

# A Study on the Economy of Agroecological Tourism in Vietnam

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**ABSTRACT:** Agroecological tourism is a tourism development project supported by the country. The transformation of eco-tourism projects in rural areas can not only increase farmers' income but also play a role in promoting the national policy of my country's new rural construction. Pay attention to the local cultural heritage and ecological balance, and establish a sustainable economic, ecological, cultural, and agricultural tourism ecological scenic spot according to the actual local geological conditions and historical heritage. The development of agro-ecological tourism in Vietnam is based on sustainable development, and to achieve sustainable development of culture, economy, and ecology. This paper analyzes the sustainable development of agro-ecological tourism and agro-tourism, and deeply This paper analyzes the current situation of agro-ecological tourism in my country and then summarizes the effective strategies for agro-ecological tourism to adhere to sustainable development.

**KEYWORDS:** Tourism; Ecotourism; Tourism Development; Agro-ecological Tourism.

## I. INTRODUCTION

In the long history of Vietnam for thousands of years, agriculture has always been the main economic crop in Vietnam at all stages. The development of agriculture has attached great importance to the past dynasties, which has also created a strong agricultural atmosphere in Vietnam. Due to the vast territory of Vietnam, across the climate, there are diverse climatic and geological conditions of Vietnam that have made the agricultural development of Vietnam have many regional characteristics, with high ornamental value and broad development space. To this end, the Vietnamese government has begun to support the construction of agroecological tourism scenic spots to attract domestic and foreign tourists, so that tourists from all over the country can understand the characteristic agriculture developed

by different regional cultures in Vietnam. The tourism economy is a green economy, and agricultural production complements and promotes each other. It can increase the income of Vietnamese farmers while protecting the environment. Local governments at all levels and the central government have strongly supported the development and utilization of original ecological resources, making great contributions to Vietnam's sustainable development strategic goals.

## II. DEFINITION OF AGRO-ECOLOGICAL TOURISM

There are many definitions of agroecological tourism in academia. Some scholars believe that "ecological agri-tourism is developed to meet people's spiritual and material enjoyment, and can attract tourists to watch, taste, entertainment, shopping, agriculture, and eco-agritourism. It has opened up a paradise for people who are nervous in the city to be close to nature and experience agriculture." The author believes that agroecological tourism is based on opening up local culture and inheritance characteristics so that tourists can feel the local unique agricultural history inheritance. The social activities and culture formed by living in a cluster, feel that the multiculturalism has been nurtured by different regional and meteorological environments, and this culture is the most precious so that tourists can indulge in the leisure atmosphere of the local ancestors of men farming and women weaving, thereby releasing In the metropolis, high intensity, high competition, high-speed pressure, let the soul fly. At present, Vietnam's agroecological tourism mainly takes the form of museums, cultural villages, folk villages, theme parks, etc., and restores the local ecology through on-site displays and off-site imitation of Environment and folk customs. The on-site display is to rely on the local environment for construction, with a high degree of reduction experience, while the off-site imitation is

to let the tourists quickly understand the cultural characteristics that the scenic spot needs to show through the centralized display method.

### **III. CHARACTERISTICS OF SUSTAINABLE AGRO-ECOLOGICAL TOURISM DEVELOPMENT**

#### **3.1. Agro-ecological tourism started late**

After the reform and opening up, Vietnam vigorously developed its economy, paid too much attention to industrial development and construction, and occupied a large number of farmers' land. Now that Vietnam's GDP ranks second in the world, the people's requirements for quality of life are getting higher and higher, and they have begun to pay attention to the environment and ecology. A balanced and sustainable economic development strategy, industrial development has made some people rich first, but the majority of farmers have not been lifted out of poverty. How to make farmers rich and protect the ecological environment has become a common problem for governments and social scholars at all levels. Agriculture Ecotourism was developed at this time, and we realized that the development of agroecological tourism can be traced back to the end of the 20th century. When developing agroecological tourism, we should not blindly follow the trend. An agroecological tourism area that meets the preferences of the masses.

#### **3.2. The agricultural tourism economy needs sustainable development**

Sustainable development is the basic national policy of Vietnam. When developing an agro-tourism economy, it is necessary to consider the way that scenic spots can meet contemporary needs without harming future generations. All of them are in a benign development mode, realizing the common development and progress of social benefits, environmental benefits, and economic benefits. The sustainable development of agroecological tourism can not only carry forward agricultural culture and promote economic development but also help farmers obtain tangible benefits from it and increase their income. When building agroecological tourism areas, it is necessary to restore the real local culture and historical heritage. , we cannot unilaterally cater to the needs of the market and build a monolithic agricultural ecotourism unit, which is not conducive to the inheritance of local culture, nor can it make local agricultural eco-tourism unique and attract more tourists. The characteristic of

sustainable agroecological tourism is that it needs to be rooted in the local historical and cultural heritage so that the custom and culture with local characteristics can be carried forward, and this unique custom and culture can be used to attract tourists.

