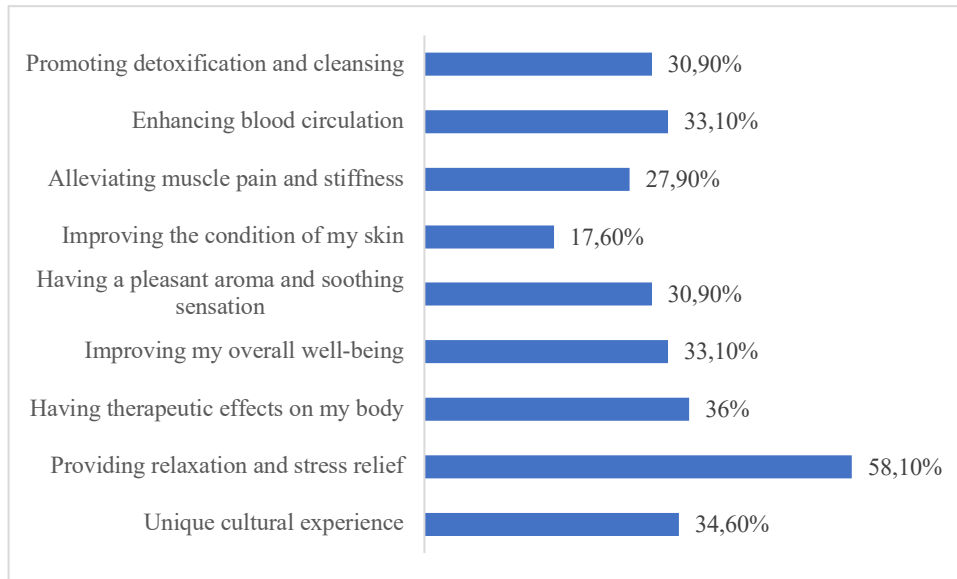


Figure 16: Question “What were your expectations before experiencing the Red Dao herbal bath?”

The pre-experience expectations of participants regarding the Red Dao herbal bath, as delineated in the provided data, indicate a multifaceted set of anticipations. Foremost among these was the fervent expectation for the herbal bath to provide relaxation and relief from stress, indicated by a commanding 58.10% of the respondents. Simultaneously, a considerable proportion (36%), expressed a profound hope for therapeutic effects on their bodies, hinting at a desire for physical and mental health benefits. Furthermore, a significant emphasis (33.10%), was placed on the anticipation of an overall improvement in well-being, showcasing the multifaceted nature of the sought-after outcomes. Notably, the respondents also valued the prospect of a unique cultural experience, with 34.60% placing importance on this aspect, suggesting an interest in tradition and culture. Expected enhancements in blood circulation (33.10%), detoxification and cleansing (30.90%), and muscle pain alleviation (27.90%) were also notable expectations. The sensory elements, such as a pleasant aroma and soothing sensations, held importance for 30.90% of the participants. Nevertheless, an improvement in the condition of the skin held the least emphasis, with only 17.60% of respondents anticipating such a benefit. This collective portrayal of expectations hints at a holistic desire for physical, mental, and cultural enrichment, with relaxation and stress relief assuming a paramount role in the anticipated outcomes of the Red Dao herbal bath experience.

The question above serves as the premise for us to generate subsequent questions related to customer satisfaction and the ability of the Red Dao herbal bath to meet expectations. The results are depicted in the following figures:

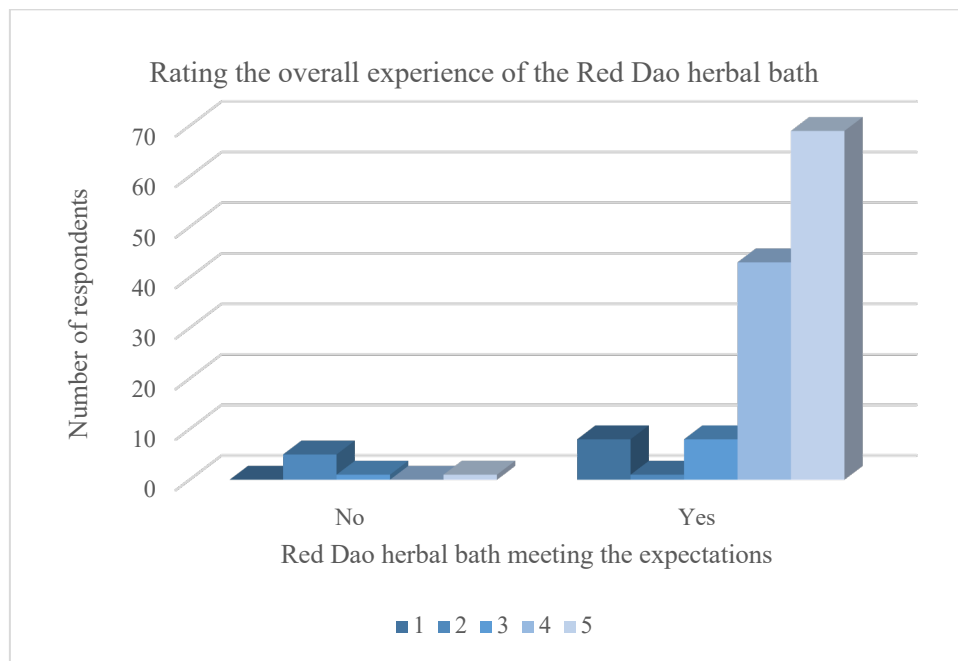


Figure 17: The correlation between the expectations and the experience of the Red Dao herbal bath

The analysis of the correlation between respondents' satisfaction with the Red Dao herbal bath and their overall experience rating reveals valuable insights into the level of fulfillment and contentment among participants. Among the respondents, 129 out of 136 expressed that the herbal bath met their expectations, while 7 respondents felt that it did not. When examining the overall experience ratings provided by the respondents, the majority of them rated the Red Dao herbal bath positively. Among the five-point Likert scale, 70 respondents gave it a rating of 5, indicating a high level of satisfaction and contentment. Additionally, 43 respondents rated it a 4, denoting a satisfactory experience. Moreover, 9 respondents rated it a 3, 6 respondents rated it a 2, and 8 respondents rated it a 1, indicating varying degrees of dissatisfaction or uncertainty.

These findings demonstrate a strong correlation between respondents' satisfaction with the Red Dao herbal bath and their overall experience rating. Respondents who felt that the herbal bath met their expectations provided higher ratings, indicating a greater level of contentment and fulfillment. Conversely, those who expressed dissatisfaction or uncertainty about meeting their expectations provided lower ratings. The Red Dao herbal bath has been successful in meeting the expectations of the majority of respondents. The positive ratings

reflect a high level of satisfaction and indicate that the herbal bath delivers an enjoyable and fulfilling experience for visitors.

The findings indicate that the Red Dao herbal bath generally meets the expectations of respondents and provides a positive overall experience. The majority of participants expressed satisfaction, as reflected in their favorable ratings. This suggests that the herbal bath delivers a gratifying and rewarding experience, leaving visitors feeling content and fulfilled.

Next is an open question to ask about specific health improvements after bathing in medicinal herbs (Did you experience any specific health improvements after the Red Dao herbal bath? If yes, please specify), which the Red Dao people have reflected on many different experiences. We have received 67 answers to this question. Notably, the majority of the 37 respondents said they felt relaxed and had reduced stress levels and improved sleep quality, which is consistent with the commonly sought-after benefits of relaxation, reducing stress associated with spa experiences and herbal baths.

Additionally, 23 respondents mentioned that herbal baths help cure bone and joint diseases, suggesting a potential therapeutic effect of the treatment. A small number of participants, three in total, reported better skin as a result. On the other hand, only four respondents said they did not notice any specific improvements in their health. These results highlight the diversity of health-related benefits of Red Dao herbal baths, including potential relaxing and therapeutic effects, which contribute to the attractiveness and satisfaction of participants.

The forthcoming questions revolve around issues pertaining to the services provided at the Red Dao herbal bath location. These questions encompass inquiries such as: "Were you provided with information about the medicinal properties of the Red Dao herbs used in the bath?"; "Were you provided with information about the cultural significance or traditional practices associated with the Red Dao herbal bath?"; "Where did you receive information about the medicinal properties of the Red Dao herbs used in the bath?"; "How would you rate the professionalism and expertise of the staff or practitioners involved in the Red Dao herbal bath?"; "Did you encounter any challenges or issues during your experience with the Red Dao herbal bath? If yes, please describe." These questions are posed to participants with the aim of gaining

a comprehensive understanding of the services provided at the herbal bath site. Subsequently, the collected data will be instrumental in improving and advancing these services in the future.

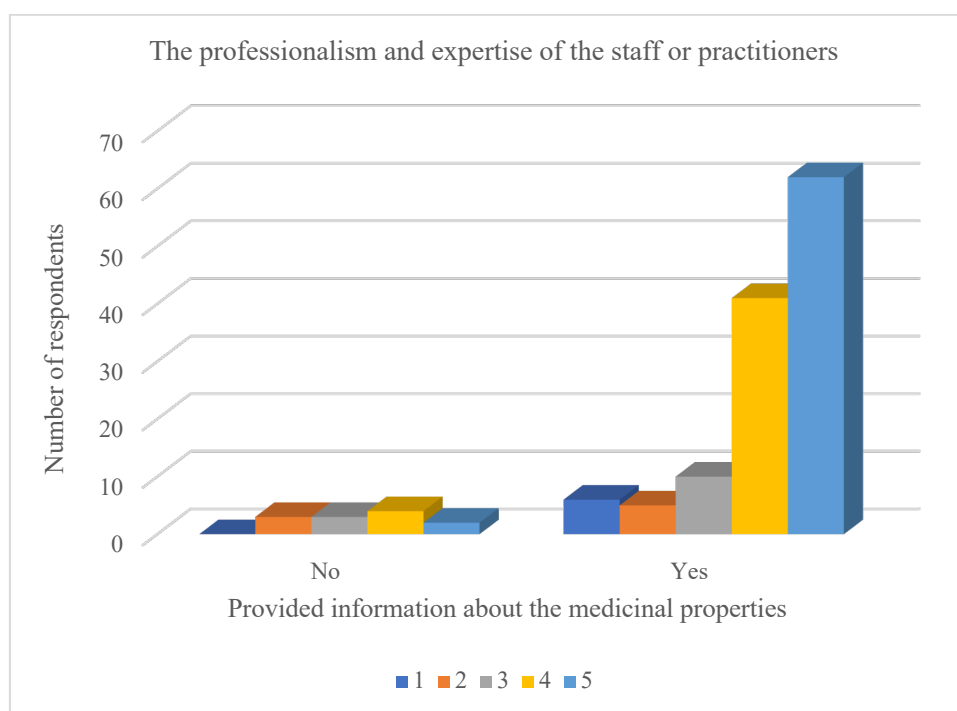


Figure 18: The correlation between the professionalism of the staff and Acknowledgment of the medicinal properties

The analysis of the correlation between respondents' ratings of the professionalism and expertise of the staff or practitioners involved in the Red Dao herbal bath and the provision of information about the medicinal properties of the herbs used provides insights into the level of knowledge and competence perceived by the participants. Among the respondents, 124 out of 136 indicated that they were provided with information about the medicinal properties of the Red Dao herbs, while 12 respondents reported not receiving such information. When examining the ratings of professionalism and expertise, the majority of respondents rated the staff or practitioners positively. Specifically, 64 respondents gave a rating of 5, indicating a high level of professionalism and expertise. Additionally, 45 respondents rated them a 4, denoting a satisfactory level. Moreover, 13 respondents rated them a 3, 8 respondents rated them a 2, and 6 respondents rated them a 1, indicating varying degrees of dissatisfaction or uncertainty.

