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# **Sustainable Development of Agricultural and Rural Tourism in Vietnam from the Experience of Some Countries**

***Huynh Thanh Tuan, Nguyen Van Ang, Nguyen Thanh Phuong, Tran Thanh Khoe, Vo Quoc Thong, Tran Hoang Tuan Dat***

*Faculty of Law - Nam Can Tho University*

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## **ABSTRACT:**

Agricultural and rural tourism is understood as the activity of a community of people participating in tourism. This activity initially started spontaneously in places with attractive tourist attractions and historical relics, where local people participated in serving the needs of tourists. Nowadays, the development of rural tourism is a development trend, truly becoming a key economic sector, creating momentum to promote the development of other industries and sectors of countries around the world and in Vietnam. Within the scope of this paper, the authors will focus on clarifying the advantages and difficulties in the development of rural tourism in Vietnam, as well as researching and understanding about the development of rural tourism; the experience of some countries in the world; the current situation and lessons learned in the development of this tourism model. From there, propose solutions related to promoting this model in Vietnam.

**Keywords:** *Tourism, Agricultural tourism, world experience*

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## **1. INTRODUCTION**

agricultural and rural tourism is considered the type of tourism that brings the most sustainable economic development benefits to indigenous residents. This model not only helps protect ecological environmental resources, but also promotes unique local cultural features. In general, in Vietnam there is a lot of potential for historical values, indigenous cultures of ethnic groups..., which is the basis for developing this type of tourism. For a long time, tourism has become one of Vietnam's key economic sectors, creating jobs for many workers and contributing to national GDP growth. In the world, some countries such as France, China, Korea, ... have been very successful in developing agricultural and rural tourism . From the experiences of other countries, there will be lessons for Vietnam to develop agricultural and rural tourism in a sustainable way.

There are many different views surrounding the type of agricultural and rural tourism . Some argue that agricultural and rural tourism is also called "Agritourism", in English it is "Agritourism". According to the Institute for Tourism Development Research (ITDR) under the General Department of Tourism, " *Agricultural and rural tourism is a type of exploitation of rural areas as a resource and meets the needs of urban residents in Seek out quiet spaces and outdoor recreation rather than just nature. Agricultural and rural tourism includes visits to national parks and public parks, heritage tourism in rural areas, trips to visit scenic spots and enjoy rural landscapes, and agricultural tourism*" (Tourism Development Research Institute, 2019). Agricultural tourism is an element of the rural tourism complex, because ultimately agriculture contributes to the overall development of rural areas and both the economy and tourism in general. At that time, to distinguish the difference between rural tourism and agricultural tourism, it will be based on basic characteristics such as: (i) Agricultural tourism is only a part of rural economic development. This economic sector cannot replace the agricultural industry associated with rural areas, so farming households still have to operate agricultural production, not tourism-oriented, but narrow production and business activities to replaced by the tourism industry, (ii) the nature of this type of business will take place mainly in rural areas, associated with the daily life of people in rural areas. This type will create creating values and unique products of each region, creating the characteristics of each region instead of duplicating culture and products in each rural area (Quang Dai Tuyen, 2023). Accordingly, unlike values from other regions, products from DLNN will carry characteristics associated with identity such as: scenery; Traditional values include: cuisine, culture; Rural life is closely linked to nature. Around the world, this type of tourism is associated with different names such as: Community tourism, Ecotourism, Experience tourism, Farm tourism, Country vacation, homestay, village-stay..., Comparing the problem in Vietnam, the form of state tourism is still not commensurate with the national potential. As long as these activities are still spontaneous; Not focusing on linking with travel businesses to create a source of customers.

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## **2. THEORETICAL BASE AND RESEARCH METHODOLOGY**

In the content of the article, to clarify the issues that need to be researched, the authors used specific research methods such as:

- Exploratory research method: in this method, the authors have clarified the issue through the definition of the agricultural and rural tourism model, this is the premise method used towards Overview of the problem in a comprehensive way before analyzing the content of the problem.

- Inductive and deductive method: this is a familiar method in theoretical sciences, used quite commonly in the process of conducting research projects. Accordingly, this measure will go from the particular to the general, from phenomenon to essence. Accordingly, the authors will point out the advantages in developing agricultural and rural tourism models in some countries, clarifying the limitations of this tourism model in the world.

