

INFORMATION OF DOCTORAL DISSERTATION

Doctoral dissertation title: **Agritourism development in Lam Dong province**

Major: **Economics**, Major Code: **62.31.01.01**

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1. THESIS SUMMARY

The thesis analyzes the development of agritourism in Lam Dong province, focusing on the supply and demand aspects. From the research overview, theoretical basis, and actual situation in Lam Dong province, it is evident that the development of agritourism requires a combination of agritourism supply and demand. The participation of farming households in agritourism business activities and the efficiency of utilizing agricultural resources (measured by income) are crucial factors in the development of agritourism. Developing agritourism, when farmer households participate and have good agritourism business efficiency, will contribute to meeting the increasing demand of tourists for agritourism destinations. This is evident in Lam Dong province, where tourists' decision to choose an agritourism destination is influenced by the demand side of agritourism. Qualitative and quantitative methods are combined to analyze both the supply and demand of agritourism. Research results show that in order to develop agritourism in Lam Dong province, the participation of farming households in agritourism activities is necessary. Currently, farming households have a low level of participation in agritourism. The spontaneity and small scale of the area, coupled with the problem of low agritourism business efficiency and income for farming households, are not commensurate with the potential of agritourism and have hindered the creation of agritourism products. The agritourism industry, although rich and diverse, fails to meet the needs of tourists, making it less effective in attracting potential visitors to choose agritourism destinations. To develop agritourism, it is necessary to analyze both the supply and demand of agritourism. The thesis synthesizes the factors affecting the development of agritourism in Lam Dong province, including the following factors: following: (1) Diversify agritourism products, activities and services; (2) Infrastructure

for tourism; (3) Promote and promote agritourism; (4) State planning and management; (5) Human resources; (6) Farmer households' awareness and trust in agritourism business; (7) agritourism business efficiency. On that basis, the study proposes policy implications and recommendations to develop agritourism in Lam Dong province.

2. THE NEW SCIENTIFIC FINDINGS

Agritourism development theories, related research, and an overview of existing theories are used to construct an analytical framework for agritourism development. This framework considers both the supply and demand aspects of agritourism.

Next, the thesis provides an overall picture of agritourism development in two specific aspects. Firstly, it examines the agritourism supply, focusing on the participation of farming households in tourism. Agriculture and business performance of households are examined when they participate in agritourism, with a comparison of income between households that participate and those that do not. Additionally, the study explores the demand for agritourism, focusing on attracting tourists to choose agritourism destinations in Lam Dong province.

Finally, I propose policy implications and recommendations to develop agritourism in Lam Dong province.

3. APPLICATIONS/APPLICABILITY IN PRACTICE AND SUGGESTIONS FOR FURTHER STUDIES

Policy implications and recommendations for developing agritourism are analyzed from the perspective of both feasible agritourism supply and demand. The aim is to motivate farming households to participate in agritourism and effectively utilize its potential. Utilize agricultural resources to offer agritourism products that appeal to tourists, with the aim of attracting potential visitors to select agritourism destinations. Policy implications and recommendations serve as a reference for planners, state management agencies, and researchers involved in agritourism development.

The thesis primarily focuses on the supply of agritourism, specifically examining the factors that determine the income performance of agritourism business households. The study stops at analyzing households that actively participate in and cater to tourism. Agritourism and tourists have not considered in depth the participation of other actors in

agritourism, such as state agencies and tourism organizations. This is also an open issue for further research.

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