These findings suggest a correlation between the provision of information about the medicinal properties of the herbs and respondents' perception of professionalism and expertise. Respondents who received information about the medicinal properties provided higher ratings,

indicating a greater level of confidence in the staff or practitioners' knowledge and competence. Conversely, those who did not receive such information tended to provide lower ratings. The data implies that the majority of respondents perceived a high level of professionalism and expertise among the staff or practitioners involved in the Red Dao herbal bath. The positive ratings reflect a positive perception of their knowledge and competence, likely influenced by the provision of information about the medicinal properties of the herbs. The majority of participants expressed positive ratings, reflecting their confidence in the knowledge and competence of the staff or practitioners. This highlights the importance of informative and knowledgeable interactions in enhancing the overall experience and satisfaction of the participants.

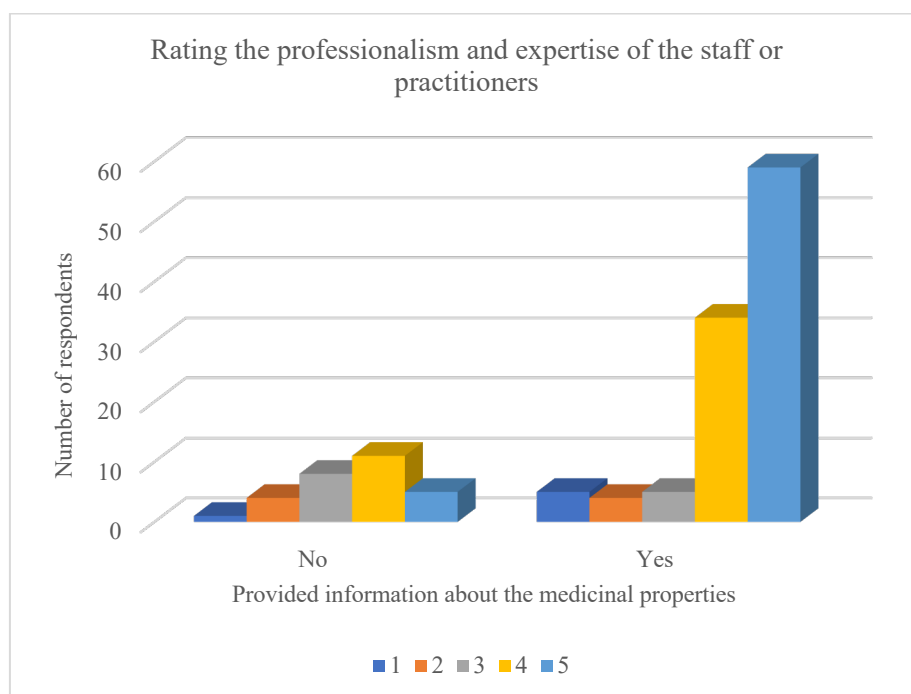


Figure 19: The correlation between the professionalism of the staff and Acknowledgment of the cultural context

This figure shows the participants' perception of the staff's knowledge and understanding of the cultural context. Among the respondents, 107 out of 136 reported being provided with information about the cultural significance or traditional practices, while 29 respondents reported not receiving such information. Examining the ratings of professionalism and expertise, the majority of respondents provided positive ratings for the staff or practitioners. Specifically, 64 respondents gave a rating of 5, indicating a high level of professionalism and expertise. Additionally, 45 respondents rated them a 4, denoting a satisfactory level. Moreover,

13 respondents rated them a 3, 8 respondents rated them a 2, and 6 respondents rated them a 1, indicating varying degrees of dissatisfaction or uncertainty.

These findings suggest a correlation between the provision of information about the cultural significance or traditional practices and respondents' perception of professionalism and expertise. Respondents who received information about the cultural context provided higher ratings, indicating a greater level of confidence in the staff or practitioners' knowledge and understanding. Conversely, those who did not receive such information tended to provide lower ratings. The data suggests that the majority of respondents perceived a high level of professionalism and expertise among the staff or practitioners involved in the Red Dao herbal bath. The positive ratings reflect a positive perception of their knowledge and understanding of the cultural significance or traditional practices associated with the bath.

The provision of information about the cultural significance or traditional practices associated with the Red Dao herbal bath contributes to respondents' perception of professionalism and expertise among the staff or practitioners. The majority of participants expressed positive ratings, reflecting their confidence in the staff's knowledge and understanding of the cultural context. This highlights the importance of cultural sensitivity and authentic experiences in enhancing the overall perception and satisfaction of the participants.

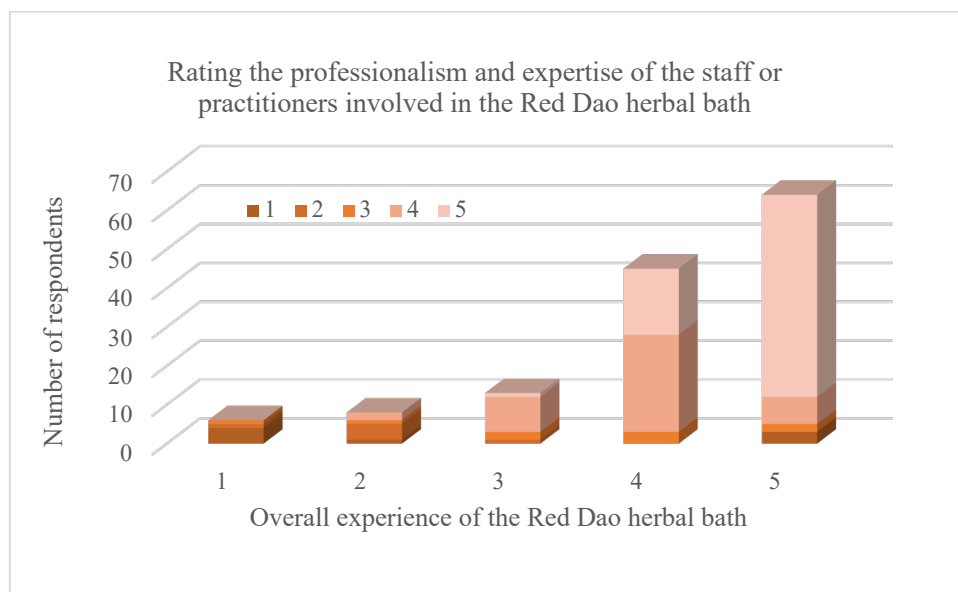


Figure 20: The correlation between experience of Red Dao and respondents' ratings of the professionalism of the staff

The analysis of the correlation between respondents' ratings of the professionalism and expertise of the staff or practitioners involved in the Red Dao herbal bath and their overall experience ratings provides insights into the relationship between these two aspects. Among the respondents, 64 out of 136 provided a rating of 5 for the professionalism and expertise, indicating a high level of satisfaction and confidence in the staff. Additionally, 45 respondents gave a rating of 4, signifying a positive perception of the staff's professionalism. When examining the overall experience ratings, the majority of respondents also gave positive ratings. Specifically, 70 respondents rated their overall experience as 5, indicating a highly satisfactory experience. Additionally, 43 respondents rated it a 4, demonstrating a positive evaluation.

These findings suggest a correlation between respondents' perception of the staff's professionalism and expertise and their overall experience ratings. The majority of respondents who rated the staff highly also provided favorable ratings for their overall experience. This indicates that the professionalism and expertise of the staff contribute to creating a positive and satisfying experience for participants. The data implies that the staff or practitioners involved in the Red Dao herbal bath have been successful in delivering a professional and knowledgeable service, which is reflected in the positive overall experience ratings provided by the respondents. The high ratings for both aspects indicate a strong alignment between the perception of the staff's expertise and the overall satisfaction of the participants.

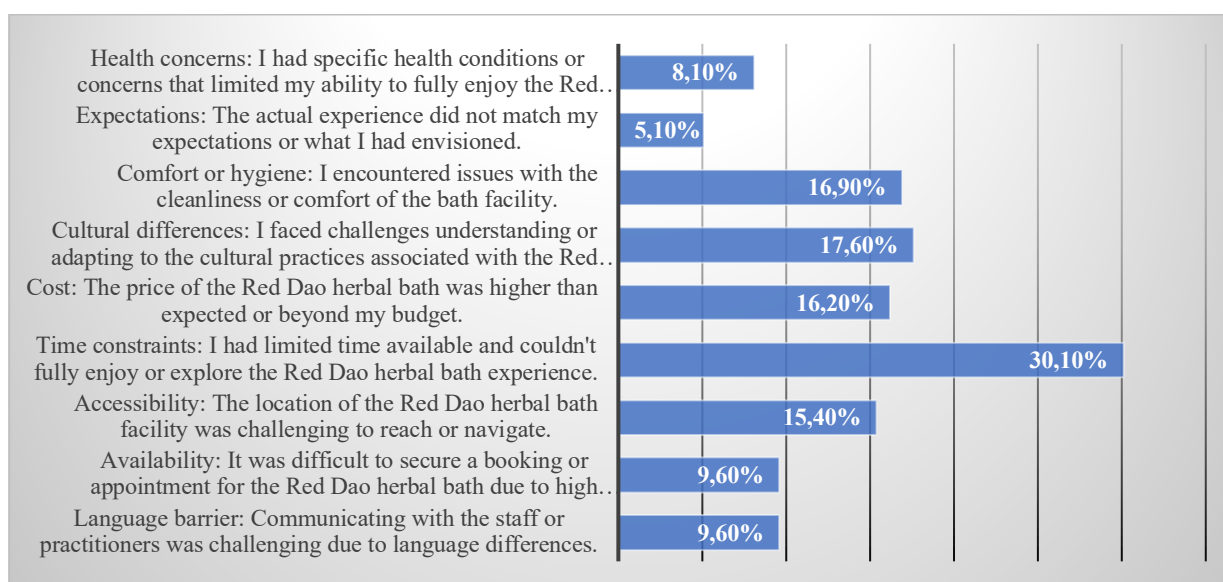


Figure 21: Challenges or issues of the experience the Red Dao

The data pertaining to challenges and issues encountered during the Red Dao herbal bath experience unveils a spectrum of concerns expressed by the participants. Among the most notable concerns were time constraints, with 30.1% of respondents indicating that they had limited time available, which affected their ability to fully enjoy or explore the Red Dao herbal bath experience. Cost-related issues were also significant, with 16.2% mentioning that the price of the Red Dao herbal bath exceeded their expectations or budget. Additionally, 15.4% found the accessibility of the bath facility to be challenging, often due to remote or hard-to-reach locations. Cultural differences were another concern, as 17.6% reported challenges in understanding or adapting to the cultural practices associated with the Red Dao herbal bath. Participants also expressed concerns about comfort and hygiene, with 16.9% encountering issues related to the cleanliness and comfort of the bath facility. Language barriers and health concerns were mentioned by 9.6% and 8.1% of respondents, respectively. A smaller percentage, 5.1%, reported that the actual experience did not align with their expectations. These diverse challenges and issues serve as valuable feedback for service providers and suggest areas for improvement and enhanced customer satisfaction in the context of the Red Dao herbal bath experience.

