

One Pillar Pagoda

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Challenges and strategy

1. High maintenance requirement :
 - Use chemical treatment on the structure of the pagoda
 - Have a regular maintenance check



Strategy

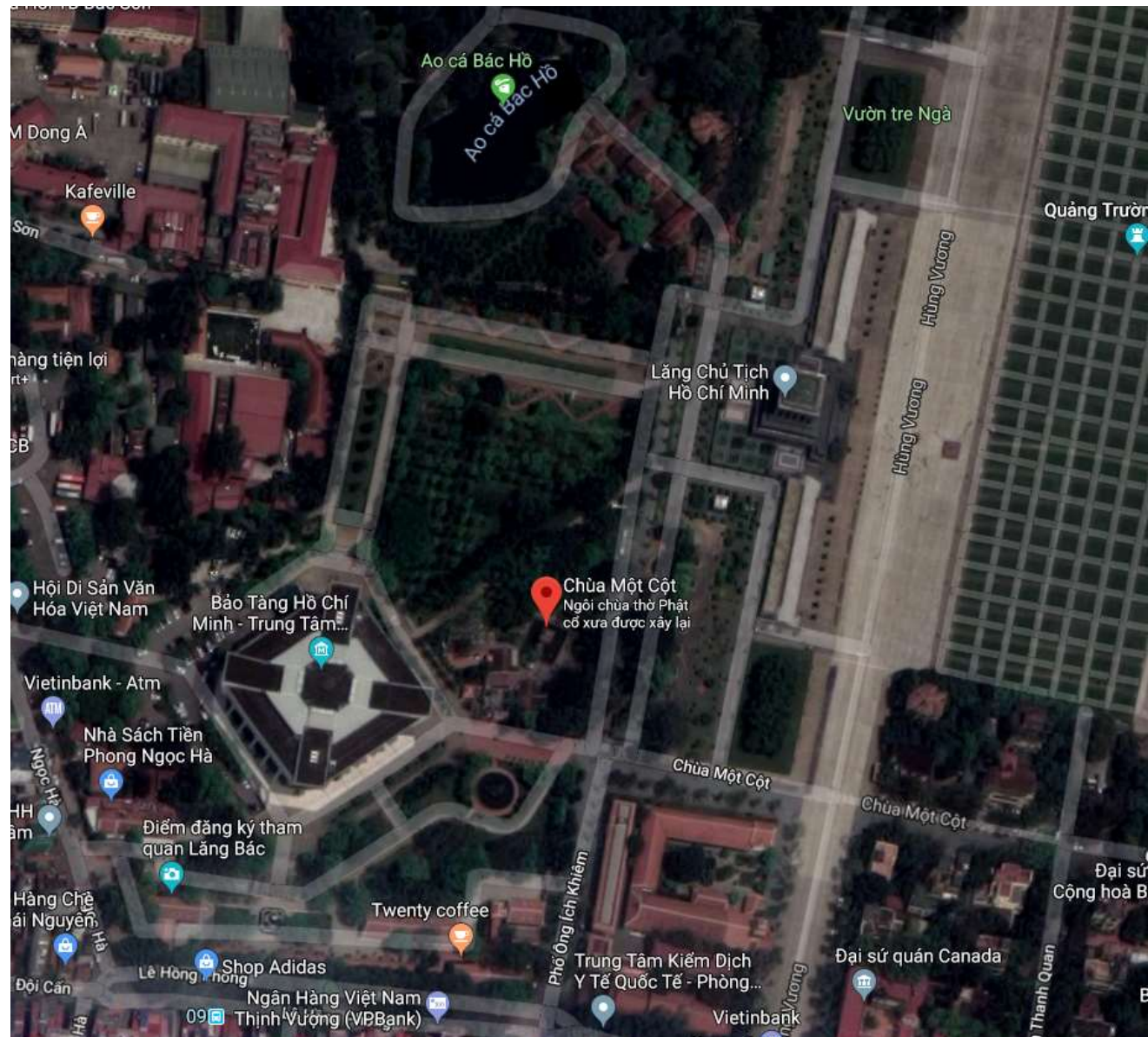
2. Low visible sight
 - Reduce the amount tall tree on 1 side of the pagoda



Challenges and strategy

3. Low popularity

- Increase advertising and more information to the tourist
- Add more signs to the surrounding area
- Separated the pagoda area with other area



reference

- [Wikipedia](#)
- [Travellingtovietnam.net](#)
- Google



Thank you for
listening