### **IV. STRATEGIES FOR THE SUSTAINABLE DEVELOPMENT OF THE AGRO-ECOLOGICAL TOURISM ECONOMY**

#### **4.1. Increase the protection of tourism resources and the ecological environment**

In the construction of agroecological tourism, it is necessary not only to pay attention to the characteristic culture of agricultural production but also to carry out tourism and ornamental construction for tourists. However, it should be noted that the construction of agricultural production and tourism projects needs to adhere to the core concept of ecological protection. A special protection plan is formulated in the agroecological tourism area to ensure the biological diversity and ecological balance in the scenic area, and the ecological balance of each area is regularly tested and evaluated, and real-time adjustment is made through the evaluation. Strengthen the publicity of tourists to protect the environment, Set up signs in each scenic spot to tell tourists how to play in the agro-ecological tourism area correctly, without harming the biological and ecological balance in the scenic area. Establish a professional environmental inspection department in the agroecological tourism scenic spot to monitor the area in real-time. To prevent man-made pollution and natural damage to the scenic environment, the protection of the ecological environment and tourism resources in agro-ecological tourism areas is diverse and requires the participation and cooperation of staff and tourists.

#### **4.2. Accelerate the integration of tourism resources and standardize the development of tourism resources**

Promote the integration and regulation of tourism resources from the government level, establish relevant laws and regulations for the development of tourism resources, formulate policies suitable for local characteristics according to the characteristics of each region, promote the rational combination of agriculture and tourism development, and rationally develop and integrate resources. The development of projects with large negative impacts, high repetition, serious environmental damage, and ecological balance damage, guide the mutual complementation and

development of various characteristic scenic spots and establish a characteristic, ecological, and green rural ecotourism environment.

If there is a close connection between tourism and agriculture, we will build agricultural and rural tourism products with a rich and diverse Vietnamese cultural identity. In this linkage, the agriculture and rural development sector is responsible for creating elite products for the tourism industry using tourism standard exploitation.

According to data in 2020, Vietnam has agricultural land accounting for about 80% of the total area, and 70% of the population lives in rural and mountainous areas. On the world economic map, we are also known as an agricultural country. Therefore, it can be said that most of Vietnam's various tourism products when operating are related to rural and agricultural space.

The model of agricultural tourism with Vietnamese characteristics is different from other countries in the world. The reason is that we already have thousands of traditional agricultural villages for agriculture, forestry, fishery, salt production, handicrafts, and processing. These villages have become wholesale markets providing diverse goods to the consumer market. Therefore, Vietnam's agricultural tourism has the advantage of attracting visitors to both buy goods and listen to historical and cultural stories that form products. In addition, according to the trend of modern agricultural production, we also have farms, centers for agricultural extension, fishery extension, forestry extension, and high-tech agricultural centers... which are attractive destinations, that attract tourists to visit, learn, and enjoy the products.

If there is a close connection between tourism and agriculture, we will build agricultural and rural tourism products with a very rich and diverse Vietnamese cultural identity. In this linkage, the agriculture and rural development sector is responsible for creating elite products for the tourism industry using tourism standard exploitation. On the contrary, it is the creation of a tourism industry market that will greatly accelerate the aforementioned preparation process. The foundation of the existing connection is the positive results of the national target program on new rural areas, the program to preserve the cultural values of thousands of traditional craft villages with the development of new rural areas. variety of products... Agricultural and rural tourism in Vietnam in recent years has been noticed by many localities to develop in the form of experiences according to their specific conditions.

The farm is also closely linked with the farming community of the surrounding traditional agricultural villages on the basis of studying the history and culture of crop and livestock production, to not only have a real information tourist attraction but also become a promoter of green, clean and safe agricultural products of the region. The farm management board has trained officials and employees who are children of the locality and associated farmers in knowledge and skills of agritourism. In addition, the farm also builds linkages within and outside the region through the tourist market looking for outputs for endemic agricultural products of the region, such as herbs, milk, tea, and clean vegetables...