The Red Dao herbal bath is a traditional product of the Red Dao ethnic group in Sa Pa district. Due to its cultural uniqueness, not everyone may find this experience appealing. Therefore, the author also raises questions about what customers dislike when experiencing the Red Dao herbal bath, with the aim of enhancing the quality of the service further.

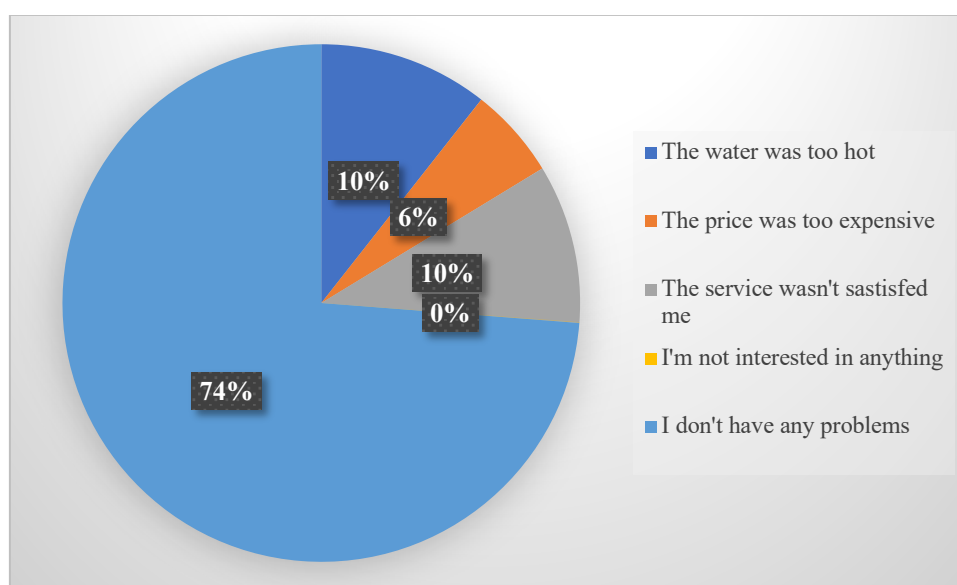


Figure 22: Dislike comments

The data regarding what participants didn't like about the Red Dao herbal bath experience shows interesting insights. A significant majority, 76.50%, expressed that they didn't have any issues or problems, indicating a high level of satisfaction or contentment with their experience. This is a positive finding as it suggests that the vast majority of participants did not have any specific grievances about the experience.

However, there are still some participants who have concerns. Among those, 11% found the water temperature to be too hot, while 10.30% had issues with the service provided. A smaller percentage, 5.90%, mentioned that the price was too expensive. These responses offer valuable feedback for service providers, highlighting areas where improvements can be made to enhance the overall experience. In response to the open question regarding additional comments or suggestions about their experiences with the Red Dao herbal bath, 32 participants provided insightful feedback: The need to improve bathroom decoration; the need to widely promote; the need to add other accompanying services; need for more professionalism. Several recurring themes emerged from their comments, highlighting areas of improvement and potential enhancements. A common suggestion from respondents was the need for improvements in bathroom decoration. These individuals expressed a desire for a more aesthetically pleasing and comfortable environment, emphasizing the importance of the overall ambiance in enhancing the herbal bath experience. Enhancements in decor and atmosphere could contribute to a more immersive and enjoyable experience for visitors. The participants highlighted the importance of wider promotion of the Red Dao herbal bath service. Many suggested that the service should be more extensively advertised to reach a larger audience of potential visitors. Effective marketing and promotion strategies were seen as crucial for increasing awareness and attracting more tourists to experience the herbal bath.

Additionally, some respondents suggested adding other accompanying services to complement the Red Dao herbal bath experience. They recommended expanding the range of offerings to provide visitors with a more comprehensive and satisfying experience. These additional services could include cultural experiences, wellness activities, or other amenities that enhance the overall value of the visit. A recurring theme in the feedback was the desire for greater professionalism in the delivery of the herbal bath service. Respondents emphasized the importance of well-trained staff who could provide a high level of service quality and ensure a

safe and comfortable experience for visitors. Professionalism was seen as a key factor in enhancing customer satisfaction. The feedback from participants underscored the significance of improving bathroom decoration, expanding promotional efforts, adding complementary services, and enhancing professionalism to elevate the Red Dao herbal bath experience in Sa Pa. These suggestions provide valuable insights for service providers and local authorities to further develop and enhance this cultural and therapeutic offering for both domestic and international tourists.

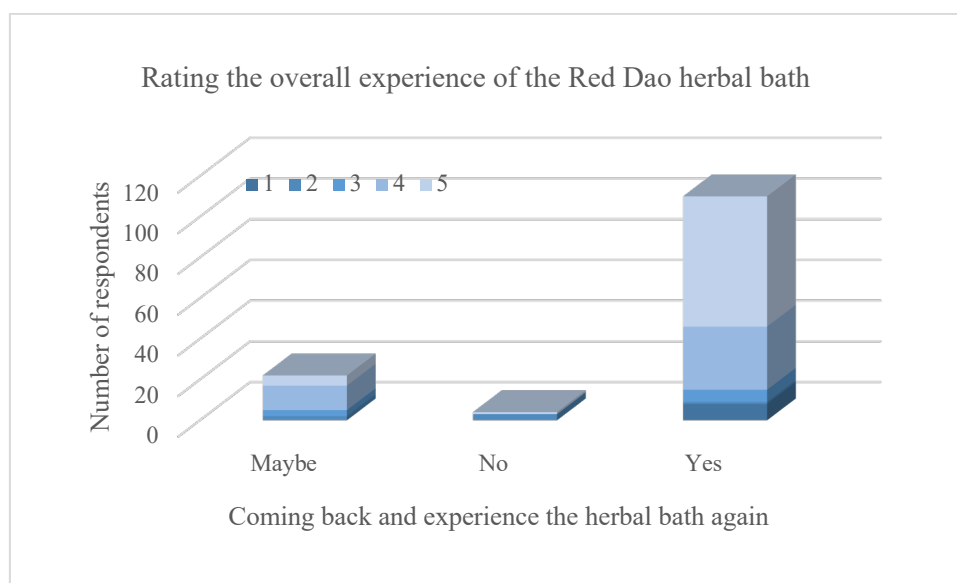


Figure 23: Customer's ability to return

The analysis of the correlation between respondents' willingness to return and their ratings of the overall experience of the Red Dao herbal bath provides insights into the likelihood of repeat visits based on participants' satisfaction levels. Among the respondents, 110 out of 136 expressed that they would return to experience the herbal bath again, while 22 respondents indicated a "maybe" and 4 respondents stated they would not return. Examining the ratings of the overall experience, the majority of respondents provided positive ratings. Specifically, 70 respondents rated their overall experience as 5, indicating a highly satisfactory experience. Additionally, 43 respondents rated it a 4, demonstrating a positive evaluation.

These findings suggest a correlation between respondents' overall experience ratings and their willingness to return for another herbal bath experience. The majority of respondents who rated their experience positively also expressed a desire to come back. This indicates that

a satisfying and enjoyable experience plays a significant role in influencing participants' decision to return.

The data suggests that the Red Dao herbal bath has been successful in creating an experience that resonates with the participants and makes them inclined to come back. The high ratings for the overall experience, coupled with a large number of respondents expressing their intent to return, indicate a positive reception of the herbal bath.

4.2.3. Exploit the potential of tourists who have not yet experienced the Red Dao herbal baths

This section surveyed tourists who have not previously experienced Red Dao herbal baths, aiming to explore their interest in traditional medicinal practices or similar services. The goal is to identify potential strategies to attract more tourists to Sa Pa and encourage them to experience this unique form of herbal bathing.

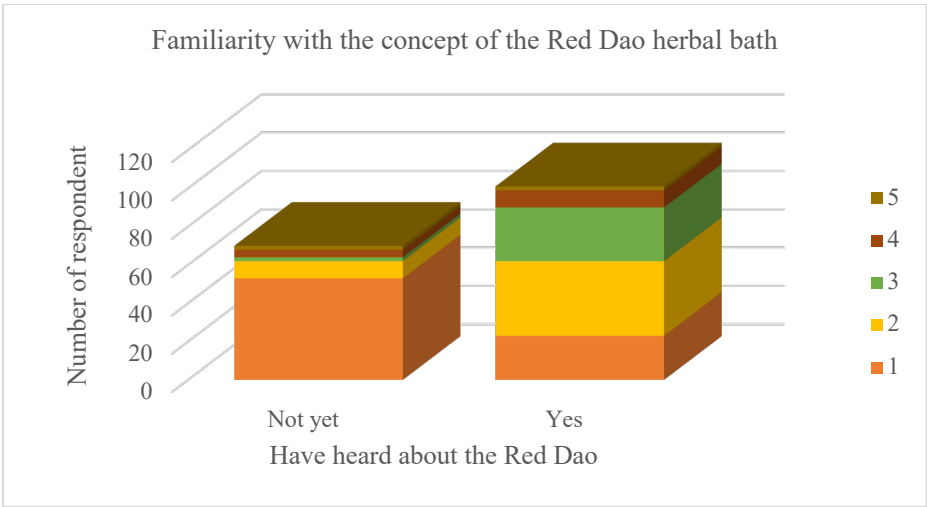


Figure 24: Familiarity with the concept of the Red Dao herbal bath

The analysis of the correlation between respondents' familiarity with the concept of the Red Dao herbal bath and their awareness of the Red Dao herbal bath in Sapa provides insights into the level of knowledge and exposure among the participants. Among the respondents, 101 out of 171 indicated that they have heard of the Red Dao herbal bath in Sapa, while 70 respondents stated that they have not yet heard of it. Examining the ratings of familiarity with the concept of the Red Dao herbal bath, the majority of respondents who have heard of it rated

their familiarity positively. Specifically, 39 respondents gave a rating of 4, indicating a relatively high level of familiarity. Additionally, 28 respondents rated it a 3, denoting a moderate level of familiarity. Moreover, 9 respondents rated it a 2, and 2 respondents rated it a 1, indicating lower levels of familiarity.