- Statistical and synthetic method: This method is used by the author to statistically and synthesize important and necessary documents directly related to the scope of the research topic. For example, synthesize experience in a number of countries, provide comparative data to clearly see the development of foreign tourism in some scientifically and technologically developed countries in the world. From there, there is an objective perspective and assessment of the analyzed issues. Based on this method, experience will be gathered as a premise to propose amendments and improvements to the law in relevant contents, recommendations and proposals.

### 3. RESEARCH RESULTS

Currently, developed countries are entering the stage of in-depth agricultural tourism development, because rural areas are increasingly shrinking, early developing countries such as the United States have the view that through community agricultural tourism, farming can revitalize rural economies, educate the public about agriculture, and preserve agriculture (Ammirato et al., 2020). The US government and states encourage the establishment of associations to act as intermediaries to coordinate activities to help minimize risks for agritourism operators, as well as ease land planning for local governments. and will pave the way for more farms and individuals to participate in agritourism (Veeck & cr, 2006). Recent survey results conducted by AC Nielsen (commissioned by the Netherlands Development Organization) show that: 65% of tourists need to experience local culture; 54% of tourists want to relax and mingle with nature; 84% of tourists want to visit local scenic spots; 48% are willing to pay more to experience local culture and heritage... According to the World Tourism Organization (UNWTO), promoting the development of sustainable tourism needs to comply with the principles: (i) All subjects are treated fairly when participating in agricultural tourism relationships, (ii) Tourism will contribute to improving economic value for residents of rural areas, promoting economic resources local, (iii) State tourism must ensure that it contributes to promoting and preserving cultural values that may be lost; (iv) Must always innovate, create differences, avoid duplication of ideas; (v) Strengthen the connection between the government, tourism companies, and indigenous people in designing and building tourism programs, (vi) Preserve identity and image of people at tourist destinations. From the issue of developing agricultural tourism, the authors can give experiences in developing sustainable agricultural tourism from a number of countries around the world such as:

*Experience from China:* China is constantly perfecting its supply system and improving the quality of cultural heritage tourism. In order to promote heritage values in tourism development, the Chinese Government has built many programs to coordinate between agencies, departments, and many forces (public - private), gathering many capital sources from macroeconomic sources. scale to micro to comprehensively improve tourism infrastructure and services. Other services such as entertainment service information, risk and safety information about heritage tourism destinations are publicly transparent. China focuses on diversification and creating cultural heritage tourism products with Chinese characteristics. China builds the "Tourism +" program (Tourism + modernization of agriculture, tourism + urbanization, tourism + new industrialization...) to enrich and diversify tourism forms and products in general and cultural heritage tourism in particular. With the policy "let heritage live" refers to the creative and reasonable use of cultural heritage to promote tourism development. China strives to restore all heritage values in tourism development (Tran Dinh Anh, 2022). Promote the development of red tourism (moral and spiritual educational tourism for students). Heritage tourism destinations are completely planned from restaurants, hotels, entertainment areas, especially cultural heritage values are methodically restored.

*Experience from France:* When the tourism industry develops and becomes a smokeless industrial economy, the French Government has determined to exploit the strengths of natural and cultural potential, especially in rural areas, to Tourism is a key economic sector that brings a proportion of GDP to the country. Thanks to effectively exploiting rural heritage and culture into tourism activities, in France culture and tourism have a close relationship and mutual support, creating attractiveness and competitiveness. of destinations. According to statistics from the United Nations World Tourism Organization (UNWTO), in 2019 there were about 1.458 billion international tourists in the world, France is the country with the largest number of tourists (UNWTO, 2019). After the COVID-19 pandemic passed and tourism flourished again, France is one of the countries in Europe that welcomes the most international tourists in the world. In 2022, France welcomed 66.6 million international tourists and is expected to increase by 12.1% annually from 2022 to 2025, expected to attract 93.7 million international tourists in 2025 (Nguyen Thi Thanh Nga and Phan Thi Ngan, 2023). Realizing that France has a difference in the global tourism market, because DLNN has taken as its subjects the farmers who are the main participants in tourism activities, including farmers who specialize in cultivating fields and farms. grapes (wine experience tourism), this type of tourism provides specific accommodation services (rural inns, or stays at homestays...), food and beverage services (eating at homestays, experiencing Experience tasting wine, local products... and tourism activities that allow visitors to participate in the experience of discovering rural heritage associated with agricultural livelihoods and occupations derived from farming and animal husbandry as products. cheese production and wine production, especially wine production. French DLNN is associated with the brands: DLNN and the most beautiful Villages in France; Rural tourism and farmer brands; Tourism The Association "The Most Beautiful Villages in France" was established in 1991 with the mission of protecting, promoting and developing the most beautiful villages in France. The widely recognized brand is the golden key to developing rural tourism. Up to now, there are 172 villages recognized as the most beautiful villages in France.