From that fact, along with consulting and consulting for a number of localities on agricultural and rural tourism, we realize that to create a brand of agricultural and rural tourism products to attract tourists, we need to perfect specific policies for agricultural and rural tourism products; creating endogenous strength in the population community, connecting with external resources for comprehensive rural economic development in association with the national target program of building new countryside; promote the image of a livable, friendly countryside and its unique features of culture, history, endemic OCOP products, and specialties that attract tourists...

In addition, Vietnam needs to survey agricultural and rural tourism resources to have enough information and data as a basis for classifying and arranging potential regions in the construction and development of agricultural tourism products, countryside; planning rural space according to the new rural program; building a number of typical models of agricultural and rural tourism in or adjacent to tourist areas where tourists already exist, to evaluate the attractiveness and sustainability of products; turning agricultural and rural tourism into a profession in rural occupations, training teachers and laborers, with the appropriate curriculum.

#### **4.3. Scientifically develop tourism products and enrich the content of tourism products**

Make full use of modern scientific and technological levels, promote the development of agricultural eco-tourism, establish high-quality traditional agricultural tourism areas, integrate scientific and ecological concepts into the development and construction of tourist attractions, and improve the branding of the park. Establish the core values of the park, Actively promote ecological education and green education to tourists, and make tourists feel the fun of traditional

farming through culture and activities. Modern people pay more and more attention to natural and natural products, and agro-ecological tourism needs to pay attention to the needs and preferences of tourists, and use scientific and technological means. Make the ecological balance in the park promote mutual development so that the agricultural and sideline products produced are healthy and pollution-free. Through scientific and technological means, avoid the use of chemical agents in the park to promote the growth of plants and eliminate insect pests, and try to use biological characteristics to solve the problem, so that customers like the environment and products of the park more.

#### **4.4. Endow propaganda and promotion with new connotations, and continuously develop the tourism market**

Pay attention to the brand development of agroecological tourism scenic spots, establish a brand development route, and gain certain popularity in the free market through the government's policy support and enterprise-oriented operation mode, so that the scenic spot can get the attention of more tourists. Focus on the history of the development of the scenic spot. At the same time, it is also necessary to package and promote it, use a unified theme and logo, make the scenic spot form a professional and unified organizational structure, and carry out unified publicity and brand promotion for various cultures and activities in the park. Use professional image design, design the brand image, and make the brand image highly recognizable. Use various marketing methods and government support flexibly to vigorously promote the brand culture. When determining the brand culture, it is necessary to first understand the needs of tourists and market needs, so that tourists can be fully satisfied in the scenic spot and establish long-term contact with tourists. Pay attention to the holding of various festivals, carry out some large-scale activities according to the solar terms widely recognized by the country and society, and can also establish some celebration activities related to the scenic spot to attract customers.

Continue promoting and stimulating tourism services for international visitors based on close links between businesses such as travel, aviation, accommodation, and large distribution partners in marketing activities. tourism; between enterprises and state management agencies to create the most favorable price policies for international tourists without reducing service quality, ensuring attractiveness to tourists;

strengthen direct marketing promotion in key international markets and new markets.

According to Mr. Vo Anh Tai, Deputy General Director of Saigontourist Group, one of the more important solutions is to promote the representative office of Vietnam's tourism industry and strengthen the role of diplomatic agencies and representative agencies. Overseas Vietnam in communication, promotion, and promotion of the national brand and Vietnam tourism. Especially in 2023, there will be a series of important diplomatic events to celebrate the 50th anniversary of the official establishment of diplomatic relations between Vietnam and countries that are also key international tourism markets such as Japan, The United Kingdom, Australia... Promote international cooperation and connection in tourism promotion activities, especially in ASEAN cooperation, Mekong sub-region..., to attract international tourists to Vietnam from countries in the region. Along with that, it is maintaining and strengthening policy communication, continuously updating the latest news, important events, and policies related to Vietnam tourism such as policies, regulations, and procedures on import and export landscape... thereby contributing to the favorable attraction of international tourists.

## **V. CONCLUSION**

Ecotourism in Vietnam is currently on the rise. Its advantages are that nature is not destroyed, there are a wide variety of rare animals and plants, and the development potential of ecotourism is huge. In particular, the number of tourists who come to visit is increasing year by year, bringing a lot of economic benefits. The development of ecotourism also helps to solve the employment problem of some people and helps to improve the quality of life and improve life.

However, despite the diverse ecosystems and huge development potential, the development of ecotourism in Vietnam is still in its infancy, and there are still many limitations such as a lack of professional talents and limited services. The research in this paper hopes to contribute to the sustainable development of the agroecological tourism economy for reference.

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