These findings suggest a correlation between respondents' awareness of the Red Dao herbal bath in Sapa and their familiarity with the concept. Participants who have heard of the herbal bath tend to be more familiar with the concept, indicating a higher level of exposure and knowledge. Conversely, those who have not yet heard of it displayed lower levels of familiarity. The data implies that the majority of respondents have some level of familiarity with the concept of the Red Dao herbal bath, particularly among those who are aware of the bath in Sapa. The positive ratings for familiarity among those who have heard of it reflect a certain level of understanding and knowledge about the Red Dao herbal bath.

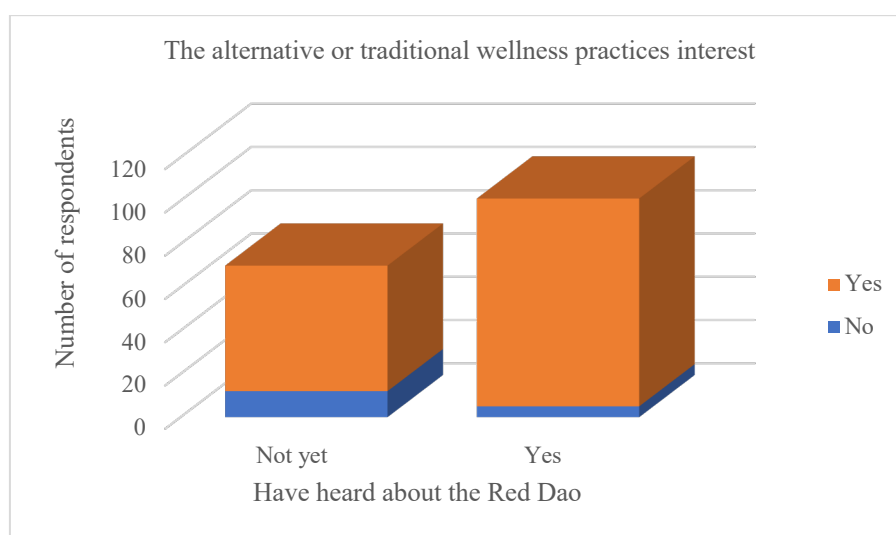


Figure 25: The alternative or traditional wellness practices interest

The next question is an open-ended question about the factors that would influence a customer's decision to try the Red Dao herbal bath. Understanding and effectively addressing these factors are key to attracting and satisfying potential visitors interested in this unique cultural and therapeutic experience. Some of the recurring responses are shown:

Cost
Fee
Location
Health concerns
Availability
Culture
Review from others
Valuable and affordable service, good for health, releases work stress

Table 8: The factors that would influence a customer's decision to try the Red Dao herbal bath

Cost was identified as a significant determinant, reflecting the importance of pricing in the decision-making process. Visitors may weigh the cost of the herbal bath against their budget and the perceived value of the experience. Cost-effectiveness and affordability play a pivotal role in the decision-making process. The fee, which may differ from the overall cost, was also mentioned, emphasizing the clarity and transparency of pricing, suggesting that visitors appreciate knowing the exact fees associated with the service.

Location emerged as another influential factor, highlighting the accessibility and convenience of the Red Dao herbal bath service. Proximity to other attractions and accommodations can further enhance the appeal of the experience. Health concerns were indicated, underlining the therapeutic aspect of the herbal bath. Visitors may be drawn to the service as a means of addressing specific health issues, implying the potential for positioning the Red Dao herbal bath as a wellness offering. Availability played a role in decision-making, indicating the importance of ensuring that the service is readily accessible and not subject to extended waiting times or unavailability. Cultural aspects were identified as influential, suggesting that the cultural richness of the Red Dao herbal bath is an attractive feature for potential customers. It implies the significance of preserving and promoting the cultural heritage associated with the practice.

Reviews from others were considered important, indicating the impact of word-of-mouth recommendations and testimonials on visitors' choices. Positive feedback from previous users can significantly influence the decision to try the service. Lastly, the perception of the service as valuable and affordable while being beneficial for health and effective in alleviating work-related stress is a critical factor. Visitors are more likely to engage in experiences they perceive as offering tangible benefits and aligning with their health and well-being goals.

The question regarding the information respondents would like to know about the Red Dao herbal bath before considering trying it provides valuable insights into their informational needs and expectations. Several key themes can be derived from the provided data:

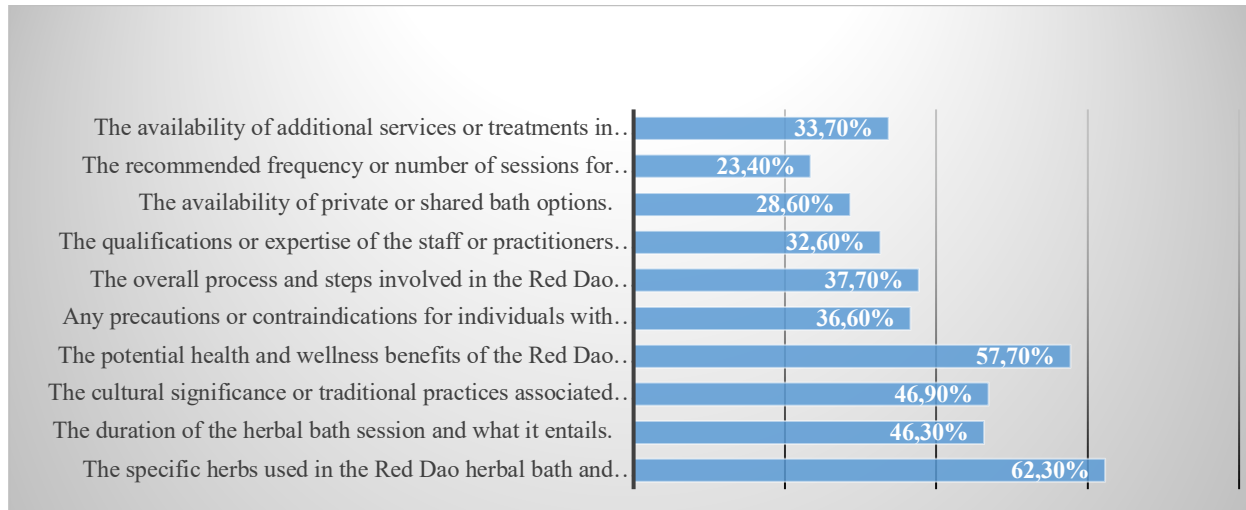


Figure 26: Information needed about the Red Dao Herbal Bath

A significant proportion of respondents, approximately 62.3%, expressed a strong interest in understanding the specific herbs used in the Red Dao herbal bath and their associated medicinal properties. This highlights a keen desire to gain knowledge about the ingredients and therapeutic aspects of the bath, suggesting that detailed information about the herbs is essential to attract potential visitors. Another critical aspect that garnered considerable interest, approximately 57.7%, is the potential health and wellness benefits of the Red Dao herbal bath. This underscores the importance of promoting the therapeutic qualities of the experience and demonstrating how it can contribute to visitors' well-being, thereby appealing to those seeking wellness-oriented activities.

Understanding the duration of the herbal bath session and its components was cited as important by around 46.3% of respondents. Clarity on what the experience entails, its steps, and how long it takes can influence decision-making by providing a clear picture of what visitors can expect. The cultural significance and traditional practices associated with the Red Dao herbal bath were of interest to approximately 46.9% of respondents. This suggests that preserving and showcasing the cultural heritage and traditions tied to the practice can be an attractive aspect for potential visitors, enhancing the overall appeal of the experience.

Additionally, respondents showed curiosity about precautions and contraindications for individuals with specific health conditions (36.6%), the qualifications of the staff providing the herbal bath (32.6%), and the availability of additional services or treatments in conjunction with the herbal bath (33.7%). These considerations indicate that visitors are concerned about their safety, the competence of practitioners, and the potential for complementary services to enhance their experience. The above data underscores the importance of providing comprehensive information about the herbs, health benefits, cultural significance, and practical details of the Red Dao herbal bath. Ensuring transparency, addressing health-related concerns, and emphasizing the cultural and therapeutic elements of the experience can enhance the appeal of this traditional practice to potential visitors.

The last question in the list of inquiries is an open-ended question aimed at investigating whether respondents have ever used similar services. These services not only serve as competitors to Red Dao herbal baths but also provide points of comparison for learning from them. The author received several responses, including:

Oriental medicine remedies
Acupuncture
Conditioning shampoo
Bathing in mineral water and hot springs
Massage
Take an onsen bath
Mud bath
Sauna

Table 9: Other wellness practices or treatments

These responses provide insights into the range of alternative therapeutic and wellness services that individuals have experienced. Such information is valuable for understanding the competitive landscape and the diverse preferences of potential visitors. Analyzing these responses can help in tailoring and marketing the Red Dao herbal bath to effectively cater to the preferences and expectations of potential customers who may have previous experience with similar services.

CHAPTER V: CONCLUSION, RECOMMENDATION AND LIMITATIONS

Based on the research conducted, this part of the paper aims to propose answers to the initial research questions, focusing on the potential and challenges of Red Dao herbal baths as a medical tourism product, as well as future development opportunities. To analyze the strengths and weaknesses of Red Dao herbal baths, a SWOT analysis will be used. This analysis will look at the strengths, weaknesses, opportunities, and threats linked to the product.

The strengths of Red Dao herbal baths include their rich cultural heritage, traditional knowledge, and unique therapeutic benefits. These strengths provide a strong foundation for developing the product as a medical tourism offering. However, there are also weaknesses, such as limited infrastructure, lack of standardized practices, and potential barriers to entering international markets. Identifying these weaknesses will help in creating strategies to overcome them and improve the overall competitiveness of Red Dao herbal baths. There are opportunities in the market due to the increasing demand for alternative and holistic healthcare experiences, the rise of medical tourism, and the growing interest in traditional remedies. By taking advantage of these opportunities, Red Dao herbal baths can attract a wider customer base and stand out in the competitive medical tourism industry. It is also important to recognize threats that may challenge the development of Red Dao herbal baths. These threats could include regulatory constraints, competition from other medical tourism destinations, and shifts in consumer preferences. By identifying and addressing these threats, the Red Dao herbal bath industry can adapt and thrive in a changing market.