agricultural tourism products associated with regional and local brands will create attractive and unique destinations. unique, diverse and attractive... Therefore, France's experience in creating tourism models closely combined with rural culture, exploiting rural products and forming brands brand,

associated with the farmer's brand, or China's experience in promoting the initiative, creativity and mastery of farmers in local tourism activities, maximizing exploitation, Effectively use the community's cultural heritage and agricultural products to create tourism products for visitors to experience, attracting young workers to rural areas to work and associate. . In addition, in the context of integration, globalization, and the scientific and technological revolution that is being promoted, international experience from the models of France, China, Korea ... is something that the tourism industry Vietnam needs to consult, learn and find ways suitable to current conditions and realities.

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#### 4. CONCLUSION AND RECOMMENDATIONS

Some solutions for developing agricultural tourism in Vietnam, towards sustainable tourism development:

State tourism is a direction with great potential and room for development, suitable for the conditions and economic development orientation of many localities in Vietnam according to the economic growth model. On the basis of practical socio-economic development in recent times. In the current context of integration, globalization, and 4.0 technology taking place strongly, Vietnam needs to have appropriate orientations and solutions, thereby developing state tourism into a key economic sector, ensuring livelihood, helping farmers and rural residents master the process of agricultural and rural development, bringing agriculture to rapid and sustainable development. From arguments, analysis from practice and some experiences around the world, Vietnam needs to take specific measures such as:

*Firstly*, change the thinking about how to do tourism, including state tourism in the direction of diversity in unity, gradually overcoming the situation of fragmentation, smallness and duplication of diversity in products and destinations, step by step. Regional and domain characteristics, connection and support strategies. For DLNN to be effective, it is necessary to be consistent from thinking to action.

*Second*, develop agricultural tourism in a sustainable and inclusive direction in accordance with market needs on the basis of effective use, preservation and promotion of traditional cultural values, craft villages, agricultural activities and regionally specific ecological environment, associated with digital transformation and innovation. Each region and each locality, when building, exploiting and implementing the development of state tourism, needs to clearly define its tasks and goals in its development strategy. State tourism development must be associated with the New Rural Program and the Tourism Development Program in Rural Construction (Prime Minister, 2022), associated with regional development strategies and resolutions that the Party and State have issued. onion.

*Third*, promulgate policies to support the linkage of input values of the agricultural industry and related industries to form a chain of links and cooperation to develop agricultural and rural tourism products such as developing Groups linking production, processing, technology, consumption , production of goods and services to serve tourism consumption in rural areas while improving the effectiveness of promotion and connection of tourist destinations. calendar in a synchronous and harmonious manner. Use achievements of science and technology effectively in promoting and introducing agricultural tourism products .

*Fourth*, focus on protecting resources and the tourism environment through raising awareness and actions for the environment of people and tourists. Promote the learning, exchange and learning of experiences in organizing activities and developing rural tourism from countries and localities to form agricultural and rural tourism models suitable to local conditions. specifically. At the same time, pay attention to developing appropriate human resources, training local human resources with knowledge, skills, foreign language proficiency, computer skills, cultural understanding... to serve tourism activities. local calendar.

With the achievements achieved over time, the agricultural tourism industry in Vietnam still has certain limitations to promote the tourism industry to develop according to set strategies and plans. Therefore, state tourism in Vietnam needs to build scenarios in the new context, propose appropriate development strategies and solutions to continue to adapt to the current context and maintain development capacity in the current state. In the new normal of the economy, we can orient ourselves to build agricultural and rural models to exploit our inherent potentials and strengths, and immediately deploy them in different models and scales based on based on farmers' inherent resources, supported by preferential policies on loans, tax exemptions, etc. The experiences and models of agricultural and rural tourism development of countries such as France, China, and Korea will have useful reference value for Vietnam, especially in the context of integration, development, and growth. There is competition from the current tourism market. Developing state tourism in a sustainable manner will open up new opportunities for Vietnam to develop a market for consuming goods from commercial activities, creating a driving force for socio-economic development and contributing to environmental protection. , preserving and restoring heritage values and cultural identities in Vietnam.

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