By conducting a comprehensive SWOT analysis, this section of the paper will provide valuable insights into the potential and challenges of Red Dao herbal baths as a medical tourism product. These insights will help propose development opportunities and directions for the future, allowing for strategic planning and decision-making to maximize growth and sustainability.

5.1. The potentials and challenges of Red Dao herbal baths as a medical tourism product

5.1.1. The potential of Red Dao Herbal bath

The Red Dao herbal bath holds significant potential due to its unique and culturally rich nature. Here are some of the key potentials of Red Dao herbal baths:

Cultural Attraction: The cultural heritage of the Red Dao ethnic group, especially their traditional healing practices and extensive knowledge of native medicinal plants, is a major attraction for tourists. These visitors, often looking for a deeper connection and understanding, are drawn to authentic cultural immersion. They are not just tourists but active participants eager to engage with and learn from the rich traditions and customs of local communities. A standout aspect of the Red Dao culture is their herbal baths, which showcase their impressive ethnobotanical knowledge. These baths combine cultural storytelling with health benefits, rooted in centuries-old oral traditions and natural experimentation passed down through generations. This unique cultural experience offers more than just a visit; it provides a restorative and educational journey for those who partake.

In the realm of cultural tourism, the Red Dao herbal baths are more than a relaxing activity; they are a testament to cultural resilience and ecological wisdom. These practices allow visitors to appreciate the close relationship between the Red Dao people and their environment. The baths serve not only as a healing method but also as a cultural bridge, connecting the past with the present and offering insights into a sustainable lifestyle. The narrative around the Red Dao herbal baths should highlight the multifaceted nature of these practices—their cultural importance, the wellness they promote, and their role in facilitating a rich exchange of knowledge. This intricate blend of history, culture, and natural science makes the Red Dao herbal baths a unique and enriching component of the broader medical tourism landscape.

Holistic Wellness: The Red Dao herbal bath traditions focus on holistic wellness, which means taking care of the whole person—mind, body, and spirit. These practices have a rich history of using herbal remedies and offer more than just physical relief. They appeal to people interested in integrative health practices. The Red Dao herbal baths combine botanical

knowledge with therapeutic techniques, providing a wellness experience that meets modern desires for health practices that connect various aspects of human health.

These baths prioritize balancing the physical and psychological aspects of health using natural healing principles. Way of choosing and using the Red Dao are based on a deep understanding of each plant's healing properties. This approach aligns with modern medicine, which is increasingly valuing such traditional knowledge. In medical tourism and wellness travel, Red Dao herbal baths are significant. They offer peace and therapeutic benefits, rooted in a philosophy that sees health as harmony with nature.

Natural and Traditional: The Red Dao herbal bath use natural ingredients and traditional techniques, which appeal to travelers who care about ecological responsibility and sustainability. Using herbal plants shows a philosophy that respects nature's gifts and maintains the integrity of ancient healing traditions. In a time when ecological awareness is important, these organic, plant-based remedies attract those seeking wellness experiences that match their environmental values.

This natural approach to wellness is becoming more popular as people prefer traditional methods. The Red Dao herbal baths offer personal health benefits and help preserve cultural heritage by using the healing properties of the natural world. Documenting their significance should highlight their role in promoting environmentally conscious tourism and their appeal to those drawn to holistic, nature-based therapies. These baths demonstrate the possibility of blending cultural practices with ecological conservation, embodying a holistic approach to health that remains relevant.

Unique Experience: The Red Dao herbal baths provide a distinct experience when compared to traditional spa and health services. These baths have strong cultural origins and offer an immersive experience that differs from traditional treatments available in mainstream wellness centres. The methods utilised in Red Dao herbal baths are time-tested, and each ceremony conveys a tale about the Red Dao tradition. As a result, the experience is more than a mere service; it is a journey of reflection, learning, and connection to the Red Dao cultural spirit.

These herbal baths provide visitors with a unique opportunity to connect with nature's healing properties in a way that is difficult to find in contemporary wellness. For those seeking more than just relaxation, the Red Dao herbal baths offer a learning experience with a living heritage passed down through centuries. These baths are more than just a curiosity; they perform an important role in cultural preservation and offer an attractive alternative to standardised health programmes. Red Dao herbal baths are a special and significant component of international medical tourism because of its many levels.

Healing Benefits: The medicinal plants used in Red Dao herbal baths have significant healing benefits, attracting health-focused travelers. These baths are believed to improve circulation, relieve stress. These benefits appeal to people looking for natural healing methods. If scientific research supports the effectiveness of these herbal remedies, it could greatly increase the appeal of Red Dao herbal baths in the wellness tourism market. Such scientific backing would enhance the credibility of these traditional practices and attract a broader audience seeking proven health benefits.

Confirming the healing properties of these baths would highlight them not just as a cultural experience but as a genuine therapeutic option. This aspect of the Red Dao herbal baths could be an important part of the thesis, showing how traditional medicine and modern health science can work together. This could lead to an integrative approach to wellness that values traditional healing practices within contemporary health systems.

Diversification of Tourism Offerings: Combining Red Dao herbal baths into tourism offers provides a distinct experience to the vacation . This can improve the visitor's stay by promoting longer visits. The herbal baths serve as a cultural bridge, allowing visitors to interact with local traditions and natural remedies, so increasing the region's cultural and wellness tourism appeal. These unique healing experiences may set the area apart, appealing to a diverse range of traveller interests. This strategic approach promotes deep, quality connections with local culture and the environment. Adding Red Dao herbal baths to a region's tourist attractions can boost economic growth while also improving travellers' cultural experiences.

Economic Impact: The Red Dao herbal baths connect with local economies can significantly boost economic revitalization, which are create many jobs and provide a

sustainable income for the community. This development can bring a stream of tourists whose spending benefits the area's fiscal health. The economic impact goes beyond job creation and income; it supports sustainable tourism, focusing on environmentally, culturally respectful, and economically opportunities. Red Dao herbal baths offer a way for local communities to engage with the global economy by leveraging their unique cultural practices as assets in a competitive market.

Promotion of Traditional Knowledge: Enhancing and promoting Red Dao herbal baths not only boosts economic and wellness value but also preserves and celebrates rich cultural heritage. This is not only just keeping traditions alive; it actively revitalizes traditional knowledge, ensuring it is passed down to future generations. Promoting Red Dao herbal baths supports cultural continuity and identity. In an increasingly globalized world, such efforts are important to maintaining the distinctiveness of local cultures. This provides a counterbalance to cultural homogenization and offers a rich tapestry of human expression for both community members and the world to engage with and learn from.

Tourist Satisfaction: The positive experiences of visitors, especially with Red Dao herbal baths, have a lasting impact. People who enjoy these cultural wellness practices often become natural inspires. Their personal stories and recommendations spread within their social circles, promoting this unique tourism niche. These word-of-mouth endorsements are genuine and carry a strong sense of authenticity, making them more effective than traditional marketing.

This kind of advocacy is powerful because it is based on real satisfaction and personal experience. It creates a natural and trust-based promotional outreach. Positive stories about Red Dao herbal baths can spread widely, increasing interest and curiosity among potential travelers. These shared experiences contribute to a positive image of the destination and its cultural offerings, enhancing its appeal.

To fully realize the potential of Red Dao herbal baths, it is essential to address challenges such as the need for scientific validation, competition from established wellness tourism products and raising awareness about this unique offering. With strategic marketing, scientific

research, and community involvement, Red Dao herbal baths have the potential to become a distinctive and sought-after aspect of medical and wellness tourism.

5.1.2. The challenges of Red Dao Herbal bath

The Red Dao Herbal bath, despite its unique and culturally rich offerings, faces several notable challenges:

Lack of Scientific Validation: One major challenge for the acceptance of Red Dao herbal baths is the lack of scientific evidence proving the medicinal benefits of the plants used. Despite their long history and many positive case, traditional medicine often faces skepticism in a health background that values evidence-based practices. Modern health seekers, who prefer clinically proven treatments, may be worry of the claims made about Red Dao herbal baths without scientific validation. This issue is worsened by the absence of medical professionals at facilities offering these baths.

To address this, it is crucial to conduct careful scientific research into the healing properties of the herbs used in Red Dao herbal baths. Establishing an evidence supporting these health claims could significantly change perceptions and enhance credibility. Additionally, introducing trained health professionals into these traditional wellness settings could help bridge the gap between traditional practices and modern health expectations.

Competition with Established Wellness Tourism: Red Dao herbal baths face tough competition from well-established wellness tourism options like thermal baths and spas. These established options have a proven track record of therapeutic benefits and strong marketing efforts. To stand out, Red Dao herbal baths need to highlight their unique qualities, such as their cultural roots and use of local medicinal plants. This involves telling a good story that appeals to modern consumers seeking authenticity, cultural immersion, and holistic wellness. Positioning Red Dao herbal baths as a distinctive wellness experience requires strategic branding, targeted storytelling, and partnerships that emphasize both their cultural significance and health benefits.

Awareness and Market Knowledge: Low public awareness of Red Dao herbal baths, especially in the Sapa region, is a significant challenge. Many potential visitors are unaware of this therapeutic practice and its cultural background. To overcome this, a focused marketing and educational campaign is needed to inform and engage potential tourists. This campaign should highlight the cultural roots, traditional significance, and health benefits of the baths. Using digital platforms, partnering with travel influencers, and collaborating with tourism boards can help raise the profile of Red Dao herbal baths and attract a broader audience.

Perception and Trust: Building trust with potential visitors is essential for promoting Red Dao herbal baths. Doubt about the health benefits often stems from the lack of scientific evidence. To address this, clear communication about the baths' value and potential health benefits is needed, along with sharing positive feedback from past visitors.

Standardization and Quality Assurance: Ensuring consistent quality and safety of Red Dao herbal baths is crucial, especially with various providers offering these services. Establishing uniform standards for procedures, ingredients, and overall experience is necessary to guarantee that all tourists receive the same level of care and therapeutic benefits. This includes documenting traditional practices, verifying the quality of herbal ingredients, and maintaining high standards of safety and hygiene. Developing these standards in collaboration with local practitioners ensures they are culturally sensitive and reflective of traditional methods. Quality assurance mechanisms, such as a certifying body or industry-recognized endorsements, can further assure tourists of the authenticity and safety of their Red Dao herbal bath experience, positioning them as a credible wellness option internationally.

Infrastructure and Accessibility: Developing Red Dao herbal bath facilities requires building strong infrastructure and enhancing accessibility, particularly in rural or impoverished locations. To ensure that guests are comfortable and convenient, special consideration must be given to the condition of the road systems, the standard of the accommodations, and the sufficiency of the restrooms. In regions with challenging terrain and limited development, significant investment in infrastructure is necessary. Roads must be safe and easy to travel, accommodations should be welcoming and reflect the local culture, and the bath facilities should be inviting and functional, meeting the expectations of international visitors. Improving these aspects is not just about construction; it's about creating a seamless and positive visitor

experience. When tourists find it easy to reach and enjoy their destination, they are more likely to appreciate the cultural and therapeutic aspects of Red Dao herbal baths.

Strategic planning for infrastructure and accessibility improvements is essential. This involves assessing current logistical challenges, predicting the needs of a growing wellness tourism sector, and proposing specific infrastructure developments. It's also important to consider the environmental and socio-cultural impact of development, aiming to build sustainably and harmoniously with the local community and landscape. This balance ensures that the development of Red Dao herbal baths stays true to its roots while evolving to meet global audience needs.

Preservation of Cultural Authenticity: In promoting Red Dao herbal baths, preserving the cultural authenticity is crucial. Balancing traditional practices with the demands of tourism requires care to ensure the cultural heritage is honored while making it accessible to more people. As tourism grows, there's a risk of losing the very traditions that make Red Dao herbal baths unique. A careful approach is needed, one that prioritizes maintaining traditional rituals and cultural stories passed down through generations. This authenticity is what gives the experience depth and richness, attracting those who seek a genuine cultural engagement.

Local authorities need to integrate Red Dao herbal baths into tourism without losing their core value. This includes collaborating with the local community to ensure that their values and knowledge are respected and reflected. It is also necessary to carefully curate the visitor experience to reflect the genuine nature of Red Dao traditional practices. Preserving the authenticity of Red Dao herbal baths is not only a cultural but also a strategic imperative, with the potential to affect this offering's long-term viability in the global wellness tourism industry. Authenticity will continue to attract tourists, providing a one-of-a-kind and transforming experience.

To tackle these challenges, stakeholders, including local communities, tourism agencies, and government bodies, should work together. Investment in scientific research to validate health benefits, strategic marketing to raise awareness, and quality assurance mechanisms can enhance the prospects of Red Dao herbal baths in the competitive wellness tourism market.

5.2. The development opportunities and directions for the Red Dao

Herbal bath

5.2.1. The development opportunities

The Red Dao Herbal Bath holds several promising development opportunities that can help it thrive in the wellness tourism industry:

Unique Cultural Attraction: The Red Dao herbal bath, with its deep cultural roots and unique charm, offers a valuable chance to attract more and more tourists. The appeal comes not just from the baths' therapeutic potential but also from the cultural stories and practices surrounding them. For travelers curious about culture, this is an invitation to go beyond regular tourism and immerse themselves in the Red Dao people's life and traditions.

The Red Dao herbal bath is growing trend towards cultural authenticity and heritage tourism, which values unique experiences that resonate with local history and traditions. The Red Dao herbal bath is more than an attraction; it becomes a bridge to understanding and appreciating the richness of human cultural diversity. Highlighting this unique cultural attraction as a strategic asset is important. It requires careful management and thoughtful promotion to maintain its integrity and continue to enchant and educate visitors who seek rare and profound experiences.

Wellness Tourism Trend: As the global wellness tourism firm grows, there is a noticeable shift in tourist tastes for more integrated health and well-being experiences. Red Dao herbal baths are well-suited to this trend, offering a complex experience that includes relaxation, therapeutic benefit, and cultural awareness. The growing interest in wellness tourism comes from a desire for experiences that enhance the mind, body, and spirit, and the Red Dao herbal baths meet this need by offering a comprehensive approach to wellbeing. They are not only a passive type of relaxation, but an active engagement with the Red Dao people's healing practices, filled with generations of traditional knowledge and a deep connection to the natural environment. Furthermore, the Red Dao herbal baths provide a culturally rich experience that is becoming increasingly popular among wellness visitors who appreciate not just the health advantages but also the ability to interact with the destination's heritage.

In this context, Red Dao herbal baths are more than just a relaxing exercise; they are an opening to a greater understanding and appreciation of the cultural traditions. As a result, the role of Red Dao herbal baths in the development of wellness tourism should be highlighted. The story should show how they represent a combination of old knowledge and modern wellness trends, appealing to a rising part of the public that values health and well-being when traveling.

Health and Holistic Wellness: More people are looking for natural and holistic health treatments. The Red Dao herbal bath is a great option for them. These baths come from the Red Dao's rich tradition of medicine. They help not only the body but also the mind and spirit. The baths can relieve chronic pain and promote deep relaxation. They use local plants with pain-relieving and soothing properties. This offers a natural way to manage pain and reduce stress. The experience promotes overall well-being and harmony with nature. This matches what many people today want in their health treatments. The Red Dao herbal bath is a perfect fit for the growing health and wellness tourism industry.

Community Involvement: Involving the Red Dao community in promoting their herbal baths is important. This creates a type of tourism that benefits locals. It ensures the cultural experience is real and offers long-term social and economic benefits. It helps the Red Dao people by creating jobs and income through their cultural heritage. Working together, the community and tourism developers can create a shared vision. This vision balances cultural preservation, economic goals, and community well-being. The community can shape how their heritage is presented. This approach ensures tourism benefits the local people while preserving their culture. Community involvement is key to creating a tourism sector that brings income and strengthens community ties.

Economic Diversification: Agriculture and traditional employment are the primary economic drivers in areas such as Sapa. Introducing Red Dao herbal baths might help diversify the economy. This can result in new business prospects, jobs, and revenue streams. Wellness tourism can help communities establish small companies based on their traditional. This not only benefits the local economy, but also maintains cultural knowledge. More job opportunities make the economy stronger and less rely on a single industry. It may also broaden the tourist industry to include lodging, food, and shopping related to the herbal bath experience.

The government should evaluate how diversification would assist local communities. It has the potential to promote long-term development by balancing traditional behaviors with new economic possibilities.

Eco-Friendly and Sustainable Tourism: There is a growing trend toward eco-friendly and sustainable tourism. Many travelers now prefer to minimize their environmental impact and make ethical travel choices. Red Dao herbal baths fit well with these values. They use eco-friendly practices and sustainable resources. The herbs are sourced responsibly, and traditional methods are used without harming the environment. This practice is not just a marketing strategy but a reflection of the Red Dao's respect for nature.

Sustainable tourism includes conserving local culture. Red Dao herbal baths assist to preserve cultural practices while enhancing environmental health. This strategy makes the experience appealing to the guests who value sustainability.

Partnerships and Collaboration: Working with tour operators, travel agencies, and other stakeholders is essential to promote Red Dao herbal baths. Partnerships can combine resources and expertise for better promotion. They can help integrate the herbal baths into broader travel itineraries, making them more accessible to tourists. Collaborations can create effective marketing campaigns and travel packages that highlight the herbal baths as a key cultural and wellness experience. By working together, stakeholders can create a shared vision that combines cultural preservation, wellness, and tourism. This benefits both tourists and the local community.

Research and Development: Investing in research and development is crucial for proving the health benefits of Red Dao herbal baths. Scientific studies can provide data to support the traditional claims. Collaborating with academic and research institutions can bring the necessary expertise. This research can validate the anecdotal evidence and transform the perception of the herbal baths into a recognized health intervention.

Research can also enhance knowledge about Red Dao herbal remedies, leading to new wellness applications. This commitment to research ensures the practice remains relevant and

credible. It bridges tradition with science, helping the herbal baths gain global recognition and continued success.

Cultural Experiences: Red Dao herbal baths offer more than just relaxation. They provide a chance to experience the rich culture of the Red Dao community. Adding cultural activities like traditional music, dance, and food can enhance the bathing experience. This creates a deeper connection with local heritage, making the visit more engaging. These activities tell the story of the Red Dao people through their art and traditions.

As visitors enjoy these experiences, they support local artisans, musicians, and chefs. This helps create more economic opportunities within the community. Integrating these cultural elements with the herbal baths can create a comprehensive narrative. This narrative not only entertains but also educates, leaving visitors with lasting memories.

Online Presence and Marketing: In today's digital world, a strong online presence is crucial. A well-designed website can attract potential tourists by providing rich and informative content about Red Dao herbal baths. Beyond a website, active social media can greatly expand reach. Sharing captivating stories and visuals can connect with those looking for unique wellness experiences.

A digital strategy can showcase the herbal baths and the culture and nature around them. Using blogs, video tours, customer testimonials, and interactive sessions, the experience can come to life online. These tools help build a community around Red Dao wellness practices, sparking discussions and interest. This builds excitement and desire for the experience before visitors even arrive in Sapa. Exploring online marketing strategies is key. The internet can bridge cultural and geographic gaps, bringing Red Dao traditions to people everywhere. It speaks to the curiosity and wanderlust of modern travelers, inviting them into a world of health and heritage.

To succeed, stakeholders, including local communities, government, and private entrepreneurs, must work together. They should focus on preserving cultural authenticity, ensuring quality, and practicing sustainability. This collaboration can help Red Dao herbal baths thrive in the wellness tourism sector.

5.2.2. The directions

The development of the Red Dao Herbal bath as a medical tourism product can benefit from several key directions to maximize its potential and address challenges. These directions include:

Research and Scientific Validation: To increase the effectiveness and reputation of Red Dao herbal baths, scientific investigation and validation are required. This study should prove the health advantages and therapeutic qualities of the herbs used. Collaboration with research organizations can facilitate extensive investigations on the effects of these plants.

These studies will support the traditional claims and gain recognition in the scientific community. They will validate the traditional knowledge, linking it with modern science. This can make Red Dao herbal baths more credible and accepted in wider health contexts. It helps preserve cultural heritage and develops new, evidence-based health treatments.

Education and Training: Developing educational and training programs for Red Dao herbal bath practitioners is critical. These courses should cover both traditional wisdom and contemporary scientific ideas of herbal treatment.

The training should involve a thorough examination of medicinal plants, safe harvesting, preparation techniques, and patient care. Practitioners must also have practical skills in order to properly use their knowledge. Continuous professional development should be promoted to ensure that practitioners are up to speed on the newest research. This ensures that Red Dao herbal bath practices remain relevant and effective.

Quality Control and Certification: Strong quality control methods are required for Red Dao herbal baths. This covers the cultivation, gathering, and preparation of herbs. Upholding strict guidelines guarantees the safety and efficacy of the therapies. To maintain the goods' potency and purity, the production process has to be closely watched. It is essential to have clear labeling, comprehensive testing, and good manufacturing procedures (GMP). Obtaining accreditation from respectable organizations helps increase reputation and trust. This

demonstrates a dedication to quality and safety, which aids in the herbal baths' recognition in the medical community.

Additionally, certification contributes to the therapies' standardization and increased acceptability. This commitment to excellence fulfills the demands of international customers seeking natural wellness treatments while respecting the Red Dao tradition.

Cultural Preservation: To maintain the Red Dao tradition, we have to protect their traditional knowledge. This involves recording their usage of therapeutic herbs. Developing interesting educational programs for young people is critical. These programs should teach students about their ancestors' knowledge, promoting pride and persistence.

It is critical to engage the Red Dao community in the preservation effort. Elders can mentor young people by sharing their expertise and cultural relevance. This strategy supports the community and guarantees that its traditions continue to thrive. This intergenerational conversation will help the Red Dao people adjust while preserving their distinct cultural identity.

Market Promotion: Promoting Red Dao herbal baths requires innovative strategies that highlight their uniqueness. This promotion should showcase the baths as not just a service but an immersive cultural experience. We need to develop stories that communicate the Red Dao's customs and the benefits of their herbal baths.

Collaboration with tourism authorities can help integrate the baths into broader promotional campaigns. Using social media and digital content, we can create engaging multimedia that captures the essence of the Red Dao experience. Influencer partnerships and targeted advertising can reach a broad audience, sparking interest in Red Dao wellness practices.

Community Involvement: The Red Dao community should be deeply involved in managing the herbal bath industry. They should play key roles in planning and operations, fostering a sense of ownership and pride. This participatory model ensures that the cultural practices are preserved and the community benefits economically.

Local residents should fill management roles, providing employment opportunities and stimulating local entrepreneurship. Capacity-building initiatives can enhance the community's ability to manage and grow their enterprises sustainably. This approach not only benefits the community but also offers tourists an authentic cultural encounter.

Sustainability Practices: The long-term success of Red Dao herbal baths depends on environmental sustainability. We need eco-friendly operations across all aspects of the business. This includes waste reduction, energy conservation, and responsible tourism guidelines. Protecting local ecosystems is crucial. We must source medicinal plants responsibly, support reforestation, and preserve natural habitats. Sustainable practices should also extend to facility design, using sustainable materials and water conservation systems. By committing to sustainability, the Red Dao community can lead by example, showing how traditional practices can adapt to modern environmental challenges. This ensures their cultural heritage thrives in harmony with nature.

Professional Networking: Connecting with other wellness providers is essential for creating a successful wellness tourism network. This include luxury spa resorts, hot springs, and other wellness services. This allows Red Dao herbal baths to be included into a broader health and wellness program. Forming relationships can result in full wellness solutions. These packages might include Red Dao herbal baths, premium spa treatments, or natural hot springs. Visitors may enjoy a variety of wellness experiences here. Networking also facilitates cultural exchanges and learning opportunities. The Red Dao community may exchange expertise and learn new methods. These collaborations must prioritize cultural sensitivity and sustainability. This guarantees that the essence of the Red Dao herbal bath experience remains preserved.

Regulatory Framework: A strong regulatory framework is required for the Red Dao herbal bath tradition. This framework aims to assure the safety, quality, and efficacy of herbal bath services. Working with local authorities can assist in organising these practices.

Clear rules are required for all elements of herbal baths. This includes licencing measures to guarantee that all practitioners are competent and follow safety procedures. Herbs should be sourced, stored, and prepared according to quality assurance methods.

The regulatory framework must encourage conventional practices while maintaining safety and professionalism. This balance helps to sustain Red Dao techniques and promotes their expansion in the wellness business.

Customer Feedback and Improvement: To thrive in wellness tourism, the Red Dao herbal bath practice must embrace continuous improvement through customer feedback. Create structured channels for visitors to share their experiences and suggestions. This can include online surveys, review systems, comment cards, and face-to-face interactions.

Analyzing this feedback helps identify areas for improvement. Use testimonials in marketing materials to enhance the reputation of Red Dao herbal baths. Implementing changes based on customer insights shows a commitment to excellence and customer satisfaction. This approach helps build a loyal customer base and ensures the enduring appeal of the Red Dao herbal bath tradition.

Online Presence: In the digital age, a strong online presence is crucial for attracting tourists. Develop a comprehensive website with rich content about Red Dao herbal baths. The site should be easy to navigate and include high-quality visuals and interactive elements. Active social media profiles can engage potential customers. Share regular updates, stories, and interactive posts to build a community around the Red Dao wellness practices. Use content marketing, SEO, and targeted advertising to attract and retain interest. The goal is to create a digital ecosystem that informs, attracts, and builds trust. This helps the Red Dao community reach a global audience and secure a prominent place in the wellness market.

Collaborative Research: To prove and enhance the benefits of Red Dao herbal baths, collaborative research is essential. Partner with academic institutions, healthcare organizations, and wellness researchers. Conduct studies to validate the therapeutic effects of the herbal baths. Use both qualitative and quantitative approaches in research. Share the findings through educational materials for practitioners and potential customers. This scholarly approach honors traditional knowledge and provides a foundation for refining practices. By combining traditional wisdom with academic research, the full potential of Red Dao herbal baths can be realized and appreciated by a wider audience.

These steps can help develop Red Dao herbal baths as a sought-after medical tourism product. Focusing on research, quality, culture, sustainability, and community engagement can overcome challenges and unlock vast potential.

5.3. Limitations

The paper has answered the research questions well. Its main goal is to see if Sapa can develop health tourism, especially with the Red Dao Herbal Bath. By interviewing two local businesses, Sapanapro and The Red Dao Community, and adding personal insights, it shows that Sapa has great potential for health tourism. The Red Dao Herbal Bath, using traditional medicinal knowledge and herbs, can become a strong medical tourism product.

However, just having this potential isn't enough to make Sapa a medical tourism hub. Sapa needs better infrastructure, like hotels, transportation, and other tourism services. Tourist preferences and feedback are also crucial. An online survey on perceptions, demands, and customer satisfaction with the herbal bath, as well as its appeal to new customers, adds value to this study. Looking at both supply and demand helps understand the strengths and weaknesses of promoting the Red Dao Herbal Bath.

One limitation is the lack of specific data on Sapa's tourism development and the economic impact of the Red Dao herbal bath. More detailed research is needed. Collaboration with local community members or government bodies can help clarify their roles and contributions to the Red Dao herbal bath trade. Also, Sapa's development into a health tourism destination needs strategic planning. Medical validation of the Red Dao herbal bath's benefits is also essential. Future research should address these issues.

CHAPTER VI: SUMMARY

In summary, this study's investigation has shed light on several significant aspects concerning the Red Dao herbal bath and its place within the tourism industry. Firstly, the Red Dao herbal bath currently holds predominantly local or regional prominence as a tourism product. However, there exists substantial room for enhancing consumer recognition of its medicinal effects. This research strongly suggests that by increasing the visibility and importance of the Red Dao herbal bath, the destination of Sa Pa can attract a more extensive and diverse pool of visitors. This, in turn, can contribute to the overall development of the regional tourism sector.

Secondly, the research outcomes have revealed a plethora of opportunities and strategic directions for the further development of the Red Dao herbal bath and its associated offerings. These encompass the enhancement of essential infrastructure, the strategic positioning of Sa Pa as a burgeoning spa tourism hub, and the refinement of products derived from the Red Dao herbs, such as herbal baths, foot treatments, and specialized services for pregnant women. Additionally, the findings underscore the critical importance of community engagement and the implementation of sustainable tourism practices, both of which can play a pivotal role in bolstering the region's economic progress. Notably, the study has identified the potential for the Red Dao herbal bath to evolve into a destination for medical tourism, contingent upon the establishment of requisite accommodations, healthcare facilities, and the cultivation of a highly skilled workforce.

This research not only offers valuable insights into the Red Dao herbal bath's current standing but also delineates a roadmap for its future development within the tourism sector. These recommendations and opportunities, steeped in academic rigor, are poised to guide stakeholders in Sa Pa and the broader region, facilitating the harnessing of the Red Dao herbal bath's inherent potential for economic growth, the promotion of sustainable tourism practices, and the establishment of Sa Pa as an eminent destination catering to both leisure and medical tourism.

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ANNEXES

I. Interview questionnaire

Background and Business Operations:

- a. Can you provide a brief introduction to your Red Dao herbal bath business?
- b. How long have you been operating this business, and what motivated you to start it?
- c. What are the main products or services you offer based on the Red Dao herbal bath?
- d. How many employees are currently working in your Red Dao herbal bath business?
- e. Can you describe the processing and manufacturing methods involved in creating your herbal bath products?
- f. What kind of technology or equipment do you utilize in your production process?
- g. Apart from the Red Dao herbal bath, do you offer any other products or services related to traditional medicine or wellness?
- h. Do you have different herbal mixtures for specific ailments or diseases? If yes, could you provide some examples?

Potentials of Red Dao Herbal Baths as a Medical Tourism Product:

- a. In your opinion, what makes the Red Dao herbal bath a unique and appealing offering for medical tourists?
- b. Have you observed an increasing interest in Red Dao herbal baths among tourists seeking medicinal and wellness experiences?
- c. Can you share any specific success stories or positive feedback from customers who have experienced the Red Dao herbal bath?

Challenges Faced in Promoting Red Dao Herbal Baths as a Business:

- a. What are the main challenges you encounter in marketing and promoting the Red Dao herbal bath as a medical tourism product?
- b. How do you compete with other wellness tourism offerings, such as spa treatments or thermal natural baths?
- c. Have you faced any challenges related to consumer awareness and understanding of the Red Dao herbal bath?

Collaboration and Partnerships:

- a. Do you collaborate with other local businesses, community cooperatives, or hotels to

enhance the Red Dao herbal bath experience?

- b. Have you faced any challenges or experienced any benefits from these collaborations?
- c. Are there any opportunities for further collaboration with other stakeholders in the tourism industry?

Sustainability and Future Development:

- a. How do you ensure the sustainability of your business and the use of local resources in the Red Dao herbal bath products?
- b. Do you have any plans for expanding your business or introducing new products based on the Red Dao herb?

Tourist Statistics:

- a. What is the approximate number of tourists who visit your Red Dao herbal bath business annually?
- b. Have you observed any noticeable percentage increase in the number of tourists visiting your business over the years?
- c. How do you gather tourist data, and what methods do you use to track the growth in tourist interest?

Export Plans:

- a. Are there any plans or considerations to export your Red Dao herbal bath products to other countries or markets?
- b. If yes, what steps have you taken or are planning to take to explore export opportunities?
- c. Have you encountered any challenges or obstacles in the process of exporting your products?
- d. What are your expectations and goals regarding international distribution of your herbal bath products?

II. Survey questionnaire

For Those Who Have Tried the Red Dao Herbal Bath:

Question Number	Question	Response Format
1	Biography: Age, gender, nationality, occupation, etc.	
2	Have you experienced the Red Dao herbal bath in Sapa?	Yes/No
	Why you choose Sa Pa to travel? • <i>Because of the place itself (Beautiful nature, cuisine, culture,)</i> • <i>Because you want to experience the Red Dao herbal bath</i> • <i>Both</i>	
3	How did you learn about the Red Dao herbal bath in Sapa? online research or travel websites: • friends or family • tour guide or travel agency • social media platforms (e.g., Instagram, Facebook) • travel magazines or blogs • hotel or accommodation where I stayed in Sapa • attending a local event or festival in Sapa • local tourism information center • word of mouth from locals in Sapa • other (please specify)	
4	How many times have you experienced the Red Dao herbal bath?	Numeric
5	What were your expectations before experiencing the Red Dao herbal bath?	Open-ended
6	Did the Red Dao herbal bath meet your expectations?	Yes/No
7	Please rate the overall experience of the Red Dao herbal bath.	Rating scale (1-5)
9	Did you experience any specific health improvements after the Red Dao herbal bath? If yes, please specify.	Open-ended
10	Were you provided with information about the medicinal properties of the Red Dao herbs used in the bath?	Yes/No
11	Were you provided with information about the cultural significance or traditional practices associated with the Red Dao herbal bath?	Yes/No
12	Where did you receive information about the medicinal properties of the Red Dao herbs used in the bath?	Open-ended
13	How would you rate the professionalism and expertise of the staff or practitioners involved in the Red Dao herbal bath?	Rating scale (1-5)
14	Did you encounter any challenges or issues during your experience with the Red Dao herbal bath? If yes, please describe.	Open-ended
15	What didn't you like about this experience?	

16	Please provide any additional comments or suggestions regarding your experience with the Red Dao herbal bath.	Open-ended
17	Would you comeback and experience the herbal bath again?	

For Those Who Haven't Tried the Red Dao Herbal Bath:

Question Number	Question	Response Format
1	Biography: Age, gender, nationality, occupation, etc. <i>(Same as above)</i>	Open-ended
2	Have you ever heard about the Red Dao herbal bath in Sapa?	Yes/No
3	Have you ever tried the Red Dao herbal bath in Sapa?	Yes/No
4	Would you be interested in experiencing the Red Dao herbal bath in the future?	Yes/No
5	Are you interested in alternative or traditional wellness practices?	Yes/No
6	What factors would influence your decision to try the Red Dao herbal bath? (e.g., recommendations, information, cost)	Open-ended
7	What other wellness practices or treatments have you tried?	
8	How familiar are you with the concept of the Red Dao herbal bath?	Rating scale (1-5)
9	What would you like to know or learn about the Red Dao herbal bath before considering trying it?	Multiplechoice

III. Table of analysis

		5a. Have you ever experienced the Red Dao herbal bath in Sapa?		Total
		Not yet	Yes	
1a. What year were you born?	18 years old or younger	126	45	171
	25 - 34 years old	36	37	73
	35 - 44 years old	3	23	26
	45 years old or older	6	31	37
Total		171	136	307

Table 1: The correlation between age groups and the experience of the Red Dao herbal bath

		5a. Have you ever experienced the Red Dao herbal bath in Sa Pa?		Total
		Not yet	Yes	
4a.	A homemaker	3	5	8
Employment	A student	112	25	137
Status: Are you currently...?	Employed for wages	36	61	97
	Military	3	7	10
	Out of work and looking for work	4	4	8
	Retired	4	13	17
	Self-employed	9	17	26
	Unable to work	0	4	4
Total		171	136	307

Table 2: The correlation between employment status and the experience of the Red Dao herbal bath

		11b. Did the Red Dao herbal bath meet your expectations?		Total
		No	Yes	
12b. Please rate the overall experience of the Red Dao herbal bath.	1	0	8	8
	2	5	1	6
	3	1	8	9
	4	0	43	43
	5	1	69	70
Total		7	129	136

Table 3: The correlation between the expectations and the experience of the Red Dao herbal bath

	17b. How would you rate the professionalism and expertise of the staff or practitioners involved in the Red Dao herbal bath?					Total
	1	2	3	4	5	

14b. Were you provided with information about the medicinal properties of the Red Dao herbs used in the bath?	No	0	3	3	4	2	12
	Yes	6	5	10	41	62	124
Total		6	8	13	45	64	136

Table 4: The correlation between the professionalism of the staff and Acknowledgment of the medicinal properties

		17b. How would you rate the professionalism and expertise of the staff or practitioners involved in the Red Dao herbal bath?					Total
		1	2	3	4	5	
15b. Were you provided with information about the cultural significance or traditional practices associated with the Red Dao herbal bath?	No	1	4	8	11	5	29
	Yes	5	4	5	34	59	107
Total		6	8	13	45	64	136

Table 5: The correlation between the professionalism of the staff and Acknowledgment of the cultural context

		17b. How would you rate the professionalism and expertise of the staff or practitioners involved in the Red Dao herbal bath?					Total
		1	2	3	4	5	
12b. Please rate the overall experience of the Red Dao herbal bath.	1	4	1	0	0	3	8
	2	1	4	1	0	0	6
	3	1	1	2	3	2	9
	4	0	2	9	25	7	43
	5	0	0	1	17	52	70
Total		6	8	13	45	64	136

Table 6: The correlation between experience of Red Dao and respondents' ratings of the professionalism of the staff

		21b. Would you comeback and experience the herbal bath again?			Total
		Maybe	No	Yes	
12b. Please	1	0	0	8	8
rate the overall	2	2	3	1	6
experience of	3	3	0	6	9
the Red Dao	4	12	0	31	43
herbal bath.	5	5	1	64	70
Total		22	4	110	136

Table 7: Customer's ability to return

		25c. How familiar are you with the concept of the Red Dao herbal bath?					Total
		1	2	3	4	5	
22c. Have you	Not yet	53	9	2	4	2	70
ever heard the	Yes	23	39	28	9	2	101
Red Dao							
herbal bath in							
Sapa?							
Total		76	48	30	13	4	171

Table 8: Familiarity with the concept of the Red Dao herbal bath

		27c. Are you interested in alternative or traditional wellness practices?		Total
		No	Yes	
22c. Have you	Not yet	12	58	70
ever heard the	Yes	5	96	101
Red Dao				
herbal bath in				
Sapa?				
Total		17	154	171

Table 9: The alternative or traditional wellness practices interest

Bath medicine	
Ingredient	Sambucus, Mussaeenda, Ficus, Elsholzia...
Function	- Enhance and restore health. - Relax, and reduce stress.

	• Supports the treatment of symptoms of rheumatism, aches, headaches, and flu.
How to Use	• Shake well, pour the preparation into a hot water bath at 37-40 degrees Celsius, and stir well at the ratio of 200ml of medicinal water in 50 liters of water. • Soak in hot water for 15-20 minutes. • Bathe Dao' Sapa regularly before going to bed or when your body feels tired and needs to restore health and relax. • The product can be used for steaming and using a ladle to flush water in cases where there is no bathtub.
Intended users	All people

Table 10: Bath medicine

Postpartum bath water	
Ingredient	Herba Sambuci, Herba Clematis, Herba Illigerae, Flos Pruni, Oleum Lavandulae Florum, Herba Elsholtziae, Folia Litseae, Nipazin, Nipazol...
Function	• Increase vitality and restore health for postpartum women. • Prevention of postpartum diseases. • Enhance detoxification through the skin when bathing, shrinking pores, limiting harmful agents from entering the body.
How to Use	• Shake well, pour the preparation into a hot water bath at 37-40 degrees Celsius, and stir well at the ratio of 200ml of medicinal water in 50 liters of water. • Soak in hot water for 15-20 minutes. • The product can be used for steaming and using a ladle to flush water in cases where there is no bathtub.
Intended users	Postpartum women

Table 11: Postpartum bath water

Bath water for Rheumatism	
Ingredient	Liquid extract of Homalomena Occulta, Malabar Gulbel, Elderberry, Tropical Clematis, Gnetum montanum, Wild papaya, Maychang essential oil
Function	• Cleanses, helps blood circulation, strengthens tendons, and bones, relieves pain, eliminates rheumatism, bone and joint pain, spasms and paralysis.

	Helps and prevent rheumatism, bone and joint pain, cramps, paralysis, and osteoarthritis.
How to Use	○ Apply directly to painful skin areas. Apply 3-6 times a day. ○ Soak your feet and hands: Take 25ml mixed with 3 liters of hot water (40-43°C) in the basin and put your hands and feet in to relax for about 10-15 minutes. ○ Take a shower. ● Bath: Take 125ml mixed with 30 liters of warm water (40-43°C) in a large basin, then take a bath (you can wrap a towel around your body to increase absorption of the medicine better) and take a relaxing bath for about 15-20 minutes. ● Soaking bath: Take 250ml and mix with 50-60 liters of warm water (40-43°C) in the soaking tub. Slowly put your feet in the water and gradually lie down, soak, and relax for about 15-20 minutes. ● During the bath, you can wash your hair. ● Wipe your body: Take 25ml and mix with 3 liters of hot water (40-43°C) in a basin. Use a cloth soaked in bath water to wipe and wash the entire body.
Intended users	- Tired workers, newly sick, elderly people, bone pain, rheumatism, bone warts, gout. - Healthy people do not want to suffer from bone and joint pain, rheumatism, and osteoarthritis

Table 12: Bath water for Rheumatism

Bath water for Atopic Dermatitis	
Ingredient	Liquid extract of Sarsaparilla, Honeysuckle, Ginseng, Eleutherococcus nodiflorus, Tea, Maychang essential oil
Function	- Cleaning, clearing heat, detoxifying, eliminating leprosy, anti-allergy, and anti-inflammation. - Helps prevent and prevent atopic dermatitis such as eczema, eczema, psoriasis, urticaria, allergies, ulcers, itching, pimples, insect stings or bites.
How to Use	- When stung or bitten by an insect: Apply to the site of the bite or sting. - When suffering from skin disease: Apply to the affected skin area, 3-6 times/day. - Bathing and wiping the body: Dilute 50 - 100 times with warm water. You should bath or wipe your body every day.
Intended users	People who want to prevent and prevent diseases: Eczema, eczema, psoriasis, urticaria, allergies, ulcers, itching, pimples, insect stings or bites.

Table 13: Bath water for Atopic Dermatitis